April 5 FORUM

Valuing (And Pricing) Positive Outcomes: How it Impacts The Therapies That Patients Receive

Value is an Analysis, Price is a Decision.

Moving past efficacy alone, this forum explores how provider groups and payers use value in their analysis of what technologies to adopt.

Program Description

This Forum addresses what providers and payers find compelling from a value perspective to decide between technologies for coverage and adoption.

We will hear from an expert at a leading medical device manufacturer on how they develop a pricing strategy – taking into account their target customer and market segment, while focusing on how to create value for the customer.

As healthcare costs continue to rise, the need for payers and providers to control cost will continue to increase the role value plays in making technology adoption decisions. The speakers will address how value effects their decision-making processes.

Jessica Holmes of Argenta Advisors will moderate the session and set the stage for the increasing large role value plays in obtaining adoption and reimbursement for new medical technologies. Jessica Holmes of Argenta Advisors will moderate the session and set the stage for the increasing large role value plays in obtaining adoption and reimbursement for new medical technologies.

Dr. Richard Sherman of Harvard Pilgrim will provide insights from the payer perspective on value measurement in healthcare.

David Mok of DePuy Synthes will talk about how they use a pricing model canvas governed by a few simple rules to develop a rational pricing strategy that takes into account their target market segment, target customers, and value.

Dr. Maxwell Laurans of Yale-New Haven Hospital will describe his work on the efficient delivery of health care, and offer some prospective on how they use value when evaluating technologies and innovations in the surgical disciplines.

Immediately following the talks there will be a moderated panel discussion with the opportunity for the audience to ask the speakers questions.

Target Audience for this Forum
- Medical Device Manufactures
- Consultants
- Entrepreneurs
- Service Providers
- Caregivers
- Healthcare providers

For more information, go to mdgboston.org
MDG Boston 2016–2017 Forum Schedule

Sep 14  Reading Your Mind: Understanding Your Brain Through Physical Response  
Co-Champions: Peter Madras, Geoffrey Moodie, Trish Robertson

Sep 28  10th Annual: Transitioning Into and Within the Medical Device Industry  
Champion: Lisa Sasso

Oct 5  Medical Device Security in a Connected World  
Co-Champions: Dick O’Brien, Eric Soederberg

Nov 2  Counterfeit Medical Devices: A Threat to Your Business and Your Health  
Co-Champions: Hank Allard, Rich Nadeau, Mark Schonfeld

Dec 13  Healthcare Innovation for Developing Countries  
Co-Champions: Christina DeMur, Paul Hartung, Prakash Manandhar

Jan 18  Breakthroughs in Diagnosis and Treatment of Ovarian and Breast Cancer  
Co-Champions: Dave Jacobs, Jerry Shapiro

Feb 1  Game Changing Technology - It’s Less Complicated Than You Think  
Co-Champions: Peter Madras, Geoff Moodie

Mar 1  Wearables for Patient Driven Healthcare Development, Research, and Pitfalls to Commercialization  
Co-Champions: Jeff Karg, Keith Kowal

Apr 5  Valuing (And Pricing) Positive Outcomes And How it Impacts The Therapies That Patients Receive  
Champion: Aaron Cohen

May 1  Cost Effective Geriatric Care  
Co-Champions: Hank Allard, John Libertino

Jun 12  Collaborating for Progress: What Engineers and Entrepreneurs need to know to work with Doctors  
Co-Champions: Peter Madras, John O’Gara

Location: Regis College Fine Arts Center, Weston, MA

Member News

Welcome these New MDG Members:


Renewed MDG Members:

Edward Barile  Wynn Bowers  Ingrid Centurion  Marie Cloutier  Peter Colgan  David Gamache  Richard Hart  Daniel Healey  Philip Hershberg  Stephen Keaney  Jim Martin  Rich Miller  Phil Nachman  Mitali Pradhan  Mack Rubley  Peter Stokes  Rosanna Villani  Alex Wallace  Arthur Young  Robert Zanghi
Moderator

Jessica Holmes, MJ  
**Executive Director of Reimbursement**  
Argenta Advisors, Inc.

