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## Reimbursement Wars: Stories From the Front Lines

May 4, 2011

Emerging Enterprise Center at Foley Hoag

### ■ Program Description

Securing adequate reimbursement from public and private insurers is a prerequisite for achieving commercial success for any medical technology. Reimbursement planning and analysis should begin at the very earliest stages of the product development process, and continues—along with implementation and advocacy—through the entire product life cycle. A successful reimbursement strategy requires command of the principles and practices that determine insurer coverage and payment decisions, mastery of the complexities of multiple Medicare payment methodologies, understanding of the medical billing processes of a variety of different types of providers, the ability to build an organization to provide support to customers and to patients and superior negotiating and advocacy skills. MDG's distinguished panel of reimbursement professionals will recount their experiences, discuss how they address difficult reimbursement issues and extract the lessons that every medical technology company needs to learn.

### ■ Moderator

**Edward E. Berger, Ph.D.**, Principal, Larchmont Strategic Advisors

### ■ Panelists

**Robin Bostic**, Vice President for Reimbursement, Thoratec Corp.

**Charles Mathews**, Vice President, Boston Healthcare Associates

**Laurel Sweeney**, Senior Director for Global Reimbursement, Philips Healthcare

### ■ Agenda

- 5:30 Registration, informal networking, buffet dinner
- 6:15 MDG announcements
- 6:40 Opening comments by moderator and introduction of speakers
- 6:50 Speaker presentations
- 7:30 Q&A
- 8:00 Continued networking and dessert

### ■ MDG Mission

MDG's Mission is to contribute to the continuing development of medical devices and other medical technologies by enhancing the professional development of its members, fostering and supporting entrepreneurial thinking, serving as a forum for exploration of new business opportunities and promoting best practices in enterprise management.

## ■ Biographies



**Edward Berger**

A senior healthcare executive with special insight into the impact of public policy on business planning and operations, **Edward E. Berger** founded Larchmont Strategic Advisors in 2005 to help life sciences companies deal effectively with the challenges and opportunities posed by the coverage and reimbursement requirements of public and private payers and a rapidly evolving healthcare regulatory and policy environment. Dr. Berger has provided reimbursement analysis and strategy development consultation to a variety of clients developing new technologies in neural monitoring, gastrointestinal surgery, severe pulmonary dysfunction, clinical laboratory testing and personalized medicine. In addition to reimbursement-related services and public policy analysis and advocacy, his areas of expertise include media relations, investor relations, research ethics and patient protection, and corporate compliance programs. Previously, Dr. Berger worked for 20 years in the corporate health care setting, serving on the management teams of companies including National Medical Care, Thermo Cardiosystems and ABIOMED.



**Robin Bostic**

**Robin Roberts Bostic** is corporate vice president of global health policy and government affairs for Thoratec Corp., a world-leader in products to treat cardiovascular disease. Ms. Bostic worked in the insurance industry for eight years. She has successfully worked with CMS and private payers to create national and regional coverage, coding and payment for new innovative technologies and has managed reimbursement and government affairs departments for medical device companies. She is the industry representative for the Inter Agency Registry for Mechanical Assist Circulatory Services (Intermacs). Her involvement in global reimbursement issues also includes obtaining positive technology assessments and educating case managers, medical directors, hospitals and physicians regarding payment. She is on the speaker faculty for AdvaMed, Center of Business Intelligence, Q1 Productions and the Institute for International Research. She has a B.S. in political science from Baylor University.



**Charles Mathews**

**Charles Mathews** has worked on a variety of reimbursement projects identifying public and private payer coverage channels, coding options, and pricing and payment possibilities for drugs, diagnostics and medical devices. His specific expertise is in diagnostics with a focus on reimbursement systems and molecular diagnostics. Mr. Mathews has also been a driving force behind identifying public and private payer coverage channels for drugs and medical devices. His experience includes laboratory reimbursement, value based pricing for drug/diagnostic combinations, and pharmaceutical and device product launches. Mr. Mathews previously worked on health policy as a legislative aide on Capitol Hill, worked for the government affairs office of Genentech and has worked a National Institutes of Health sponsored clinical trial which focused on genetic testing for Alzheimer's disease. Mr. Mathews has a master's degree in public policy from Duke University and a bachelor's from Colgate University.



**Laurel Sweeney**

**Laurel Sweeney** has more than 20 years of diverse experience in the hospital and medical device industry including reimbursement, government relations, marketing and communications. Prior to joining Philips Healthcare's medical affairs office in 2009, Ms. Sweeney focused on legislative and reimbursement issues affecting U.S. markets for the company's governmental relations team. She developed the reimbursement function three years ago in response to reimbursement policies such as the payment cuts under the U.S. Deficit Reduction Act and the growing number of reimbursement and market-adoption issues for medical technologies in all markets. She has since expanded her focus to include reimbursement in key world markets. Ms. Sweeney has served on several boards of directors including the Massachusetts Health Data Consortium, the Massachusetts Healthcare Purchasers Group and United Way. In 2010, she was appointed by Governor Patrick to the Massachusetts Group Insurance Commission. Prior to joining Hewlett-Packard/Agilent/Philips in 1990, she managed communications at Baylor University Medical Center in Dallas.

