

Medical Device Innovation Under the Affordable Care Act – Where are the Biggest Opportunity Areas for Growth?

**Wednesday
May 7, 2014**

5:30 – 8 PM

**Constant Contact
Headquarters**

Waltham, MA



THE IMPACT OF **OBAMACARE**

USA Healthcare is undergoing profound changes that are driven by many issues, including:

- Uneven availability of quality medical care.
- Rapidly rising expenses, driven in part by new devices and medicines.
- Widely varying and typically opaque cost structures.
- Development of a rationale system of Electronic Medical Records.

Despite often acrimonious debate, reform is expected to continue as new models are developed and tested, both at the state and federal level, in order to create a less fragmented and more efficient system.

The ACA is currently the most prominent of these efforts and therefore it is critical for those in industry, academia and practice to understand and successfully navigate this disruptive period.

Panelists

Dr. Michael Sherman
Sr. VP and CMO
Harvard Pilgrim Health
Care

Dr. Bridget Stewart
Vice President
Clinical Operations at
Joslin Clinic

Maria Stewart
Dir, Health Economics &
Reimbursement, Boston
Scientific Endoscopy.

Richard Trembowicz
Pres. of MedicaMetrix
and Principal of Paragon
Health Consulting

Program Description

Clayton Christiansen's 2009 book "The Innovator's Prescription" recommended the need for new business models to address a failing US healthcare system.

Is the Affordable Care Act (ACA or Obamacare) one of the new business models to address this serious problem or an erroneous political accommodation?

This session will objectively address both sides of this very important topic including where Health Care is today in the United States and where we should be going.

- What is the intent of the ACA?
- What are the implications to date of the ACA and expectations for the future?
- How will the ACA impact medical devices, drug development and medical care delivery going forward?
- How will the ACA impact opportunities for future medical product development?

A distinguished panel of speakers will address these issues and provide their own perspectives of what we should expect to see from the ACA and future government and industry efforts in this area.

Who Should Attend

- Any executive, manager or professional in the medical device or life science arena who wants to better understand the changing healthcare landscape and what it means for product development, sales and reimbursement.
- Providers and managers working in hospitals, clinics, surgicenters, or offices who have been, or anticipate being, impacted by the ACA, either directly or as result of the overall redefining of health care delivery in the US.
- Anyone who wants to hear from key thought leaders in research, clinical and healthcare focused organizations.

Moderator



Robert DeNoble - Principal, RDA Healthcare Consulting, LLC.

Bob DeNoble is a senior health care executive, management consultant, entrepreneur and healthcare thought leader. He served as President/CEO of the Marino Center for Integrative Health, President/CEO of Applied Management Systems, Senior Manager/Director in the healthcare consulting practice at KPMG, and in senior executive positions at several major hospitals.

As one of the founding Directors of the Harvard Business School Healthcare Alumni Association, he served as chair or co-chair of the annual conference from 2000 to 2004, and was President from 2005 to 2008. He serves on the board of trustees of the Austen Riggs Center and chaired the Finance and Audit Committees and currently serves as an advisor to several innovative healthcare companies in the health IT and medical device space. Bob earned his MBA from the Harvard Business School.

Panelists



Dr. Michael Sherman, Sr. VP and CMO – Harvard Pilgrim Health Care.

Dr. Michael Sherman serves as chief medical officer and senior VP for Harvard Pilgrim Health Care. He also 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 has served as a mentor for emerging physician executives enrolled in the AHIP Executive Leadership Program.

He has held leadership roles at Humana, UnitedHealth Group, and Thomson Medstat (now Truven). He holds a B.A. and an M.S. in Biomedical Anthropology from the University of Pennsylvania and received his M.D. from Yale and an M.B.A. from the Harvard Business School. He is a diplomate of the American Board of Anesthesiology and American Board of Medical Management and was recently appointed by Governor Deval Patrick to represent the health plan perspective on the Massachusetts Statewide Quality Advisory Committee.



Dr. Bridget Stewart, VP of Clinical Operations at Joslin Clinic

Dr. Stewart is responsible for all day to day clinic operations including revenue cycle, clinical laboratory and general administration for the large multi-specialty diabetes clinic specializing in both type I and type II diabetes. She is an adjunct faculty and serves on the advisory committee at Regis College in Weston, MA in the Masters of Healthcare Administration program and also serves on the advisory committee for the bachelors degree in Healthcare Management and Policy program at the University of New Hampshire.

Before Joslin, she was the Administrative Director at Children's Hospital Boston, Associate Administrator in the Department of Medicine at the Brigham and Women's Hospital and administrator for Clinical Programs in the Department of Cardiology at the University of Iowa Hospital. She received a B.S. in Health Management and Policy and a minor in Health Promotion at the University of New Hampshire in 1996. In 1998, she received her Master's in Business Administration from St. Ambrose University in Davenport Iowa and her Doctorate of Law and Policy in 2009 from Northeastern University in Boston, MA.



Maria Stewart, Director, Health Economics & Reimbursement (HE&R, Boston Scientific Endoscopy).

Maria has served as Boston Scientific's Director of HE&R for Endoscopy since October, 2008 (she joined the HE&R team in 2004). She has led many efforts on payment policies including for carotid artery stenting, outpatient hospital payment for gastroenterology stenting and peripheral vascular procedures, and secure Medicare transitional passthrough payment for the Alair® Bronchial Thermoplasty Catheter.

Her team works closely with marketing, sales and clinical groups to support global technology assessments, coverage and reimbursement procedures using Boston Scientific's Endoscopy products. They are also responsible for assessing and addressing critical economic and policy initiatives that could impact endoscopy, gastroenterology or pulmonary medicine. She has spoken extensively on implications of the Affordable Care Act. She has a BA in East Asian Studies from the University of Pennsylvania and an MA in International Business and Technology Policy from the Fletcher School at Tufts University.



Richard L. Trembowicz, Principal, Paragon Health Consulting, President, MedicaMetrix, Inc.

Richard is currently the President of MedicaMetrix, Inc., participating in the development of a medical device that assists in the diagnosis of prostate cancer. At Paragon Health Consulting, Richard guides insurance companies through Exchange implementation, including initial offering of Qualified Health Plans and expansion into new states. He was previously the VP, Business Development for Celtic Insurance, the commercial insurance subsidiary of Centene Corporation (NYSE:

CNC), where he was responsible for Centene's Exchange-based planning and business development including Exchange policy liaison with HHS / CMS / CCIIO, state governments and industry organizations (NAIC, AHIP, MHPA), business planning and product development, Member acquisition / retention strategies and sales execution. He has conducted extensive analysis of the impact of MA health care reform on individual coverage (and associated gaps in coverage) and Employer Sponsored Insurance (ESI) trends. He is a graduate of Harvard College, and Boston University School of Law.

Co-Champions

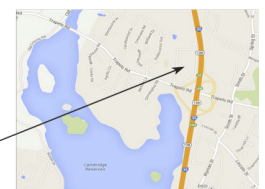
Hank Allard
Marty Sklar

MDG Forum Fees (Includes light dinner)

	Early Bird (By April 30)	Pre-Register (May 1 – 5)	Full Price (After May 5)
MDG Members	\$25	\$30	\$35
Non-Members	\$35	\$42	\$50
Students	\$10	\$10	\$10

Location

1601 Trapelo Road, Waltham, MA
Located at Route 128/I-95, Exit 28B
Main building "under the clock.", 3rd Fl



Easy Online Registration

www.mdgboston.org
(Pre-Register By April 30 & Save \$10-15!)

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