22nd Annual Coverage, Reimbursement and Health Policy Conference

AGENDA
*Speakers will be added as confirmed

Wednesday, November 13, 2019

2:30pm – 5:00pm –
Reimbursement Challenges, Case Studies, Critical Strategic Planning
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.

- Adi Renbaum, President, ANR Consulting, LLC
- Judy Rosenbloom, Founder & President, JR Associates
- Jo Ellen Slurzberg, Vice President, Global Health Policy/Reimbursement, JR Associates

5:00pm – 6:00pm
Networking Reception

Thursday, November 14, 2019

7:30am – 8:10am
Registration and Continental Breakfast

8:10am – 8:15am
Welcoming Remarks
- Mark Leahey, President & CEO, MDMA

Sessions and speakers are subject to change without notice. MDMA reserves the right to cancel or reschedule any program, whereupon full registration fees will be refunded or applied to the rescheduled program in accordance with the registrant’s preference. In the event of cancelled programs, MDMA assumes no responsibility for transportation, hotel, or other expenses incurred by registrants.
Thursday, November 14, 2019 (continued)

8:15am – 8:45am
HHS Opening Address
Hear from HHS leadership about what priorities the agency has for 2019 and beyond, and what policy makers are looking for as America’s health care delivery system continues to evolve.
  • William Brady, Senior Adviser to the Secretary, HHS

8:45am – 9:30am
CMS Update/Coverage Reforms
Learn from one of CMS’ top policy makers about ongoing reforms they are examining to expedite patient and provider access to medical technologies.
  • Tamara Syrek Jensen, Director, Coverage and Analysis Group, Centers for Medicare & Medicaid Services

9:30am – 10:15am
Industry Reaction Panel
  • Louis Jacques, Sr. Vice President & Chief Clinical Officer, ADVI
  • Jo Ellen Slurzberg, Vice President, Global Health Policy/Reimbursement, JR Associates
  • Elizabeth Halpern, Partner, Hogan Lovells (moderator)

10:15am – 10:30am
Networking Break

10:30am – 11:15am
MDMA Reimbursement Survey Results
MDMA recently conducted a robust survey including interviews with senior reimbursement executives, and this panel will break down what the biggest concerns and challenges are today, as well as potential solutions and opportunities that exist on the horizon.
  • Mark Domyahn, Partner, JD Lymon
  • Vrad Levering, Consultant, The Foundry & The Fogarty Institute
  • Adi Renbaum, President, ANR Consulting, LLC
  • Mark Leahey, President & CEO, MDMA (moderator)
Thursday, November 14, 2019 (continued)

11:15am – 12:00pm
Working with Private Insurers – Best Practices
As private payors continue to develop new processes for medical technology innovators to secure coverage, hear from some of the industry’s leading experts on what you and your teams need to prepare for in this changing landscape.
• Brett Logan, Consultant, Leavitt Partners, LLC
• Stephen Perkins, MD, Chief Medical Officer of Commercial & Medicare Services, UPMC Health Plan
• Barb Peterson, President & CEO, Emerson Consultants

12:00pm – 1:00pm
Buffet Lunch

1:00pm – 1:45pm
Securing Local Coverage with MACS
Establishing timely and adequate coverage for new technologies remains a top priority for innovators. Hear from a local MAC Director how they go about determining coverage for medical technologies in the current environment.
• Laurence Clark, Chief Medical Director, Noridian
• Jerry Stringham, President, Medical Technology Partners

1:45pm – 2:30pm
CMS Ombudsman Listening Session
Learn from the agency’s Ombudsman about his role in the agency, and what some of his functions are that could be helpful to you and your team.
• James Bailey, Ombudsman, Centers for Medicare & Medicaid Services, Offices of Hearings and Inquiries (OHI)

2:30pm – 2:45pm
Networking Break
Thursday, November 14, 2019 (continued)

2:45pm – 3:30pm
Navigating CPT & RUC
As the CPT and RUC continue to be opaque and confusing processes for innovators, learn from a former AMA CPT Director how you and your team can improve your ability to secure reimbursement, as well as some strategies from the AMA.

- **Michael Beebe**, Vice President, ADVI
- **Susan Clark**, Physician Payment Operations Manager, American Medical Association
- **Judy Rosenbloom**, Founder & President, JR Associates

3:30pm – 4:15pm
International Convergence: Aligning Evidence and Pricing Across the USA and Global Markets
This joint expert presentation will provide a high-level snapshot of changing US evidence demands and the challenges to align them with the requirements of international markets. Stephen Hull of Hull Associates will review the direction of overseas evidence requirements and the growing importance of health economic literature on product reimbursement. Ed Rozynski, MDMA’s Senior International Advisor will raise questions and add insight on each of the countries covered. Presentation will include the latest details on requirements of the UKs NICE, French HAS, and German IQWiG, along with Japanese and Chinese requirements.

- **Stephen Hull**, Founder, Hull Associates
- **Ed Rozynski**, Sr. International Advisor, MDMA