AdvaMed 2010 Sets New Attendance Record: More than 1,700 Device and Diagnostics Leaders from Across the Country and Around the World Came to Washington, D.C.

Bio-Medicine.Org

WASHINGTON, Oct. 22 /PRNewswire-USNewswire/ -- More than 1,700 medical device and diagnostics leaders from more than 360 companies – representing 24 countries and 33 states – attended the fourth annual industry gathering, *AdvaMed 2010: The MedTech Conference* this week in Washington, D.C.

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CEOs, business executives and investors came together to gain insights into industry trends, discuss public policy and share best practices. Attendees heard from the very leaders shaping critical policy decisions including FDA Commissioner Margaret Hamburg, Centers for Medicare and Medicaid Services Administrator Donald Berwick, U.S. Secretary of Commerce Gary Locke and Rep. Erik Paulsen (R-MN). The keynote address was provided by noted TV news anchor and cancer research advocate, Katie Couric, who spoke about the importance of medical technology in her own family's experience with colorectal and pancreatic cancers.

"We are pleased the conference has steadily grown, seeing a 17 percent increase in attendance from last year. This growth is a reflection of the diversity seen in the types of panels and speakers as well as the opportunities to connect with leaders in our industry, at companies large and small," said James V. Mazzo, president of Abbott Medical Optics and board chairman of AdvaMed.

During the conference more than 782 one-on-one busines
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