Jessica has over 20 years of experience in payer relations, government affairs, and reimbursement strategy and tactical planning. Jessica provides expertise in analyzing barriers and opportunities for market access in not only the traditional reimbursement environment of public and private health plans, but in the evolving value-based healthcare landscape (e.g., integrated networks, shared savings/ACOs and VBP/P4P programs). She uses her bachelor’s degree in Mass Communication from the University of California at Berkeley and her work in public relations to cross-functionally align reimbursement goals with corporate sales and marketing initiatives. Jessica earned a Master of Jurisprudence (MJ) in Health Law from Loyola University, Chicago, which she draws on for work in such areas as compliance, healthcare contracts, as well as legislative and regulatory analysis.

Presenters

Michael S. Sherman, M.D., MBA, MS, CPE, FACPE  
**Chief Medical Officer and Senior VP**  
Harvard Pilgrim Health Care

Dr. Sherman has been a leader in driving adoption of outcomes-based provider and pharmaceutical contracts. He is responsible for Harvard Pilgrim’s medical trend outcomes-based provider and pharmaceutical contracts. Dr. Sherman serves on the faculty of Harvard Medical School’s Department of Population Medicine, as chair of the Board of Managers of the Harvard Pilgrim Health Care Institute and on the Advisory Board of the Institute for Clinical and Economic Review (ICER). He is the current chair for AHIP’s CMO Leadership Council, comprised of chief medical officers from health plans throughout the United States. Dr. Sherman is a frequent speaker at national and regional conferences and has lectured as part of the Harvard Business School executive education program on value measurement in healthcare.

David Mok  
**Senior Director, Pricing Strategy & Analytics**  
Johnson & Johnson’s DePuy Synthes Business

David leads the pricing function for the orthopaedic business in a $5B+ U.S. region. He is a global price leader with over 15 years of multi-industry experience encompassing B2B and B2B2C technology companies, with a track record of transforming and elevating pricing capabilities & profits. Previously, he served as Worldwide Director of Pricing at Johnson & Johnson’s $2B DePuy Synthes Spine business. In one year, he improved ASP erosion by 6% and delivered the highest percent gross profit in three years. David led efforts rolling out a comprehensive pricing plan as part of a $20B acquisition of Swiss medical device maker, Synthes.

David has been speaking professionally on the subject of pricing at various conferences throughout the country. He is currently teaching pricing at the University of California, Berkeley, Haas School of Business’ Center for Executive Education.

David began his career as a naval officer aboard a nuclear-power attack submarine where he conducted missions vital to the national security of the United States. He holds MBA, MS, and BS degrees.

Maxwell Laurans, M.D.  
**Clinical Chief and Exec Dir of Perioperative Services, Yale New Haven Hospital and Assistant Professor in the Dept of Neurosurgery at the Yale School of Medicine**

Dr. Laurans’ area of clinical interest is in the minimally invasive treatment of spinal disorders and spinal tumors, including stereotactic radiosurgical treatment of spinal tumors. He is responsible for the operational, financial, and quality performance of Yale – New Haven Hospitals 83 operating rooms. He additionally chairs the Clinical Governance Committee for Yale – New Haven Health System which oversees the formulary development for clinical preference and physician preference devices and implants, managing approximately $500m in supply spend.

Dr. Laurans’ primary research focus is identifying ways in which to drive improved quality and value in health care delivery and determining practical implementation methods at Yale – New Haven Hospital. His research interests additionally include the efficient delivery of health care, appropriate use of information technology, clinical trials, outcomes studies, and evaluation of new technologies and innovations in the surgical disciplines.

Forum Champion

Aaron Cohen  
**General Manager of Argenta Advisors**

Aaron is currently the general manager of Argenta Advisors, a Massachusetts based national life science reimbursement consulting company. He has two and half years’ experience in the medical device industry.

Prior to joining Argenta Aaron worked for an automated test consulting company and has spent the bulk of his professional career working with companies that help other companies bring new products to market. Aaron joined MDG a little over two years ago as he transitioned into the medical device industry. Aaron is a member of Program Central and the Membership Committee.

He was one of the co-champions of the Diabetes Today: Discipline, Devices & Development forum held at the BU Photonic Center. Aaron holds a BS in chemistry.
MDG Boston
We would like to thank the hundreds of volunteers who help to make this organization a success.

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MDG sponsors Forums, Networking, SIGs (Special Interest Groups), Workshops and Special Events where diverse industry leaders can share their experience and knowledge as presenters and through peer-to-peer communications.