Throughout Europe, medical device corporations are working towards integrating new technologies as quickly and as effectively as possible. As the market has continued to expand, executives are continually looking to find new strategies for addressing the myriad delays and set-backs that they face in bringing these products onto the market. While a unified system is far from coming into reality, manufacturers are striving to set a single pathway for gaining reimbursement for their new and existing product offerings.

A key strategy that will be discussed during this program is setting that single pathway for successfully integrating new products into the market. Rather than delving into specific case studies examining each individual country or market, case studies will examine specific products that have seen wild successes in their integration processes. Through the careful discussion and debate surrounding these product success stories, executives will have a far more thorough understanding of what needs to be accomplished within their own organizations in order to match these successes.

With health technology assessments continuing to play an important role within decision making for many national health systems, representatives from NICE, IQWiG and HAS will again be on hand to discuss recent cases and trends. With EUnetHTA also increasingly relevant and making strides to a more unified HTA process across Europe, attendees will again gain superior knowledge to help support their product integrations.

As with all Q1 programs, a considerable mix of presenters including top-industry executives alongside regulatory bodies and other experts will allow this program to meet the educational requirements of participants. With seamlessly melded formal and informal networking opportunities, the focus will not singularly lie on educational aspects, but also networking, informal knowledge share and relationship building across the industry.
With reimbursement of medical devices continually increasing in complexity and difficulty, it is essential for manufacturers to consider reimbursement from the outset of product design and testing. As many organizations wait to initiate their reimbursement plans once CE mark is obtained, those planning for reimbursement from the outset often find greater and more efficient success in bringing their technologies to market. Through a thorough examination of early-stage reimbursement strategies and planning, participants in this session will understand how to initiate a reimbursement strategy from the outset of product development.

- The influence of reimbursement systems on the design of a device
- Benefits in conducting clinical trials in targeted markets
- Continuous improvement of the strategy throughout all stages of product development
- Examining competitive products in targeted markets

Rodamni Peppa, Dir., Health Economics & Government Affairs, International BOSTON SCIENTIFIC
DAY TWO / TUESDAY, JAN 24 / MEDICAL DEVICE REIMBURSEMENT CONFERENCE

8:30 REGISTRATION & COFFEE

9:00 BEST PRACTICES: OVERCOMING CHALLENGES IN THE INTEGRATION OF INNOVATIVE DEVICES IN GERMANY, FRANCE & THE UK
To answer the increasing demand for more specific medical products from patients and health administrations, device manufacturers are continuously developing modified and innovative products that very often require upgrading of existing reimbursement systems across Europe. In key-European countries as Germany, France and the United Kingdom that utilize DRG-type payment systems, the main challenge faced by reimbursement teams is to assess if the product can fit into an existing group. With perspectives from different device manufacturing companies, reimbursement teams taking part in this session will have a better understanding of which strategies are most efficient to successfully integrate medical products in Germany, France and the UK.

GERMANY:
• Understanding the current G-DRG mechanism
• Examining valuable base pricing trends
• Overview of the NUB Process
• Industry’s forecast of ‘Versorgungsstrukturgesetz’ impact

Isabel Henkel, Director Access & Reimbursement
JOHNSON & JOHNSON MEDICAL

FRANCE:
• Recognizing GHM and GHS systems
• Identifying appropriate CCAM and LPPR codes
• Utilizing the CNEDIMTS guide to the French market

Muriel Granger, Health Economics & Governmental Affairs, Regulatory & Quality Affairs Director
BOSTON SCIENTIFIC FRANCE

UNITED KINGDOM:
• Examining the UK HRG system
• Understanding the Inclusion in PbR
• Utilizing NICE guidance

Dilip Patel, Head of Market Access UK
ALCON LABORATORIES

10:30 NHS REFORM: IMPACT ON MEDICAL DEVICE REIMBURSEMENT
The UK National Health Service is currently undergoing dramatic changes via a reform aiming at better handling of patients, healthcare services, products and especially better control and saving of funds. With these economic changes forecasted for implementation in 2012, reimbursement strategies to access the UK market must be revised to fit the new frame. Product value dossiers must also be strongly developed to address even more clinical and financial worth. Addressing these changes and understanding the advancement of a new framework in the UK NHS will help reimbursement executives to stay abreast of evolving requirements to access this key European market.
• Examining the future structure of the NHS
• Strengthening the product value proposition and emphasizing cost-saving opportunities
• Forecasting of additional changes in the UK NHS

