



PROGRAM ANNOUNCEMENT

Wednesday, 20 March 2019

Monthly Program

Reimbursement: Understanding Key Concepts to Maximize Business Success

Program Speaker:
Tom Hughes,
Senior Principal Advisor,
RCRI Inc.

Event Agenda:

Date: Wednesday, 20 March 2019

Time*: 5:15 – 6:00 PM Registration, Snacks, & Speed Networking
5:30 – 5:55 PM *Speed Networking*
6:00 – 6:05 PM Welcome and Announcements
6:05 – 7:05 PM Program Presentation
7:05 – 7:30 PM Q & A

*Times are approximate.

Program Topic:

Until recently, the main focuses of medical device companies were designing devices and earning regulatory clearance for their new technologies. While innovative design and FDA approval are important for market entry, reimbursement is now a top concern for medical device executives, their investors and other healthcare stakeholders.

This program will provide an overview of coverage, coding and payment, key elements for reimbursement success. This program will also discuss how to develop an effective reimbursement strategy and how to demonstrate clinical and economic value for new technology. Case studies will be presented to illustrate reimbursement challenges and successes for new medical technology entering the market.

Speaker Biography:

Tom Hughes is Sr. Principal Advisor at RCRI leading the strategic consulting organization's health economics and reimbursement initiatives. Tom is a senior level executive and attorney, with nearly 25 years of experience in the medical technology industry, specializing in medical device reimbursement. He has built reimbursement teams for medical device companies, implemented payer relations programs, lobbied federal and state decision makers, and advised Senior Management as well as Sales, Marketing and Clinical on

development of reimbursement/health economic strategies and business development. Prior to his work in the medical technology industry, Tom practiced healthcare law with a major Minneapolis law firm where he represented physicians, hospitals and other providers.

Location: Hologic Inc.
10210 Genetic Center Drive
San Diego, CA 92121

To register for the meeting, click [here](#) to access the SDRAN registration system (123Signup) for this event.

*** Please make your reservation early. The pre-registration due date is Monday, 18 March 2019. Advanced registration is appreciated to assist in event planning.**

**** *Space is limited for our monthly programs. Registration is capped at 100 participants. Register today to ensure your seat. Once our limit is reached, registration will close. Events with closed registration will not allow walk-ins.***

Online registration (through Monday 18 March 2019):

\$15 SDRAN Member

\$25 Non-Member

Onsite Registration:

\$25 SDRAN Member

\$35 Non-Member

For Questions Email: programs@SDRAN.org

Directions to Hologic:

From the North I-5 and I-805

I-5 South toward San Diego
Exit toward I-805 S
Exit toward Mira Mesa Blvd
Turn left onto Sequence Dr
Turn right to the facility

From the South I-805

I-805 North toward Sorrento Valley
Exit toward Mira Mesa Blvd
Turn left onto Sequence Dr
Turn right to the facility