



Reimbursement: Shaping Medical Technology Enterprise Strategy

April 5, 2006
Silicon Valley Bank

■ Program Description

The ability to secure adequate reimbursement from public and private insurers in a timely fashion is widely recognized as a critical challenge for developers of new medical technologies. But reimbursement considerations have far broader applications. This panel will review the basic elements of an effective reimbursement campaign, and will explore how reimbursement analysis and planning can contribute to strategy development at every phase of the life cycle of medical technology enterprises. Special consideration will be given to the role of reimbursement intelligence in capital funding decisions, how clinical plans can and should be integrated with reimbursement planning, and how the reimbursement function can be mobilized to help shape and support product sales efforts.

■ Agenda

- Networking, Food and Drink 6:00 - 6:30 p.m.
- Welcome, MDG Introduction 6:30 - 6:40 p.m.
 - Upcoming MDG Forums & Events
 - Recognition of Sponsors
- Introduction of Panelists 6:40 - 6:45 p.m.
- Topic Review by Moderator & Panelists 6:45 - 8:10 p.m.
- Questions & Panel Discussion 8:10 - 8:25 p.m.
- Wrap-up 8:25 - 8:30 p.m.

■ Moderator

Ed Berger, Principal, Larchmont Strategic Advisors

■ Panelists

Rana Gupta, Managing Director, Navigator Technology Ventures, Cambridge

Louise Guy, RN, Argenta Reimbursement Advisors

Lee Grindheim, President, JAG Consortium, Health Care Consultants

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■ Biographies

- Rana Gupta** Rana Gupta, managing director at Navigator Technology Ventures in Cambridge has been in technology-driven business development, sales and marketing roles since 1988. He currently serves on the boards of six of Navigator's portfolio companies. Previously, Gupta was product manager for global services with yet2.com, a B2B marketplace for technology transfer. His substantial international experience includes the founding of his own business development company, IndoSine U.S. Link, Ltd., which helped clients expand their business by finding customers, markets and technology in India, China and the U.S. He was also manager, PRC Investment Strategy for Zeneca Pharmaceuticals, in Beijing, China and was part of the start-up team for the Bangalore, India office of consulting giant Arthur D. Little, Inc. Mr. Gupta holds a BA in mathematics from Earlham College, an MS in operations research from Stanford University and a MBA in finance and international business from New York University's Stern School of Business.
- Louise Guy** Louise Guy is an RN with a clinical, capital sales and business background in the area of health care delivery systems. She has more than 15 years of health care related experience in the areas of reimbursement, patient advocacy, medical policy, pricing, government relations and managed care sales. Prior to joining Argenta Reimbursement Advisors (dba) Certus Healthcare, Ms. Guy spent the last six years focusing her expertise on the biotech industry, and has been successful at gaining reimbursement for both FDA and non-FDA approved/cleared products. Additionally, Ms. Guy brings with her 10 years experience as the manager of utilization management programs at BlueCross/BlueShield of Massachusetts, where she was responsible for the medical operations across all product lines. Ms. Guy has also worked with Genzyme, NeoPath and is most recently with Visible Genetics Corp. now Bayer.
- Lee Grindheim** Lee Grindheim, president of JAG Consortium, health care consultants, a recognized expert in health care reimbursement, has built an exceptional track record developing, managing and leading critical programs and projects in a wide variety of health care organizations. Previously she was a member of the management teams of NDO Surgical and Brainsaving Technologies, Inc., and an independent consultant. Her achievements included the development and implementation of comprehensive strategic reimbursement plans, leadership in broader corporate strategic planning initiatives, and counsel on compliance issues spanning reimbursement, patient privacy, Medicare fraud and abuse and Stark anti-self-referral regulations. She has also supervised a wide range of policy advocacy initiatives in support of business goals. Earlier in her career, she served Blue Shield of Massachusetts as an actuary, developing managed care and indemnity insurance rates, and spent eight years in Washington, D.C. working with medical professional associations on policy research, analysis and advocacy efforts.
- Ed Berger** Ed Berger founded Larchmont Strategic Advisors in 2005 to help life sciences companies deal with the challenges and opportunities posed by the coverage and reimbursement requirements of public and private payers and a rapidly evolving health care regulatory and policy environment. He has provided reimbursement analysis and strategy development consultation to clients developing new technologies in fields including neural monitoring and neuromodulation, gastrointestinal surgery, severe pulmonary dysfunction and personalized medicine. Previously, he was vice president for policy, reimbursement and external relations for ABIOMED, Inc., in Danvers from 2001–2004, where he led all public policy advocacy efforts, including reimbursement and coverage for advanced heart assist devices. He also was a senior consultant to Thermo Cardiosystems, Inc., in Woburn and was a member of the management team of Fresenius Medical Care in Lexington from 1983-1997. From 1969-1980, Dr. Berger held faculty and administrative positions at Boston University, where he earned his doctorate in political science.

