# EU Medtech Reimbursement Roundtable

29 June 2016 • Zurich, Switzerland • Hilton Zurich Airport

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Device Access
Market Access, Accelerated

## ROUNDTABLE PANEL DISCUSSIONS

- **Roundtable 1: Reimbursement in the United Kingdom**
- **Roundtable 2: Reimbursement in France & Germany**
- **Roundtable 3: Reimbursement in Belgium & The Netherlands**
- **Snapshot: Scandinavia–Low Hanging Fruit**
- **Roundtable 4: Reimbursement Future Trends**

Regulatory approval for new innovative medicine and devices remains a life-threatening challenge to the industry. Join RAPS for our annual roundtable on market access for products (reimbursement and payer evidence) for regulatory professionals.

While the market access function has emerged for about a decade, the essence of it is alien to most regulatory professionals in the industry, who may be focused on R&D, clinical and regulatory development of the product.

Market access is a new and essential skillset that should be brought on board for every company trying to make its innovation a commercial success in the market. It is imperative to train regulatory leaders to understand the implications of upcoming market access hurdles (reimbursement, pricing and coverage policy) early on in the development phase. This allows for alignment with market access objectives from the beginning, so the work, investment and resources don't disappear with no buyer (or payer) for the product.

**Key topics:**

- Diving into the biggest market hurdle that medical device firms are facing today
- How reimbursement is becoming the center block of investor's evaluation of the company
- Crafting value early in the product development phase is a must to be able to demonstrate a solid clinical and economic value proposition for your product
- Hearing from masters of European reimbursement and how they turned it around

| | By 22 April 2016 | 23 April–23 May 2016 | 24 May–24 June 2016 |
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