Discounted rate available if both courses booked together

EU REIMBURSEMENT FOR MEDICAL DEVICES

Key topics to be addressed at this event:

- Overview of Health Economics in Europe
- UK Reimbursement System
- Changes to evidence-based decision making in the NHS
- Routes to market in the NHS
- NICE developments
- French Reimbursement System
- Comparison with CMS-DRGs, G-DRGs, GHMs, HRGs, Italian DRGs
- Importance of HTA for new technology funding
- Development of a value dossier for procedure and device adoption
- German Healthcare and Reimbursement System
- The introduction of G-DRGs
- HTA requirements

With:

Dr Frederic Daoud Managing Director, Medalliance Ltd, London-Paris-Montreal
Dr Mark Charny Managing Director, Translucency, UK
Dr Thomas Seeger Managing Director, Medalliance GmbH, Germany

13 October 2004 – Harrington Hall Hotel, London

SUCCESSFUL US REIMBURSEMENT STRATEGIES FOR MEDICAL DEVICES

Penetrating the Medical Device Market Beyond FDA Approval

Key topics to be addressed at this one day seminar:

- Know your target: Structure and stakeholders of the US Healthcare System
- Follow the money: How these stakeholders get paid and why that matters
- Pre-launch: Key activities to successful device positioning
- Post-launch: Securing reimbursement and supporting the customer
- Positioning your product when reimbursement is not an option
- Intensive case study approach: Real products and real experience

With:

Judy Rosenbloom Founder & President, JR Associates, USA
Nancy L Reaven President & Founder, Strategic Health Resources, USA
Martha A Feldman President, Drug & Device Development Co., Inc, USA

14 October 2004 – Harrington Hall Hotel, London

MANAGEMENT FORUM

EU REIMBURSEMENT FOR MEDICAL DEVICES

13 October 2004

INTRODUCTION

This seminar will provide practical solutions to obtaining reimbursement in Europe for medical devices and will particularly focus on the following countries; Germany, France and the UK. It will assess the growing role of Healthcare Technology Assessment (HTA) and the impact of Diagnostic Related Groups (DRGs) on the medical device industry. Comparisons will be made between different systems and there will be plenty of opportunity to discuss various routes for successful reimbursement.

WHO SHOULD ATTEND

Senior Management within the medical device industry and personnel within the following departments: Sales and Marketing, Business Development, Clinical Research, Outcome Research, Regulatory Affairs and Finance. In addition; Reimbursement Specialists of medical device companies selling into the hospital environment will find this meeting valuable.

ATTENDANCE LIMITED TO 30

This limitation, a unique feature of all MANAGEMENT FORUM seminars, will give participants the opportunity for a thorough discussion of the complex issues to be covered by the programme.

DOCUMENTATION

Delegates will receive a course material folder containing comprehensive documentation provided by the speakers, which will be a valuable source of reference for the future.

A Certificate of Attendance for Professional Development will be given to each participant who completes the course.

SPEAKERS

Dr Frederic Daoud is Director, Medalliance Ltd, London-Paris-Montreal and is a consultant to various pharmaceutical and medical device companies. His areas of focus are epidemiological surveys, clinical trials and cost-of-illness studies. He trained as a physician, statistician and epidemiologist at the Universities of Paris McGill. He has worked in the pharmaceutical and device industries since 1990.

Dr Mark Charny is Managing Director, Translucency, UK. After leaving general practice, he carried out research into variations in clinical behaviour and their implications for guidelines and audit. He was a Director of Public Health for eight years, spent two years at the NHS Executive and then became Director of the National Centre for Clinical Audit (NCCA). He left the NCCA when it was taken over by NICE. He is now Managing Director of Translucency, a consultancy specialising in advising and supporting clients who need to understand and manage the new NHS environment as it affects new and existing products.

Dr Thomas Seeger is Managing Director, Medalliance GmbH, Germany. He has long standing international experience in sales and marketing of medical devices and an in-depth knowledge of the market and reimbursement structures of the German Healthcare System. He specialises in analysing the market and funding situation specific to a client's technologies, developing tailored reimbursement and pricing strategies and helping implement these at provider, payer or patient level. He has worked for a number of medical device, pharmaceutical and biotech companies over the past 15 years.

Delegates who also register for the seminar 'Successful US Reimbursement Strategies for Medical Devices' on 14 October 2004, will receive a discount – please see back of brochure for further details.

