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Special Networking Event

**The New Inpatient Medicare Rules:
Their Impact on Medical Device Companies**

November 15, 2006
Silicon Valley Bank, Newton, MA

- **Moderator**
Mason Russell, M.A.P.E., Executive Director,
Registries, Pricing & Reimbursement, Abt Associates
- **Speaker**
Lee Grindheim, President, HealthCare Reimbursement LLC
- **Event Champion**
Joyce College, RN, MBA, Clinical Marketing Consultant
- **Agenda**

<u>Time</u>	<u>Item</u>
6:00 - 6:45	Networking and Light Dinner
6:45 - 6:50	MDG Announcements
6:50 - 7:05	Moderator: Mason Russell
7:05 - 7:40	Speaker: Lee Grindheim
7:40 - 8:00	Q & A and Discussion
8:00 - 8:30	Networking, Dessert and Coffee

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

■ Program Abstract

Lee Grindheim will discuss the new major changes in Medicare payments to hospitals and the impact they will have on commercialized medical devices and those in development. Learn about the effects the Medicare changes will have on business, pricing and sales strategies and the widespread implications for the medical device sector.

■ About the Speakers

Mason Russell, M.A.P.E., is an internationally known health economist with more than 20 years of industry and consulting experience, specializing



in registry design and operations, global pricing and reimbursement strategy, and cost of illness and cost effectiveness analysis. His work in registries, clinical trials, pharmacoeconomics, epidemiology and strategy has been global in scope, focusing on issues relevant to major markets in Europe, Australasia and North America. Mr. Russell's efforts have helped health care providers better understand the clinical and economic impact of disease

and the value of new drugs, biologics and devices in improving the outcomes achieved by patients. Aspects of his research have appeared in 100 manuscripts and abstracts in leading peer-reviewed medical and health policy journals. Mr. Russell has been active in leading organizations promoting effective healthcare. Prior to joining Abt Associates, Mr. Russell served as chief executive officer of White Mountain Health Services; director, global commercial strategy for Biogen Idec; and in senior research positions for Boston Health Economics, Medical Research International and Policy Analysis Inc.

Lee Grindheim, president of HealthCare Reimbursement LLC, is a nationally acknowledged expert in reimbursement, with over 25 years experience.



She has served as an actuary for a major insurer, a lobbyist and director for national organizations in Washington, and as both in-house expert and contract consultant to major medical device, pharmaceutical and biotech companies. Her work includes successful efforts to obtain CPT and HCPCS codes, development and presentation of testimony to the CPT Editorial Panel, CMS and congressional bodies. She has developed strategic reimbursement plans for start-

up and established corporations and successfully interfaced with both public and private third party payers to obtain both coverage and reimbursement. HealthCare Reimbursement LLC, provides critical reimbursement assistance from early stage strategic planning through to full commercialization.

■ About MDG

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.

■ MDG Officers, 2006-2007

President	Martin Sklar, Director, Business Development, AlvaMed, LLC
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Board	David Zlotek, President/CEO, NeuroTech, LLC

■ Upcoming Forums

(Silicon Valley Bank, 2221 Washington St., Newton)

Dec. 13	The Challenges of Medical Device Startups: Lessons Learned Along the Way
Jan. 10	Regulatory Perspectives on Clinical Trial Design
Feb. 7	Distribution Options for Medical Device Companies
March 7	Integrative Medicine: Thinking Outside the Box
April 11	Medical Device Project Management: Challenges & Strategies for Development
May 2	Medical Device Software: Assessing Safety and Efficacy

■ Upcoming Networking Meetings

(Pizzeria Uno, Newton Corner)

Dec. 20	The Startup Environment: Small vs. Larger Companies
Jan. 17	Outsourcing: A Guide to Being 'Virtual'
Feb. 21	Garnering and Managing Media Attention
March 21	Your Intellectual Property: How Much is it Worth?
April 18	Risk Management (ISO 14971): A Review
May 16	Strategies for Pre-Clinical Development
June 20	Post Market Surveillance: What to Expect

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