## Safety Assurance Cases and Security for Medical Devices

*A special MDG course for specialists responsible for software controlled medical devices*

This in-depth course, first of its kind, is being offered exclusively through MedDev Group. Registration is strictly limited to 30 students, so make sure to register early!

June 1, 2 & 3 - 8:30 a.m. – 5:30 p.m.  
The Conference Center at Waltham Woods  
(Massachusetts Medical Society)

### Special discounts for MDG members!

(Early bird discount ends May 4)  
[www.meddevgroup.org/courses](http://www.meddevgroup.org/courses)

For more information:  
Brian Shoemaker  
[bshoemaker@meddevgroup.org](mailto:bshoemaker@meddevgroup.org)

## MDG Marketing Volunteers Needed

Increase your visibility within MDG by volunteering for one of these roles:

- Web Site Content Manager
- Photographer
- PR Manager

For more information contact  
Judy Isaacson at [judy@meddevgroup.org](mailto:judy@meddevgroup.org).

# MDG Member News

News You Can Use

## ■ New Members

Med Dev Group welcomes new members who have joined since the April 2011 Forum:

Jonathan Kateman

Carmen Stefanita

In addition, we welcome back those who are returning to MDG:

Jennifer Anderson

Lee Grindheim

Irene Walczak

Eric Cunningham

Dan Lausten

Stephen Williams

## ■ Did You Know?

- ▶ That you can edit any data in your member profile besides the expiration date? This includes your username and password—so if your username is the same as an email address you no longer use, you can change it to something else! Just log in and click the “My Profile” link in the stripe below the MDG banner.
- ▶ That anyone can submit information about an event for the MDG online calendar? Open the online calendar in the month view (no log-in is required). In the upper right, click on the link “**Submit an Event.**” That opens a form for the event title, location, start/end date and time, a summary, and contact information. (It helps if you provide a link to a web page for the event.) If it is appropriate for the MDG Calendar, we will format the item for readability and will make it “visible” to appropriate parties.
- ▶ That MDG uses a completely separate system for our email announcements from our online membership tool? Just because you receive our regular email announcements does not mean that your membership is current. To confirm that, you need to log in.

## ■ MDG Election Is Coming!

*The time for MedDev Group annual election has arrived.*

If you are an MDG member, make sure to vote for the people who will steer this organization for the coming year.

Candidate information is posted in our members-only area; when you log in, click the link “MDG Election 2011” (left side, bottom) and you’ll be able to review everyone’s information.

Voting will begin on May 1 and continue through May 18.

## ■ Stay Connected with MDG

You can stay connected with MDG on LinkedIn or twitter.



- ▶ MDG - Medical Software Special Interest Group
- ▶ Medical Development Group
- ▶ MDG – Product Development & Manufacturing Outsource – SIG
- ▶ MDG Marketing & Sales Special Interest Group



- ▶ [twitter.com/MedDevGroup](http://twitter.com/MedDevGroup)

# MPO

MEDICAL PRODUCT OUTSOURCING

**Costa Rica Marriott Hotel, San Jose**

**May 11-13, 2011**

Register now: [mposymposium.com](http://mposymposium.com)

# MEDS

MEDICAL ELECTRONIC DEVICE SOLUTIONS

**Register Now For FREE!**  
Attend a Special MEDS pavillion at  
the RTECC Boston Event May 24, 2011

Register now: [medsmag.com/rtecc\\_boston](http://medsmag.com/rtecc_boston)

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**■ MDG Officers, 2010-2011****President**

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**Vice President**

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**Secretary**

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**Treasurer**

Sulo Musyaju  
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**■ MDG Board of Directors, 2010-2011**

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**■ MDG Committee Chairs, 2010-2011****Alliances**

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**■ MDG SIG Chairs, 2010-2011****Entrepreneurial**

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**■ MDG Volunteers, 2010-2011**

Sherry Alpert, MDG Member News  
Heinz Bachmann, Operations  
Bill Bird, MDG Job Board  
Joe Civiello, Sponsorships  
Roy Coleman, Programming Coordinator  
Bruce Horwitz, Internet Support  
Craig Lazinsky, Marketing/PR

Bill Munger, Programming Liaison  
Peter Novello, Membership  
Ed Schneeflock, MDG Online Calendar  
Maria Shonyo, MDG Conference List  
Charlie Sweet, Operations  
Peter Vegeto, Membership  
Jim Vellenga, Operations

***MDG runs on volunteers. If you would like to get involved, email the committee chairperson above.***