

2018 EUROPEAN MEDTECH REIMBURSEMENT ROUNDTABLE

TUESDAY, OCTOBER 30, 2018
HILTON ZÜRICH AIRPORT HOTEL
ZÜRICH, SWITZERLAND
08:00 - 17:50

EVENT SPONSORED BY:



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Device Access
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SYNERGUS
SECURING MARKET ACCESS

Organised by
RAPS Switzerland Chapter
c/o MD – Compliance (Holding) SA
Chemin de Rovéréaz 5 - 1012 Lausanne

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RAPS REGULATORY AFFAIRS
PROFESSIONALS SOCIETY
Driving Regulatory Excellence™

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**RAPS Switzerland
Members**
€400

Non-RAPS Members
Early-Bird
(by 30.09.2018)
€400

NON MEMBERS
(after 30.09.2018)
€550

Event Chaired by:

***Amit Kukreja, VP, Global Market Access & Reimbursement,
SECOND SIGHT MEDICAL PRODUCTS***
Ernesto M. Nogueira, Managing Director, VALUECONNECTED

- Roundtable 1 - MARKET ACCESS: CEO's TOP PRIORITY?**
- Roundtable 2 - ENGLAND: Navigating the Reimbursement Maze.**
- Roundtable 3 - FRANCE: Coverage with Evidence Development.**
- Roundtable 4 - GERMANY: New Regulations, New Rules.**
- Roundtable 5 - REAL-WORLD EVIDENCE FOR PAYERS: How to use it?**
- Roundtable 6 - QUICK MARKET ENTRY TO EUROPE: Small but impactful?**

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Who should attend?

Medical Device CEOs, COOs, CCOs, Vice Presidents/Directors/Managers/Experts of Market Access, Reimbursement, Health Economics, Payer Relations, Commercialization, Sales, Marketing, Clinical and Regulatory.

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08:00 - 08:50 - Welcome Coffee & Registration

08:50 - 09:00 - Introduction by Program Chairs

Amit Kukreja, VP, Global Market Access & Reimbursement,
SECOND SIGHT MEDICAL PRODUCTS

Ernesto M. Nogueira, Managing Director, **VALUECONNECTED**

09:00 - 10:30 - **Roundtable 1: “MARKET ACCESS: CEO’s Top Priority?”**

- Do Investors understand the strategic role of the Market Access function?

- Do CEOs timely focus on building a Market Access strategy?

- Is our industry prepared for the growing demand of Market Access leaders?

Panel

Andrea Rappagliosi, VP, Market Access & Public Affairs EMEA, Canada & LATAM, EDWARDS LIFESCIENCES; **David Stocker**, VP South and Central Europe, PULMONX;

Gregoire Cosendai, Head Operations, VERILY/ENDEAVOUR VISION;

Philippe Bastide, CEO, DIANOSIC; **Stephan Heumann**, Director International Market Access, BOSTON SCIENTIFIC

Moderator: Ernesto N. Nogueira, Managing Director, VALUECONNECTED

10:30 - 10:50 - Coffee Break

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To register: ary.saaman@raps-switzerland.ch

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10:50 - 12:15 - Roundtable 2: “ENGLAND: Navigating the complex Maze”

- UK Healthcare Reimbursement Maze
- HealthTech Connect: a new initiative to accelerate MedTech adoption?
- NHS Fast Track Reimbursement Fundamentals: Specialized Commissioning vs. Accelerated Access vs. NICE MTEP?
- What drives NICE approval: Cost-Effectiveness vs. Budget Impact?

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Panel

Dr. Sheryl Warttig, Sr Technical Adviser, CENTRE FOR HEALTH TECHNOLOGY EVALUATION, NICE; **Andrea Rappagliosi**, VP, Market Access & Public Affairs EMEA, Canada & LATAM, EDWARDS LIFESCIENCES; **Amit Kukreja**, VP, Global Market Access & Reimbursement, SECOND SIGHT MEDICAL PRODUCTS

Moderator: Michael Branagan-Harris, CEO, DEVICE ACCESS

12:15 - 13:00 - Lunch

13:00 - 14:25 - Roundtable 3: “FRANCE: Coverage with Evidence Development”

- Coverage with Evidence Development (CED): Forfait Innovation Program-New reimbursement model for innovative MedTech products?
- A pathway from CED to long-term reimbursement

