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## Medtronic and Stryker Join MEDICAL WORLD AMERICAS

Houston, TX — International healthcare heavyweights, **Medtronic™** and **Stryker™**, have announced their support of MEDICAL WORLD AMERICAS by joining as premier sponsors of the inaugural event taking place at the end of this month in Houston, Texas. The backing of these major players is another indication of the impetus this event is gaining within the global medical industry.

“One of Medtronic’s strategic initiatives is to focus on providing value based solutions across the care continuum. Partnering with MEDICAL WORLD AMERICAS as a Premier Sponsor, gives Cardiocom®, a Medtronic company, the ability to educate the global healthcare community on how we can provide innovative solutions and integrated care coordination from the hospital to the home,” describes Mike Genau, President and SVP, US Region, Medtronic. “With Medtronic’s collaboration with the Texas Medical Center’s world-class cardiovascular institutions, we believe MEDICAL WORLD AMERICAS is an ideal platform to increase awareness and reach a broad and influential attendees base.

Stryker who will be showcasing their technologies on the exposition floor alongside other industry leaders, indicated how this event provides them with an opportunity to further inform an international audience on the latest innovations in healthcare. Nate Moreau, Director of Marketing with Stryker Procure explained, “Stryker hopes to both inform the broader healthcare landscape about new technologies available in the marketplace and learn from partners like MEDICAL WORLD AMERICAS as we collaborate to improve both quality and delivery in Healthcare.”

To date, MEDICAL WORLD AMERICAS has a registered audience comprised of healthcare professionals from across the spectrum and representing more than 31 U.S. States and 30 international countries. MEDICAL WORLD AMERICAS attendees can tour the exhibit hall and attend the plenary sessions for free with Expo-Plus Registration when registering online before April 27<sup>th</sup>, or purchase full registration for access into the focused educational sessions.

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### About Cardiocom, a Medtronic company

Cardiocom®, Experts in TelehealthSM, is a world-class developer, manufacturer and clinical telehealth solutions provider and a proven leader in Integrated Clinical Telehealth Services. Cardiocom’s innovative home telemonitoring equipment and telehealth services enable health professionals to identify symptomatic patients and intervene early to prevent unnecessary hospitalizations. Cardiocom addresses Heart Failure, COPD, Asthma, Diabetes, Hypertension and Obesity.

### About Stryker

Stryker is one of the world’s leading medical technology companies and together with its customers, is driven to make healthcare better. The Company offers a diverse array of innovative medical technologies, including reconstructive, medical and surgical, and neurotechnology and spine products to help people lead more active and more satisfying lives.

### About MEDICAL WORLD AMERICAS

MEDICAL WORLD AMERICAS combines a high-caliber, multi-disciplinary conference program with an expo showcasing the latest medical devices and cutting-edge products. Modeled after MEDICA, the world’s largest medical tradeshow, MEDICAL WORLD AMERICAS is backed by a powerhouse partnership between top-ranked Texas Medical Center and Messe Düsseldorf, the global medical event organizer that produces MEDICA. MEDICAL WORLD AMERICAS’ comprehensive educational tracks and session topics are arranged around Texas Medical Center’s areas of expertise to provide a wide range of specialized educational opportunities for all healthcare professionals, particularly hospital administration and executives, physicians, nurses, pharmacists, physiotherapists, research technicians, scientists, educators, procurement specialists and emergency responders. Supporting sponsors include CHI-St. Luke’s and Opportunity Houston; Contributing partner: Biomet.