PROGRAMME

Overview of Medical Device Reimbursement in Europe

French Reimbursement System

- Overview of the activity-based funding reform (T2A)
  - Comparision with CMS-DRGs, G-DRGs, GHMs, HRGs, Italian DRGs
  - Consequences for public hospital funding
  - Consequences for private clinic funding
- The new physician procedure list and tariffs (CCAM)
- The reform of the reimbursed medical device list (LPPR)
- Importance of HTA for new technology funding
  - Evolution of role of CEPS & CEPP
  - Involvement of ANAES
- Development of a value dossier for procedure and device adoption
  - Clinical, epidemiological, health economic evidence
- Co-ordination of US & EU clinical and pricing positioning strategies
- Comparison of technology coverage policies and 'pass-thru' payments

UK Reimbursement System

- Overview of changes to evidence-based decision making in the NHS, including developments in NICE
- HRGs and financial flows and likely effects on decision-making
- Review of routes to market in the NHS
  - What happens if there is a positive decision from NICE
  - Dealing with PASA
  - Dealing with hospital trusts
  - Dealing with PCTs

Recent Developments in the German Reimbursement System and their Relevance to the Medical Devices Industry

- Basic characteristics of the German Healthcare and Reimbursement System
- The Introduction of the G-DRG System in Germany: Key issues for the industry to consider
- Recent developments: HTA requirements, Integrated Care, Ambulatory Surgery

SUCCESSFUL US REIMBURSEMENT STRATEGIES FOR MEDICAL DEVICES

Penetrating the Medical Device Market Beyond FDA Approval

14 October 2004

INTRODUCTION

The US is the single biggest market for medical technology. Many non-US device companies stumble during product launch because they don't understand that FDA clearance for the US is just the first of several steps to successful product sales. This one-day seminar will provide the essential information for US product launch; including an overview of the US healthcare system decision-makers, practical steps for technology coverage, proper coding and reimbursement and strategies for product positioning under the myriad US reimbursement systems.

The objective of this seminar is to provide step-by-step information to develop a product roll-out strategy for the US market that will minimise time to product adoption and maximise market penetration. The focus of the seminar will be on real-life situations, case studies and group discussion.

WHO SHOULD ATTEND

This seminar will be highly relevant to Vice Presidents, Directors, Managers and Medical Directors in medical device and diagnostics companies. Personnel involved in or who oversee Reimbursement, Quality, Regulatory and Clinical functions; as well as Product Management, Marketing, Business Development, Payer Relations, Health Economics and Outcomes Research will also find this seminar beneficial.

DOCUMENTATION

Delegates will receive a course material folder containing comprehensive documentation provided by the speakers, which will be a valuable source of reference for the future.

A Certificate of Attendance for Professional Development will be given to each participant who completes the course.

SPEAKERS

Judy Rosenbloom, FASE is Founder and President of JR Associates, a reimbursement consulting firm helping medical device manufacturers to achieve positive reimbursement outcomes. As a successful healthcare executive, experienced reimbursement strategist and imaging technology professional, Judy leads a team of specialists who interpret payment policies and regulations to optimise every stage in the product lifecycle – from strategic reimbursement analysis and launch planning, to hands-on training and post-sales guidance.

Nancy L Reaven is President and Founder of Strategic Health Resources, a consulting and information technology firm providing support to medical technology, pharmaceutical and biotechnology companies in the areas of reimbursement positioning, health economics, and 'value analysis' of medical technology. Strategic Health Resources has developed a number of innovative business tools to assist companies to understand their market environments and effectively position products for reimbursement and sales.

Martha A Feldman, RAC is President of the Drug & Device Development Co, Inc. She has worked for many start-up and established companies in obtaining product approvals, preparing regulatory strategies, planning for and implementing clinical trials, salvaging and troubleshooting ongoing studies and regulatory plans. Martha has been on the Regulatory Affairs Certification Board and has published many articles on various phases of the FDA product approval/clearance processes.

Delegates who also register for the seminar 'EU Reimbursement for Medical Devices' on 13 October 2004, will receive a discount – please see back of brochure for further details.