Panel

Andrew Shute, Sr VP, Global Field Operations, EBR SYSTEMS INC;
Andrea Rappagliosi, VP, Market Access & Public Affairs EMEA, Canada & LATAM, EDWARDS LIFESCIENCES; **Amit Kukreja**, VP, Global Market Access & Reimbursement, SECOND SIGHT MEDICAL PRODUCTS; **Mathias Wollny**, Associate Director Reimbursement & Market Access EMEA, ABIOMED EUROPE GmbH;
Reimb Agency/Industry Leader, TBD

Moderator: Sylvia Germain, President and CEO, SGE CONSULTING

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14:25 - 15:40 - Roundtable 4: “GERMANY: New Regulations, New Rules”

- Coverage with Evidence Development (CED): New healthcare regulation (Section 137e SGB V)
- New reimbursement model for innovative MedTech products?
- With tougher regulations, will Germany still be a top priority market?

Panel

Jozef Tanczos, VP, Clinical Affairs, Europe, MIRACOR MEDICAL SYSTEMS;
Mathias Wollny, Associate Director Reimbursement & Market Access EMEA, ABIOMED EUROPE GmbH; **Pascal Brasseur**, Reimbursement Director, MEDTRONIC INTERNATIONAL;
David Stocker, VP South and Central Europe, PULMONX;
Stephan Heumann, Director International Market Access, BOSTON SCIENTIFIC
Moderator: Ben Modley, Director of Operations, Europe, VALUECONNECTED

15:40 - 16:00 - Refreshment Break

16:00 - 16:45 - Roundtable 5: “REAL-WORLD EVIDENCE FOR PAYERS: How to use?”

- What is Real World Evidence (RWE) at its core?
- Why are Payers increasingly relying on RWE for reimbursement?
- How should MedTech companies prepare for it?

Panel

Dr. Sheryl Warttig, Senior Technical Adviser, CENTRE FOR HEALTH TECHNOLOGY EVALUATION, NICE; **Pascal Brasseur**, Reimbursement Director, MEDTRONIC INTERNATIONAL;
Jozef Tanczos, VP, Clinical Affairs, Europe, MIRACOR MEDICAL SYSTEMS; **Amit Kukreja**, VP, Global Market Access & Reimbursement, SECOND SIGHT MEDICAL PRODUCTS
Moderator: Mattias Kyhlstedt, CEO and Founder, SYNERGUS MEDTECH CONSULTING

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16:45 - 17:30 - Roundtable 6: “QUICK MARKET ENTRY TO EUROPE: Small but impactful?”

- Is there a common reimbursement denominator among regionalized European markets (such as Italy and Spain)?
- How do you scale reimbursement in a regional/fragmented system?
- How do investors value quick wins vs. long-term scalable markets?

Panel:

Andrea Rappagliosi, VP, Market Access & Public Affairs
EMEA, Canada & LATAM, EDWARDS LIFESCIENCES; **Richard M. Centurion**,
Director Global Market Access, INTUITIVE SURGICAL; **Patrik Hidefjäll**,
KAROLINSKA INSTITUTE; **Gregoire Cosendai**, Head Operations, VERILY/ENDEAVOUR VISION
Moderator: Ernesto N. Nogueira, Managing Director,
VALUECONNECTED

17:30 - Networking

End of Day

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Location: *Hilton Zürich Airport*
Hohenbuehlstrasse 10 | CH-8152 Opfikon
<https://goo.gl/PC8mev>

How to reach us?

By Car: please follow the GPS direction to **Hohenbuehlstrasse 10, CH-8152 Opfikon**.
Do make sure you use *Opfikon* as the city name.
There are 250 parking spaces available at the hotel.

Flying-in: there is a complimentary Shuttle from the Airport to the Hotel every 20/30min
(5:10 AM - 11:30 PM); CHF 5 from the Hotel to the Airport.

Accommodation: A limited number of rooms have been reserved at the *Hilton Zürich Airport Hotel* at a preferential rate of CHF210/night (arriving October 29 - departing October 30, 2018). To ensure your room at this rate, please send your reservation request to ary.saaman@raps-switzerland.ch no later than October 15, 2018.

To register for the event e-mail ary.saaman@raps-switzerland.ch
E-mail confirmation of your registration and the invoice will be sent in return.

We look forward to meeting you in Zürich!

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