

## Value Assessment Workshop Agenda

Tuesday, October 22, 2019

[Brookview Golden Valley](#)

316 Brookview Parkway S

Golden Valley, MN 55426

7:30 am – 8:00 am

**Registration Open & Networking Breakfast**

8:00 am – 8:30 am

**AdvaMed's Value Framework: From Concept to Practice**

- Don May, Executive Vice President, AdvaMed
- Martha Shadan, President and CEO, Miach Orthopaedics

8:30 am – 8:50 am

**Case Examples**

- Tom McLain, President and Chief Commercial Officer, Renalytix, PLC
- George Foutrakis, Market Access, WL Gore

8:50 am – 9:30 am

**Panel Presentation: What Does Value Mean for your Technology?**

- Jenell Robinson, Vice President, Clinical Value and Provider Relations, MedTech Innovator
- Martha Shadan, President and CEO, Miach Orthopaedics
- Leslie Wise, Principal, EvidenceMatters

9:30 am – 10:30 am

**Breakout Discussion 1 and Report Back**

*Participants will use their completed AdvaMed Value Toolkit report and Value/stakeholder grid as a key resource to discuss key stakeholders and how to determine if your product's value really matters.*

10:30 am – 11:15 am

**What Payers Want?**

*This panel will discuss how payers assess data and the types of evidence they look for to determine whether to cover and pay for a technology.*

- Naomi Aronson, Executive Director of Clinical Evaluation, Innovation and Policy, Blue Cross Blue Shield Association
- Lea Drye, PhD, Director of Clinical Science Services, Blue Cross Blue Shield Association

11:15 am – 11:30 am

**Breakout Discussion 2**

*Small groups will breakout for discussion on the adequacy of their product's current evidence and how payer strategies will play-in to the company's evidence goals.*

11:30 am – 12:15 pm

**Networking Lunch**



**AdvaMed**

Advanced Medical Technology Association

**12:15 pm – 1:00 pm**

**Panel Presentation: Building Clinical and Economic Evidence for Value**

- Elana Stair, Health Policy Program Director, Medtronic
- Keely Scamperle, Director, Value-Based Solutions, WL Gore
- Tim Kofol, Co-Founder, S2N Health Consultant
- Leslie Wise, Principal, EvidenceMatters

**1:00 pm – 2:15 pm**

**Breakout Discussion 3 and Report Back**

*Small group breakout discussion to help each company focus on building an evidence plan and consider efficient and effective ways of integrating regulatory and economic evidence generation of value.*

**2:15 pm – 2:45 pm**

**Break**

**2:45 pm – 3:30 pm**

**Powerful Messaging – Strategies to Communicate your Value**

- Martha Shadan, President and CEO, Miach Orthopaedics
- Elana Stair, Health Policy Program Director, Medtronic
- Tom McLain, President and Chief Commercial Officer, Renalytix, PLC
- Chris Lyle, Partner, JD LYMON Group

**3:30 pm – 4:30 pm**

**Breakout Discussion 4 and Report Back**

*Discussion on how to use the value framework to leverage discussions with key stakeholders, including patients, providers, payers, investors and potential buyers*

**4:30 pm – 4:45 pm**

**Closing Comments**

**4:45 pm – 6:00 pm**

**Closing Reception**

**Special thanks to**

**Deloitte.**