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Webinar on

Domestic and Foreign Medical Device Regulatory/Reimbursement Strategies

Learning Objectives

The objective of the Webinar is to teach participants how to develop their domestic and international strategies for effective reimbursement in parallel with achieving Regulatory Approval. Reimbursement can be just as important to obtaining Regulatory approval for the success of a company. What key factors should companies keep in mind about reimbursement as they build a new medical device? What are the necessities CMS and private payers look for when deciding whether to cover a new device? What can you do for improving a device's likelihood of reimbursement coverage?

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This webinar all commercial medical devices require regulatory approval, for obvious reasons. Of equal importance, is to have a reimbursement pathway in each country where the device sale is targeted.

PRESENTED BY:

Mike Colvin Ph.D. has over 30 years of experience developing medical devices and systems. Over his career, he has been in charge of safety & efficacy testing and Regulatory & Clinical strategies. He has also served as a technical advisor/consultant in the medical device industry for over 25 years, giving him exposure to both large medical device companies and startups.

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On-Demand Webinar

Duration : 90 Minutes

Price: $200

Webinar Description

In general, all commercial medical devices require regulatory approval, for obvious reasons. Of equal importance, is to have a reimbursement pathway in each country where the device sale is targeted. One must get a reimbursement assessment early--while still in the product design phase. One must understand how your device may or may not fit within current payment methodologies such as DRGs, resource-based relative value scale (RBRVS), or bundled payments. Understanding the reimbursement strategies is critical for short and long-term success of the industry.

Similarities and differences in regulatory approval/reimbursement between the US and abroad. DRG's, HRG's, CPT's, HTA's, and centralized vs. non-centralized reimbursement. How does one change the reimbursement posture? Introducing new medical procedures and or technologies; how to effectively manage future reimbursement? Is reimbursement easier to secure in any countries outside the United States (OUS)? If so, which ones? How will the reimbursement environment in the United States/OUS change in the next 10 years?

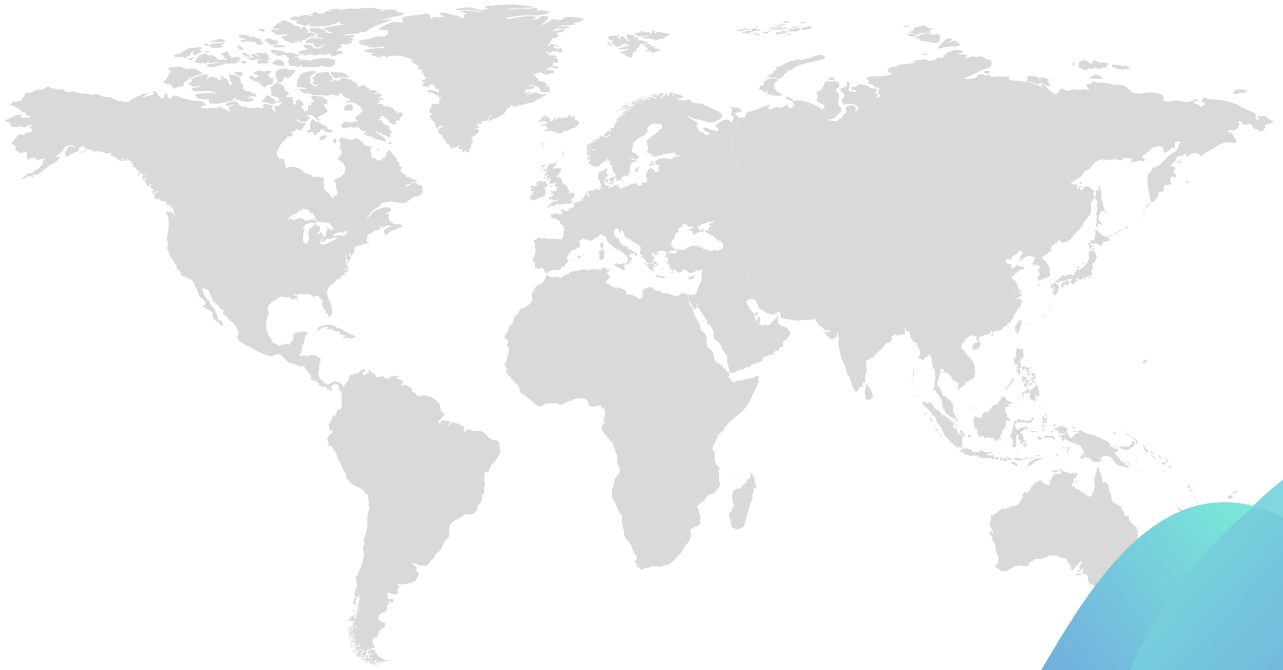
Who Should Attend ?

Medical industry Managers, Supervisors, Employees

Quality Assurance Personnel, Marketing Personnel

Strategic Planners

Technical Consultants



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