

Medtech Coverage, Coding and Reimbursement 201

April 25 – 26, 2023 (Virtual)

**Schedule reflects Eastern Daylight Time*

Tuesday, April 25

12:00 pm – 12:05 pm

Welcome Remarks

12:05 pm – 12:50 pm

Payment for Diagnostic Laboratory Tests

Charles Mathews, Managing Director, ClearView Healthcare Partners

- How tests are paid under several payment systems
- Update on Medicare’s move to “market-based” rates for tests on the Clinical Lab Fee Schedule
- Advanced Diagnostic Laboratory Tests – special rules
- Changes in response to the Public Health Emergency

12:50 pm – 1:40 pm

Emerging Issues in Coverage and Payment of AI/software in Medicare

Liesl Oldstone, Vice President, Health Economics and Market Access, AppliedVR

Chantal Worzala, Alazro Consulting, Senior Advisor to CapView

Lu Zawistowich, President and Founder, CapView Strategies

- Introduction
- Overview of New Report Exploring Coverage Issues for AI/Software in Medicare
 - New Policy Framework for Coverage and Payment of Artificial Intelligence and Software (AI/software) in Medicare
 - Key Considerations for AI/Software Across Medicare Payment Systems
- Case Study – AppliedVR Presentation
- Discussion

1:40 pm – 1:50 pm

Break

1:50 pm – 2:40 pm

Patient Preference Data

Harry Kotlarz, Assistant Vice President, Health Economics and Patient Value, MDIC

Barry Liden, Director of Public Policy, USC Schaeffer

- Understanding patient preference information and its role in promoting patient-centric health care that results in improved outcomes, better patient experiences, and reduced costs
- Understanding the role of patient preference information in health technology assessments and payer decision-making

2:40 pm – 3:30 pm

Trends in Commercial Insurance Coverage

Robert McDonald, President and Founder, Aledo Consulting

- Overview of Commercial Insurance Landscape (e.g., employee-based, Medicare Advantage, non-group individual coverage)
- Compare and Contrast of Major Commercial Insurance Plans
- Considerations for MedTech Companies
- Emerging Trends in Commercial Insurance Coverage

3:30 pm

Conclude Day 1

Wednesday, April 26

12:00 pm – 12:05 pm

Welcome Remarks

12:05 pm – 12:50 pm

MedTech Value Framework & Application

Glenn Snyder, Principal, Global MedTech Practice Leader, Deloitte Consulting LLP

Sujay Viswanath, Managing Director – MedTech Commercial Strategy, Deloitte Consulting LLP

- How to ask the right questions that are fundamental to demonstrating value
- How to use AdvaMed's Value Framework to assess value and likely evidence requirements of a new technology

- Overview of recent updates to AdvaMed's Value Framework
- Integrating the framework into your reimbursement strategy – practical examples and steps
- What are some pitfalls to avoid when using the value framework?

12:50 pm – 1:40 pm

Strategic Positioning: Evaluating Where You Are

Leslie Wise, Principal Consultant, Evidence Matters

- 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

1:40 pm – 1:50 pm

Break

1:50 pm – 2:40 pm

Communicating Evidence & Value: Making the Case for Coverage

Michael D. Miller, Health Care & Life Sciences Consultant and Advisor, HealthPolCom

- Developing data and evidence, which then can be translated into effectiveness and value propositions for payers and stakeholders
- How Real-World Evidence (RWE) and Digital Health are changing the MedTech landscape for evidence
- What will be different after the COVID pandemic, i.e., when SARS-CoV-2 is endemic

2:40 pm – 3:30 pm

Health Care on the Hill

Brett Baker, Partner, The Nickles Group

- Overview of key players and committees
- Understand the current legislative landscape for Medicare policy
- Identify key opportunities and challenges for advancing healthcare policies on the Hill

3:30 pm

Program Concludes