

AdvaMed Payment Policy Forum

May 20-21, 2025

Office of Hogan Lovells | 555 13th Street NW, Washington, DC 20004

**Schedule reflects Eastern Daylight Time*

Day 1 (May 20)	
8:15 am – 9:00 am	Check in & Networking Breakfast
9:00 am – 9:05 am	Welcome Remarks
9:05 am – 10:45 am	<p>Transitional Coverage for Emerging Technologies (TCET) Pilot Experiences</p> <p><i>Moderator: Tom Gustafson, Senior Advisor, Arnold & Porter</i></p> <ul style="list-style-type: none"> • <i>Christine Song, Director, Global Health Economics and Reimbursement, Edwards Lifesciences</i> • <i>Lindsey Bockstedt, Vice President, Health Economics, Policy, and Reimbursement, Medtronic</i> • <i>Christopher Brooks, Senior Director of Health Economics, Impulse Dynamics</i> • <i>Elizabeth Thoma, Director, Health Economics and Reimbursement, Structural Heart, Abbott</i> <p><i>In 2024, we saw the TCET policy finalized and national coverage policies emerge from CMS' pilot. As this program gets underway, this session will explore:</i></p> <p><i>A panel discussion of:</i></p> <ul style="list-style-type: none"> • <i>TCET pilot experience and how it can inform the TCET process moving forward</i> • <i>CMS' approaches to evidence development and collection</i> • <i>CMS' approaches to fit-for-purpose studies and real world data collection</i>

10:45 am – 11:00 am	Break
11:00 am – 11:45 am	<p>Market Access for Innovators <i>Moderator: Justin Klein, Co-Founder and Managing Partner, Vensana Capital</i></p> <ul style="list-style-type: none"> • Jamie Haggard, CEO, Green Sun Medical • Venk Varadan, Founder & CEO, Nanowear <p>A panel discussion of:</p> <ul style="list-style-type: none"> • Reimbursement challenges disproportionately affecting small medtech companies • Investor considerations in assessing emerging innovator portfolios • Varying pathways for long-term product viability
11:45 am – 1:00 pm	Networking Lunch
1:00 pm – 2:00 pm	<p>Session 3 Hospital at Home <i>Moderator: Nancy Foster, formerly Vice President of Quality and Patient Safety Policy, AHA</i></p> <ul style="list-style-type: none"> • Akin Demehin, Senior Director of Quality and Patient Safety Policy, American Hospital Association • Lee Fleisher, Founder, Rubrum Consulting • Susan Alpert, MD, SFA Consulting (formerly Medtronic and FDA) <p>This session will explore acute hospital care delivery in the home setting and delve into opportunities for medtech to serve as innovative partners in this emerging care setting.</p> <p>A panel discussion of:</p> <ul style="list-style-type: none"> • Acute hospital care delivery in the home setting and its impacts for patients and providers • Considerations and opportunities for medtech, including logistics, connectivity, innovation, and patient-centered design
2:00 pm – 3:00 pm	<p>Afternoon Keynote: Healthcare on the Hill <i>Moderator: Carol Blackford, EVP Payment & Healthcare Delivery Policy, AdvaMed</i></p>

3:00 pm – 3:15 pm	Break
3:15 pm – 4:15 pm	Coverage and Evidence Development for Digital Health Technologies <i>Moderator: Robert Jarrin, Managing Member, The Omega Concern</i> <ul style="list-style-type: none"> • <i>Scott Lucas, Vice President, Device Safety, ECRI</i> <p>A panel discussion of:</p> <ul style="list-style-type: none"> • Payor considerations in assessing coverage and payment for digital health technologies • The role of Health Tech Assessments in obtaining coverage for digital health technologies
4:15 pm – 5:30 pm	Networking Reception
DAY 2 (May 21)	
8:15 am – 9:00 am	Networking Breakfast
9:00 am – 9:05 am	Welcome Remarks
9:05 am – 10:00 am	AMA CPT for Medtech <i>Moderator: Beth Halpern, Partner, Hogan Lovells</i> <ul style="list-style-type: none"> • <i>Zach Hochstetler, Vice President, Coding and Payment, American Medical Association</i> <p>Zach Hochstetler will provide an overview of their organization's role within coding and payment for physician services and how the two organizations communicate on process and policy. Robust question-and-answer session to follow.</p>
10:00 am -10:50 am	Current Trends in Medicare Coverage <i>Moderator: Parashar Patel, Vice President, McDermott+ Consulting</i> <ul style="list-style-type: none"> • <i>Laura Findeiss, Principal, Rubrum Advising; Former CCSQ CAG Director of Policy and Evidence Review</i>

	Industry leaders will provide an overview of Medicare and Medicaid coverage policymaking, including the National Coverage Determination and Local Coverage Determination development processes, and their policy priorities. Robust question-and-answer session to follow.
10:50 am – 11:10 am	Networking Break
11:10 am – 12:00 pm	Medicare Advantage and Medtech Innovation Roundtable <i>Moderators: Carol Blackford, EVP Payment & Healthcare Delivery Policy, AdvaMed</i> <i>Lee Fleisher, Rubrum Advising</i>
12:00 pm - 1:30 pm	Lunch