



Working with Private Payers: Being an Advocate for Your Medical Technology In an Age of Health Care Reform

Chicago, IL
April 13-14, 2010

Tuesday, April 13, 2010

8:30 – 9:00

BREAKFAST AND REGISTRATION

9:00 – 9:05

Welcome

9:05 – 9:45

Private Payer Challenges for the Medical Technology Industry

Perry Dimas, Vice President, Payor Relations, Precision Therapeutics

- The elements of reimbursement for medical products and services
- Who pays for what – CMS, commercial payers, employer groups, workers comp
- Trends in controlling quality and costs through evidence-based decision-making and value-based purchasing
- The role of the reimbursement professional in charting the strategic and tactical pathway to market

9:45 – 10:30

The Private Payer Landscape in an Age of Health Reform

Neil Pressman, President, Presscott Associates

- What makes commercial payers tick?
- How do ROI and clinical policy interact?
- Who are payers' customers and what do they want?
- Who are the key policy- and decision-making personnel and do they differ among plans?
- Do commercial payers want to help technology companies explore the effectiveness of their products?
- How might the private payer system change with health reform?

10:30 – 10:45

BREAK

10:45 – 11:30

Do Employers Really Understand the Value of Technology?

William Pocklington, Director Provider Services, Employer's Coalition on Health (ECOH)

- Prometheus

11:30 – 12:15

Why is New Technology Still Part of the Problem, not the Solution?

Burton Vanderlaan, MD, Aetna Medical Director

- Contemplating whether new technology raises or contains cost
- Comparative effectiveness
- Cost-effectiveness
- How commercial payers balance clinical benefit, cost, and other factors in the decision-making process

12:15 – 1:30

LUNCH

1:30 – 2:15

How Do Payers Calculate an ROI for Your Technology?

Paul Kane, Senior Director, Underwriting, Independence Blue Cross Blue Shield

- Insurer's premium calculations and margins
- Pricing and Calculating the ROI on your technology
- Product and Customer Buying Decision Points

2:15 – 3:00

When, Why, and How Do Payers Develop Medical Policy?

Wendy Shanahan-Richards, Medical Director, Aetna

- How do medical directors translate member benefits into medical policy?
- When and how can manufacturers and others most productively interact with medical directors?
- When should medical directors learn about new technologies and what are their informational needs?
- What sources of information (e.g., national technology evaluation centers) do medical directors use for guidance?
- How do providers interact with medical directors about new technology?
- Do medical policies always get implemented as designed? If not, what happens?
- How does ROI factor into medical policy decisions?

3:00 – 3:15

BREAK

3:15 – 4:00

Will Hospitals (and Physicians) Always Buy Your Products?

Jon Hamrick, Executive Vice President, AccessMediquip

- Surgical Implant Industry Trends
- Spend and Utilization Patterns
- Private Payor & Governmental Focus
- Constituent Needs & Challenges
- Surgeon Selection Criteria
- Device Selection - A View to the Future

- 4:00 – 4:45** **Case Study: Bariatric Surgery ROI Modeling**
Christine Maroulis, Director, Health Economics & Reimbursement, Selective Nerve Stimulation Venture, Ethicon Endo-Surgery
- Developing actuarial evidence for a complex therapeutic ROI example
- 4:45 – 5:30** **How will “Bundled Payments” Impact New Technology**
Robert McDonald, President, Aledo Consulting (former Corporate Director of Medical Policy at Anthem)
- How will federal policy changes trickle down into modifications in commercial payers?
- 5:30 – 6:30** **RECEPTION**

Wednesday, April 14, 2010

- 8:00 – 8:30** **Breakfast**
- 8:30 - 9:15** **Changes in Case Management: A Payer’s View**
Gary Owens, President, GO Associates
- 9:15 - 10:00** **Driving Internal Consensus on Private Payer Strategies**
Mary Walchak, Director of Strategic Reimbursement, Global Marketing, GE Healthcare
- The role of reimbursement in developing product and marketing strategy
 - Coordinating internal resources for effective support of reimbursement strategic objectives
- 10:00 – 10:15** **Break**
- 10:15 – 11:00** **Maximizing Private Payer Relations**
Perry Dimas, Vice President, Payer Relations, Precision Therapeutics
- Does starting early make sense
 - What is the role of professional and patient organizations
 - How do you present clinical data
 - When is economic data effective
 - How do you maximize the “herd mentality” of health plans
 - When is it appropriate to use self-imposed utilization or indication parameters
 - Can health plans be strategic partners of manufacturers
- 11:00 – 11:45** **The Path to Successful Reimbursement – the Decision Tree**
Neil Pressman, President, Presscott Associates
- Now that you have the map and a compass, how do you chart your path through the actual terrain?

11:45 – 12:45	Wrap-Up Panel Discussion All available presenters
12:45 – 1:00	Closing Discussion
1:00	ADJOURNMENT

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