Julian Dunnett, Reimbursement Specialist UK
AMERICAN MEDICAL SYSTEMS

11:15 COFFEE & NETWORKING BREAK

11:30 EXAMINING THE VISION OF THE EURODRG PROJECT
The hospital payment system is one important factor influencing the adoption and use of technological innovation in health care. There have been concerns that Diagnosis Related Group (DRG)-based hospital payment systems, which are the principal means of hospital payment in the majority of OECD countries, may not provide the right set of incentives to encourage the desired adoption and use of technological innovation. Findings of the EuroDRG project concerning how DRG-based hospital payment systems deal with technological innovation have revealed that:
• Short-term payment instruments and long-term updating mechanisms differ greatly across the 12 European countries included in this study.
• Generous short-term payment instruments exist in some countries to provide additional payments to hospitals for making use of technological innovation (e.g. in Germany and France).
• Other countries update their DRG-based hospital payment systems very frequently and use more recent data for updates.

Wiin Quentin, Researcher, Dept of Health Services Management
TECHNICHES UNIVERSITAT BERLIN
Member
EURODRG PROJECT

12:15 RECOGNIZING CHALLENGES IN CROSS-BORDER REFERENCE PRICING TRENDS IN EUROPE
Across much of the European Union, health systems are examining methods in cross-border reference pricing as a method to negotiate lower prices for both pharmaceutical and medical devices. While a common practice in the pharmaceutical industry, this trend is new to the medical device industry, and causing considerable concern. Reimbursement executives must have a thorough understanding of where and how this type of price negotiation is occurring, and methods for combating this and maintaining their prices.
• Examining the impact of cross-border price referencing in the pharmaceutical field
• Addressing the complexity of medical device comparison
• Assessing the expansion of cross-border techniques in Europe
• Corporate strategies to minimize the impact of lower prices

Farzana Malik, VP Market Access
SEQUANA MEDICAL

1:00 LUNCHEON FOR ALL SPEAKERS, SPONSORS & ATTENDEES

2:00 EFFECTIVE TRAINING OF SALES TEAMS ON REIMBURSEMENT PROCESSES
In order to maximize reimbursement and access across European markets, teams of executives including reimbursement departments, health economists, clinical & sales teams must work together closely to best exhibit the value proposition for each product. As sales teams are often the first line of communication with health authorities and physicians, they must be fully versed in not only the clinical benefits of the products, but also fully cognizant of the payment systems in place. With each system incorporating different value points, it is increasingly critical that reimbursement teams work together closely on training their sales representatives on how to best approach and succeed in these specific markets. Through the development of effective training programs and a close bond, organizations will find great success in commercializing their new and existing products.
• Implementing reimbursement training courses for sales forces
• Development of specific training for singular markets
• Recognizing legal compliance in product promotion

Anders Elf, VP International Sales
PROSTALUND

2:45 PHARMACEUTICALS VS MEDICAL DEVICES: SIMILARITIES AND DIFFERENCES IN SECURING REIMBURSEMENT
Reimbursement and expectations from health authorities and HTAs to prove the value of pharmaceuticals and devices are increasingly alike. Unfortunately, these requirements are incredibly limiting for the medical device industry, as the reimbursement of pharmaceutical therapies cannot possibly be considered in the same way as medical devices, which often require surgery, post-operation therapy, and in many cases, stay with the patient for life. Examining the similarities in pharmaceutical and device reimbursement roadmaps will allow constructive comparisons and forecasting of potential future trends in medical product reimbursements throughout Europe.
• Understanding current pharmaceutical reimbursement trends
• Addressing positive and negative parallels
• Forecast of potential alternatives to existing requirements

Anthony Dixon, Marketing Director EMEA
SIKTEK MEDICAL

3:30 LEGAL IMPLICATIONS & COMPLIANCE IN THE SALES & MARKETING OF MEDICAL DEVICES IN EUROPE
Over the course of the past several years, a number of high-profile cases have highlighted what has been considered inappropriate or non-compliant sales and marketing tactics within the medical device industry. Much of the information considered incorrectly utilized has related to various reimbursement structures which may or may not have been entirely accurate. While training sales and marketing teams on the appropriate use of reimbursement information is certainly a first step, organizations must also recognize the increasingly severe legal implications should a staff member inaccurately promote reimbursement to a potential doctor, hospital or health system.
• Recent cases in the medical device industry
• Specific country regulations
• Cross-border issues in FCPA