■ **MDG Mission**

Founded by entrepreneurs and consultants to foster collaboration and develop new opportunities for medical technology professionals.

■ **MDG Officers**

- President Martin Sklar, Director, Business Development, AlvaMed, LLC
- President-Elect Mark Ettlinger, Chief Technology Officer, Medical Animation & Design
- Secretary Joyce College, Senior Marketing & Clinical Advisor, Medical Animation & Design
- Treasurer Bruce Horwitz, President, TechRoadmap Inc.
- Board David Barone, Principal, Boston MedTech Advisors, Inc.
- Board Sara Dolinsky, Director, Boston MedTech Advisors, Inc.
- Board Lisa Sasso, President, Sasso Solutions
- Board Jerry Shapiro, President and CEO, Fem-Medical, LLC
- Board Edward Berger, Principal, Larchmont Strategic Advisors

■ **Committee Chairs**

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|---------------------------|-----------------|--|
| Programming, Co-Chair | Lisa Sasso | lisasasso@comcast.net |
| Programming, Co-Chair | Jerry Shapiro | shapiro@femiscanusa.com |
| Membership, Chair | Brian Shoemaker | bshoemaker@shoobarassoc.com |
| Marketing Chair, Co-Chair | Sara Dolinsky | sdolinsky@bmtadvisors.com |
| Marketing Chair, Co-Chair | Mark Kolnsberg | mkolnsberg@cs.com |
| Sponsorship Chair | Mel Prenovitz | mel@melpren.com |
| Outreach Chair | Alan Kivnik | kivnik@rcn.com |

We are always looking for volunteers to help make our forums and networking successful. Please email the chairperson if you would like to get involved with MDG.

Course: Emerging Trends and Issues in the Medical Device Industry

Presented by Michael Drues, Ph.D. During this interactive workshop, discussions will focus on trends expected to have a significant impact on the future of the medical device industry. This is the first time that Vascular Sciences is partnering with MDG and Silicon Valley Bank to offer a clinical education course to members. This course will be held Tuesdays, May 8, 15, 22 & 29 from 4:30–9 p.m. at Silicon Valley Bank, Newton, and will include light dinner and beverages. If you are interested please pay your initial \$100 deposit to secure your spot.

Register By	MDG Member Price	Non-MDG Member Price
April 25	\$395 (+\$40 for materials)	\$545 (+\$40 for materials)
After April 25	\$495 (+\$40 for materials)	\$645 (+\$40 for materials)

This is an exceptional value. Local graduate schools offer courses covering similar topics and materials for more than three times the cost. The target registration is 20-25 people and will close at that number. We reserve the right to cancel the course if a course minimum is not reached.

If you have questions about this course or want to learn more, contact:
Lisa Sasso, Sasso Solutions at lisasasso@comcast.net or 617-388-7489.

Medical Development Group

2005/2006 Program Calendar

■ Forum Panels (Silicon Valley Bank, Newton Lower Falls)

2005	September 7	Home Health Care
	October 6	Anticipating the Future of Medical Devices
	November 2	Medical Needs: From the Physician's View
	December 7	Product Design: New Platforms for Development
2006	January 11	Assessing Markets and Competition
	February 1	Corporate Strategy and Organization
	March 8	Financing a Medical Device Company
	April 5	Reimbursement: Shaping Medical Technology Enterprise Strategy
	May 3	Combination Products: The Future of Medicine
	June 7	Human Factors and Patient Safety

■ Networking Meetings (Pizzeria Uno, Newton Corner)

2005	July 20	Medical Device Approval Requirements
	August 17	Networking for Consulting
	September 21	Risk Management (FMEA, Design & Product)
	October 19	Contracts (Employee and Consulting)
	November 16	Testing for Early Design Development
	December 21	Impact of Software in Medical Devices
2006	January 18	Power Networking
	February 15	Transitioning to the Medical Technology Fields
	March 15	CE Marking and Design Control Strategies
	April 26	Outsourcing: Design and Manufacturing
	May 17	Outreach: How Can MDG Help You?
	June 21	1st Annual MDG Networking Party

**If you are interested in sponsorship opportunities,
please contact Mel Prenovitz at mel@melpren.com or at 617-738-6599**

■ Upcoming Events

April 26 Networking Meeting: *Outsourcing: Design and Manufacturing*

(New date and new location for this meeting: Uno's Chicago Grill, 70 Worcester Road, Framingham)

May 3 Forum: *Combination Products: The Future of Medicine*

Special 4-session course: *Emerging Trends and Issues in the Medical Device Industry:* Presented by Michael Drues, Ph.D., This course will be offered on Tuesdays, May 8, 15, 22 & 29, from 4:30-9 p.m. at Silicon Valley Bank.

Please pre-register for Forum Panels
For more information, visit www.MedDevGroup.org