

2008 Advanced Reimbursement Symposium

Sponsored by:



Date: March 17 and 18, 2008

Venue: Sofitel Chicago Water Tower

Monday

- 9:00am: Opening Remarks/Welcome**
Maren Anderson, President MDA Consulting
Mary Corkins, President, The Reimbursement Group
Stuart Langbein, Partner, Hogan & Hartson
- 9:15am: Keynote Address**
Thomas C. Novelli, Director of Federal Affairs, Medical Device Manufacturers Association (MDMA)
- 9:45am: Answering Investor Questions about Reimbursement**
Maren Anderson, President, MDA Consulting
Technology innovators must have a preliminary reimbursement plan ready to respond to investor due diligence questions. A realistic appraisal of reimbursement options is critical in raising the money needed for clinical trials and early commercial efforts. Learn how to start your plan.
- 10:30am: Morning Break**
- 10:45am: Clearing the "Substantial Clinical Improvement" Hurdle**
Kevin Sidow, Former CEO, St. Francis Medical Technologies & DePuy Orthopedics
What drove St. Francis Medical Technologies success with the X-Stop medical device? Why did this strategy work? What successes precipitated product support? Find out in this session.
- 11:30am: Understanding Technology Assessments**
Dr. Winifred Hayes, CEO, Hayes Inc.
Whether pursuing payor review for coverage determination or answering investor questions about a new product, it is important to understand the influence of evidence-based medicine on dissemination, reimbursement, and clinical applications. Learn how to identify and use objective evidence to support decision making for devices, diagnostics, therapeutics, procedures, and biologicals.
- 12:15pm: Lunch**
- 1:15pm: Planning and Building an Internal Reimbursement Staff**
Diana Bogard, V.P. Clinical Affairs, Reimbursement, & Health Policy, Medtronic
When planning and building an internal reimbursement department, what do you need to know before getting started, and what are the associated costs? Determine the ways to divide functionality and deliverables.
- 2:00pm: Medicare Local Coverage Determinations (LCD)**
Dr. Richard K. Baer, Medical Director, Medicare Part A, National Government Services, Inc.
When do you need an LCD? Understand the criteria and the risks. This session will provide critical insights into determining the steps to take during the LCD process, and what to expect along the way.
- 2:45pm: Steps in Pursuing a CPT Code**
Dr. Charles Mick, National American Spine Society, AMA CPT Participant
When does a product or service need a new CPT code? Understand how to identify and partner with the appropriate society regarding support of your needs.
- 3:30pm: Afternoon Break**
- 3:45pm: Looking for Coverage**
Dr. Gary Owens, Former Medical Director, Independence Blue Cross
Understand the in's & out's of the Blue Cross Blue Shield Association's policies, guidelines, and committees. How do you navigate and where do you begin?
- 4:15pm: Developing a Reimbursement Strategy**
Stuart Langbein, Partner, Hogan & Hartson
Near or after FDA approval, development and implementation of a reimbursement strategy is crucial to commercial success. This session will examine the key components of a reimbursement strategy and discuss possible avenues for product specific reimbursement increases.



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Tuesday

8:45am: Introduction

9:00am: Overview of 'Substantial Clinical Improvement'
Maren Anderson, President MDA Consulting
Mary Corkins, President, The Reimbursement Group
Stuart Langbein, Partner, Hogan & Hartson

9:30am: 'Substantial Clinical Improvement' Defined
Dr. Joseph Kelly, Medical Director, CMS Acute Care Division
What is the definition of 'Substantial Clinical Improvement' from CMS' point of view and what is the intention of this as a guideline?

9:45am: The Role of the APC Panel
Lou Ann Schraffenberger, M.B.A., R.H.I.A, Advocate Health Care & Former CMS APC Panel Member
What is the intent and design of the CMS APC Panel and who are the stakeholders? Learn how this panel functions and what the manufacturer needs to know to make this work.

10:30am: Morning Break

10:45am: Deliverables of Successful Field Reimbursement
Mary Corkins, President, The Reimbursement Group
Learn the nuts & bolts of real life reimbursement support for your product in the field. What services can you provide that deliver service, higher adoption rates, and increased payor acceptance?

11:30am: Coordinating Reimbursement Resources for a Small Start Up – Case Study
Jayne Little, Director, Reimbursement, NDO Surgical
Executives and investors know that a medical device start-up company faces many obstacles—venture funding, manufacturing prototypes, running clinical trials, FDA approval, hiring a sales force, marketing the product, and reimbursement planning. Learn from a case study from a small start up about the do's and don'ts.

12:15pm: Lunch

1:30pm: Commercial Payor Processes & Thought Leaders
Dr. Will Harms, Medical Director, BCBS of Illinois
With over 1,700 managed care health plans in the US, it is important to build and develop information about your product that brings it from 'investigational and/or experimental' (all NEW devices) toward 'standard of care'. Learn what gets the job done, what criteria you need to meet, and who may best understand your device.

2:15pm: The Evolution of CPT Coding and Reimbursement
Michael Beebe, Director, CPT, American Medical Association
In an evolving reimbursement environment, what trends do we expect to see over the next 3-5 years? How is increasing transparency in the CPT Editorial Panel affecting the process? Will CMS budgetary restrictions reduce the number of available new technologies in the coming years? Join us to hear updates on these issues.

3:00pm Panel Q & A