PROGRAMME

Know Your Target: The US Healthcare System

- Regulatory bodies: FDA and Center for Medicare & Medicaid Services (CMS)
- Government Health Programs
  - Medicare
  - Medicaid
  - Veterans Administration
- Private Health Insurance
  - Managed Healthcare: HMOs, PPOs
  - Traditional insurance

Follow the Money: How these stakeholders get paid

- Health insurers
- Hospitals: inpatient care and ambulatory services
- Physicians
- Nursing facilities
- Others

Pre-launch Activities are KEY to Successful Device Positioning

- Working with the FDA and CMS
- Collecting evidence for coverage/coding/payment decisions
- Reimbursement during clinical trials
- Conditioning the market: developing relations with the insurers

Post-launch: Reimbursement and Customer Support

- Influencing coverage/coding and reimbursement decisions
- Managing the insurance community
- Developing reimbursement support tools
- Marketing and sales training
- Hospital sales: Revenue *vs* cost containment
- Physician sales: income and efficiency improvement

Positioning your Product when Reimbursement is not an Option

- Identifying the crucial target audience and their perspectives
- Developing compelling evidence of a technology's value
- Data sources and appropriate metrics and outcomes
- Packaging and presenting a convincing case

Discounted rate available if both courses booked together

13 October 2004: EU REIMBURSEMENT FOR MEDICAL DEVICES
14 October 2004: SUCCESSFUL US REIMBURSEMENT STRATEGIES FOR MEDICAL DEVICES

APPLICATION TO REGISTER

13 October 2004: EU REIMBURSEMENT FOR MEDICAL DEVICES **N10-8104** ☐

14 October 2004: SUCCESSFUL US REIMBURSEMENT STRATEGIES FOR MEDICAL DEVICES **N10-8404** ☐

Title..... First name .....
(Dr, Mr, Mrs, etc)
Family name.....

Position .....

Company .....

Address .....

.....

City ..... Post Code.....

Country .....

Tel No. ..... Fax No.....

E-mail Address.....

Secretary's name.....

Signature.....

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www.management-forum.co.uk


E-mail: registrations@management-forum.co.uk
Other enquiries: info@management-forum.co.uk

If you have NOT received confirmation seven days after registering, please call **+44 (0)1483 570099** and ask for Registration Department.

REGISTRATION INFORMATION
(PLEASE READ CAREFULLY)

Dates 13 & 14 October 2004

Times 13 October 2004 Start 09.30 – Finish 17.00
14 October 2004 Start 09.30 – Finish 17.00

Registration & Coffee 09.00 each day

Venue
Harrington Hall Hotel, 5-25 Harrington Gardens, London SW7.

Directions
Nearest Underground station: Gloucester Road.
Map available on Website under Hotels and Venues.

Hotel Accommodation
A limited number of bedrooms have been reserved at the Harrington Hall Hotel, 5-25 Harrington Gardens, London SW7, at a special rate of £119.15 inc. continental breakfast, excl. VAT, only valid up to 14 days before conference – subject to availability.
Hotel Tel: +44(0)20 7396 9696
Hotel Fax: +44(0)20 7396 9090
All bookings should be made directly with the hotel quoting Management Forum and your credit card number.

Conference Fee for Both Seminars - Special Discounted Rate
£960 +17.5% VAT discounted rate applicable if both courses booked (bookings can be made in two different names at no extra cost). Please tick below.
Seminar N10-8104 – 13 October 2004: }
Seminar N10-8404 – 14 October 2004: } ☐

Conference Fee for Each Seminar
£510 +17.5% VAT. Please tick below which seminar you wish to attend.
Seminar N10-8104 – 13 October 2004: ☐
Seminar N10-8404 – 14 October 2004: ☐

The fee includes course documentation as well as mid-session refreshments and lunch. Invoice and confirmation will be forwarded to you.

Discounted Fee
Available on application for personnel from non-profit making organisations and registered charities.

In the event of circumstances beyond its control, Management Forum reserve the right to alter the programme, the speakers, the date or the venue.

Cancellation Policy:
Over 14 days prior to the Seminar: Cancellation fee of £75. 7/14 days prior to the Seminar: 50% of the fee. Fewer than 7 days or if no notification received: Registrant liable to pay FULL seminar fee. **NB: Cancellations must be received in writing to Lesley Vincent.**

There will be exhibition spaces and promotional opportunities available at this meeting. We would welcome the chance of discussing how we could tailor these to your particular requirements. For further information please contact Vicki Elliott at Management Forum (email: vicki@management-forum.co.uk)