



PROGRAM ANNOUNCEMENT

Wednesday, 16 June 2021

Monthly Program

Health Economics & Reimbursement 101: Dispelling Common Market Access Myths (US Market / Medical Device Focus)

Program Speakers:

April Zambelli-Weiner, Ph.D., MPH

*President and CEO,
TTi Health Research & Economics*

&

Avijeet Chopra, Ph.D., MBA

*HEOR Senior Associate,
TTi Health Research & Economics*

Event Agenda:

DATE: Wednesday, 16 June 2021

TIME:

6:00 – 6:05 PM Welcome and Announcements
6:05 – 7:05 PM Program Presentation
7:05 – 7:30 PM Q & A

LOCATION: Webinar on zoom virtual platform

Click [here](#) to register for this event.

Program Topic:

Health Economics & Reimbursement 101: Dispelling Common Market Access Myths (US Market / Medical Device Focus)

Obtaining regulatory approval is a hurdle that, once cleared, allows medtech innovators and manufacturers to sell their product, but doesn't give payers a single reason to cover it. Ensuring that the product or service is utilized to its fullest potential relies on obtaining reimbursement. Payers often require evidence supporting a strong return on investment (in terms of cost savings, lower readmission rates, and improved outcomes) to adopt a new technology and offer reimbursement to providers and patients. While the US reimbursement system is undergoing a transition (transitioning from paying for volume to paying for value), many myths abound with respect to reimbursement and market access for medical technologies. Perpetuating these myths can lead to market failure. In this seminar, these myths will be explored and dispelled, and the importance of health economics in helping clients to develop data-driven solutions and analysis frameworks that articulate their value story in support of coverage, coding and reimbursement (and magnify studies designed to support regulatory approval to serve a dual market access purpose) will be discussed.

Speaker Biography:

Dr. April Zambelli-Weiner is a Hopkins-trained epidemiologist; strategic healthcare leader and innovator; and the President and CEO of TTI Health Research & Economics, located in Westminster, MD. An expert in data creation at every level of the healthcare ecosystem, Dr. Zambelli-Weiner has over two decades of applied experience directing and bringing thought leadership to healthcare projects directly impacting policy and practice.

As an accomplished strategic healthcare leader and innovator, Dr. Zambelli-Weiner has helped bring to market and accelerate growth for hundreds of medical technology products including surgical instruments, capital equipment, diagnostics, precision medicine technologies, predictive algorithms and disease management apps, among many others across a wide range of indication areas and use cases. She has authored more than 30 peer-reviewed publications in high-impact academic journals and has presented her research and thought leadership at international conferences, symposiums and workshops, receiving numerous awards. She is a strategic advisor to Federal agencies such as CDC and NIH, serves on numerous medtech advisory boards and is a member of various professional societies and committees, including Healthcare Information and Management Systems Society's (HIMSS) Public Policy Committee and Health Equity Working Group. She is the founding board member of a new non-profit, PARC, focused on accelerating adoption of pharmacogenomic and precision medicine technologies.

Dr. Zambelli-Weiner holds a PhD in Human Genetics & Epidemiology from Johns Hopkins University, an MPH in Epidemiology from Saint Louis University, and a BA in Chemistry and English from Washington & Jefferson College.

Avijeet Chopra, Ph.D., MBA is an experienced Global Health Economics and Outcomes Researcher with expertise in health economic modeling, indirect treatment comparisons using meta-analysis, and systematic reviews. He has an extensive background in clinical and translational sciences and analytical research with experience in synthesizing, implementing, and communicating scientific evidence through peer-reviewed publications and user interfaces, in respect to the healthcare landscape and need for pharmaceutical drugs, biotechnology, and

medical devices. He serves as HEOR Senior Associate at TTI Health Research & Economics. Avi holds a Ph.D. in Clinical & Translational Sciences from The University of Connecticut and is a Health Economics Fellow from the University of York.

Registration Information:

Online registration ends Tuesday, 15 June 2021.

SDRAN Member : \$10.00 Non-Member: \$15.00

For Questions Email: Programs.committee@sdran.org