20th Annual Coverage, Reimbursement and Health Policy Conference

AGENDA

**Speakers will be added as confirmed*

Wednesday, November 8, 2017

Day one of the conference consists of interactive and intensive panels that answer how medical devices are reimbursed, what it takes to establish reimbursement, and practical advice to achieve success. These sessions will explore the foundation of medical device reimbursement (coding coverage, and payment) as these processes intersect in the current and evolving healthcare environment, and will focus on creating an implementable strategy so a product can be commercialized. They also include real world applications, case simulations and an idea exchange with participants to discuss product-specific reimbursement questions and issues to begin to put this information into practice.

2:00pm – 3:00pm
Reimbursement 101

- **Barb Peterson,** President & CEO, Emerson Consultants

3:00pm – 4:00pm
Real World Perspectives

In this session we will provide a real-world perspective on the business challenges associated with navigating reimbursement and market access issues for new technologies, and risk management strategies to address these challenges. We will discuss the common pitfalls to avoid in pre- and post-commercialization communications strategies, and key success factors to optimize commercial success. We will present case studies that reflect typical launch scenarios and the responses from stakeholders such as Medicare, commercial payers, specialty medical societies and others.

- **Stan Jackson,** VP of Market Access & Reimbursement, Vertos Medical, Inc.
- **Adi Renbaum,** President, ANR Consulting
- **Lance Thrash,** Senior Director, Health Economics & Reimbursement, Vascular Insights

Wednesday, November 8, 2017 (continued)

4:00pm – 4:15pm
Networking Break

4:15pm – 5:30pm
Practical Application of Reimbursement – Reimbursement Case Studies & Real World Examples

- **Judy Rosenbloom,** Founder & President, JR Associates
- **Jo Ellen Slurzberg,** Vice President, Global Health Policy/Reimbursement, JR Associates

5:30pm – 6:30pm
Networking Reception

Thursday, November 9, 2017

7:30am – 8:55am
Registration and Continental Breakfast

8:55am – 9:00am
Welcoming Remarks

- **Mark Leahey,** President & CEO, MDMA

9:00am – 9:45am
CMS Update

With a new Administration comes a new set of priorities and initiatives. One of CMS' leading policy makers will detail key CMS Initiatives.

Thursday, November 9, 2017 *(continued)*

9:45am – 10:30am
Defining Value

As payers increasingly shift to paying providers for the value of care provided rather than the volume of services, it is critical that medical technology innovators gather the correct data to show their value. This session will review what evidence you need to demonstrate value and how to speak providers' language when showing them the value of your product.

- **Christina Ritter,** Director, Patient Care Models Group, CMS

10:30am – 10:45am
Networking Break

10:45am – 11:30am
Navigating CPT and RUC

The CPT and RUC processes continue to be frustrating and confusing for med tech innovators. A former AMA CPT Director will help you understand what evidence you need to secure a CPT code and maximize your product's reimbursement, while a current AMA staff member will provide a background of the RUC and how the RUC provides value recommendations to CMS.

- **Michael Beebe,** Vice President, ADVI
- **Susan Clark,** Physician Payment Operations Manager, American Medical Association

Thursday, November 9, 2017 *(continued)*

11:30am – 12:15pm
Narrowing the Gap Between Regulatory & Reimbursement

It has become all too clear that securing FDA approval does not guarantee that your technology will be reimbursed by Medicare or commercial payers. The time lag between regulatory and reimbursement success is growing. FDA and CMS recognize this challenge, and are working on proposals to narrow the gap between the two. This session will detail some of the strategies to facilitate collaboration between device manufacturers, regulatory authorities, and payers.

- **Rochelle Fink,** Senior Health Science Specialist, CDRH, FDA
- **Linda Gousis, J.D.**, Centers for Medicare & Medicaid Services, Center for Clinical Standards & Quality, Coverage and Analysis Group
- **Jo Ellen Slurzberg,** Vice President, Global Health Policy/Reimbursement, Jr Associates
- **Judy Rosenbloom,** Founder & President, JR Associates (moderator)

12:15pm – 1:30pm
Buffet Lunch

1:30pm – 2:15pm
Securing Coverage with CMS

Establishing timely and adequate coverage for new technologies is critical to improving patient care. Hear from a leading CMS policy maker what the agency is doing to improve the coverage process and what companies must to do succeed.

- **Linda Gousis, J.D.**, Centers for Medicare & Medicaid Services, Center for Clinical Standards & Quality, Coverage and Analysis Group
- **Louis Jacques,** Senior Vice President & Chief Clinical Officer, ADVI
- **Elizabeth Halpern,** Partner, Hogan Lovells (moderator)

2:15pm – 2:30pm
Networking Break

Thursday, November 9, 2017 *(continued)*

2:30pm – 3:15pm
What do Payers Want?

After years of working to secure regulatory approval, many technologies then face challenging hurdles to obtain reimbursement from insurers, preventing commercial success. This period of delay between FDA approval and widespread adoption has been characterized as "death valley," delaying patient access by five years or more. In this panel, we will hear from an insurer insider who will answer your question about what commercial payers are looking for to provide technology access to their patients.

- **Richard Safeer,** Medical Director, Johns Hopkins Healthcare
- **Jerry Stringham,** President, Medical Technology Partners

3:15pm – 4:00pm
International Panel

The global marketplace for medical technologies continues to shift, with the current Administration withdrawing from the TPP, and examining the United States role in NAFTA and other trade agreements. From shifting political winds and pricing pressures globally, hear from a panel of leading experts about how your team can adjust to this climate and maximize growth.

- **Stephen Hull,** Founder & Principal, Hull Associates
- **Edward Rozynski,** Senior International Advisor, MDMA