MedTech Coverage, Coding, & Reimbursement 201 Workshop
October 24-25, 2019
NAMSA
Minneapolis, MN

Thursday, October 24, 2019

12:30 - 1:00 pm  Registration Check-In and Lunch
1:00 - 1:05 pm  Welcome and Introductions
1:05 - 1:55 pm  Strategic Positioning: Evaluating Where You Are
Evaluating the potential payer landscape for your technology and planning the best
route to market - how can reimbursement considerations affect product design, the
choice of targeted patient populations and indications, and regulatory, clinical, and
sales & marketing strategies?
1:55 - 2:40 pm  Quality Measures and Alternative Payment Models
How do you get a quality measure?
• How will you be successful in these systems where you’re rewarded on quality?
2:40 - 3:25 pm  Managing Innovation in a World of Growing Risk Sharing Among Payers and
Providers
3:25 – 3:35 pm  Break
3:35 - 4:45 pm  Best Practice Guides
Mistakes in the coverage, coding and reimbursement space can set your company back
and lengthen the time to market by months, or even years. AdvaMed and Avalere are
addressing that issue head on with new Best Practice Guides designed for companies of
all sizes.
• What issues involving coding are critical to adoption and reimbursement?
• What are the key questions to ask when developing coverage strategy?
• Lessons learned from the real-world coding and coverage examples
4:45 – 6:00 pm  Reception

Friday, October 25, 2019

8:00 - 8:30 am  Continental Breakfast

Important Notice
The information provided in this course represents the personal opinions of the instructors and does not necessarily represent
the opinions of AdvaMed staff. Companies relying on the information do so at their own risk and assume the risk of any
subsequent liability that results from relying on the information. The information does not constitute legal advice.
8:30 - 9:15 am    AdvaMed's Value Framework

9:15 - 10:30 am    Trends in Payer Coverage Policies and Strategy
                   Tools and skill-sets you need to navigate the payer landscape

10:30 - 10:45 am   Break

10:45 - 11:30 am   International Markets: How to Drive Evidence Strategies for Your Product in Europe and Asia

11:30 am           Adjournment

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