Kristof Roxx, Partner
CROWELL & MORING

4:15 CLOSING REMARKS & CONFERENCE CONCLUSION
Executives that will find this program of greatest relevance are those currently working to secure funding, reimbursement and market access for innovative medical technologies throughout the European market. Job titles of those executives that will find this program to be most applicable to their job functions include Vice Presidents, Directors, and Heads of:

- Reimbursement
- Market Access
- Health Policy
- Government Affairs
- Health Outcomes
- Pricing
- Business Development
- Sales & Marketing

At this time, there are a variety of sponsorship and exhibition opportunities available for companies wishing to increase their visibility and participation in the program, ranging from keynote speaking opportunities through to exhibitor and documentation sponsors. Organizations most suitable for this type of exposure provide services and solutions including:

- Global Reimbursement & Market Access Consultants
- Regional Reimbursement Consultancies
- Market Access & Product Launch Services
- Data Management Providers
- Health Outcomes & Health Economics Experts
- Government Policy Consultants

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PREVIOUS ATTENDEES INCLUDE:

- Director, Reimbursement, Acclarent (a J&J Company)
- VP Int’l Government Affairs, Advanced Medical Optics
- European Market Access Director, Alcon Laboratories
- European Pricing Manager, Alcon Laboratories
- Field Clinical Research Mgr, EMEA, AMS Europe
- Reimbursement Specialist, Atos Medical
- VP Gov’t Affairs & Health Policy, B.Braun
- Associate Director, EMEA Health Outcomes, Baxter
- European Director, Healthcare Initiatives, Biomet
- Health Economics Manager, Biomet
- Director, Global Reimbursement, Biotronik
- Associate Director, Global Reimbursement, Biotronik
- Mgr, Health Economics & Gov’t Affairs, Boston Scientific
- FP&A Manager, Covidien
- Director, Health Economics & Reimbursement, Covidien
- General Manager, Europe, Cyberonics
- Area Manager, UK & Ireland, Cyberonics
- Sales Support Coordinator, Elekta Instruments
- Associate Director, Global HEOR, Ethicon
- European Business Director, Eurocor
- Corporate Business Director, Eurocor
- Sr. Director Value Propositions & Pricing, GE Healthcare
- Deputy Head, Medical Device Assessment, HAS
- Sr. Director, European Operations, Inspire Medical
- Head, Non-Drug Interventions, IQWiG
- Reimbursement Director, EMEA, Johnson & Johnson
- Health Economics & Reimbursement, Johnson & Johnson
- Sr. Manager, Health Economics & Reimbursement, KCI
- Sr. Director, Health Economics & Reimbursement, KCI
- Head, Healthcare Development, LifeScan
- Director, Medical Affairs, Medical Device Works
- Clinical Research Coordinator, Medical Device Works
- Product Manager, Interventional, MedRad Europe
- Manager, Reimbursement & HEOR, Medtronic
- Reimbursement Director, Medtronic
- Alliance Manager, Millenyi Biotec
- Quality Assurance & Regulatory Affairs Mgr, Miracor
- Medical Director, Molnycke Healthcare
- Program Director, Devices, NICE
- Marketing Manager, Europe, Nuvasive
- Education Manager, Spinal, Orthofix
- Product Marketing Manager, Ossur Europe
- Director, Medical Affairs, Otto Bock
- Manager, Health Economics, pfm medical
- VP International Sales, Prostalund
- Head of Payer Marketing, Roche
- Marketing Director, EMEA, Sirtex Medical
- Business Development Manager, sorbion AG
- Global Market Access & Reimbursement Mgr., Sorin
- Health Economics Manager, Sorin
- Marketing Manager, Spinelab
- Director, Health Economics & Health Policy, Stryker
- Health Economics & Reimbursement Manager, Stryker
- Business Development, Summit Medical
- European Reimbursement Manager, Synthes
- VP Market Development & Education, Synthes
- VP Sales & Marketing, Volcano Europe
- Sr. Director, Clinical & Regulatory, Wright Medical

AND MANY MORE!