

Medtech Coverage, Coding and Reimbursement 101

April 18 – 19, 2023 (Virtual)

Tuesday, April 18

12:00 pm – 12:05 pm

Welcome Remarks

12:05 pm – 12:50 pm

Introduction to Medicare

*Kirsten Tullia, Vice President & Interim Head of
Payment & Health Care Delivery Policy, AdvaMed*

*Richard Price, Senior Vice President, Payment & Health
Care Delivery Policy & Head of Research, AdvaMed*

*Tara Burke, Vice President, Payment & Health Care
Delivery Policy, AdvaMed*

- Basic introduction to the Medicare Program
- Overview of Medicare's benefit structure and how the program is funded
- Learn how benefits are delivered to Medicare beneficiaries

12:50 pm – 1:40 pm

Introduction to Reimbursement for Medical Technology

Thomas A. Gustafson, Senior Policy Advisor, Arnold & Porter

- What are the key elements determining reimbursement for medical technology (devices, diagnostics, and combination products)?
- Overview of coverage, coding, & payment — Medicare and other payers
- Who decides what and when?
- Roles of FDA and CMS
- What should be in a company's reimbursement strategy?

1:40 pm – 1:50 pm

Break

1:50 pm – 2:40 pm

Introduction to Coding for Medical Technology

Tara Burke, Vice President, Payment & Health Care Delivery Policy, AdvaMed

- Introduction to coding languages (CPT, ICD-10 PCS, HCPCS)
- How codes are used in different settings
- Understand the application process and timelines for key code sets

2:40 pm – 3:30 pm

Introduction to Medicare Payment Systems

Deborah Godes, Vice President, McDermott+ Consulting

- Understand how Medicare pays for services in the hospital inpatient and outpatient settings
- Understand the basic methodology used by CMS to pay for physician services
- Learn how MedTech is incorporated into these payment methodologies

3:30 pm

Conclude Day 1

Wednesday, April 19

12:00 pm – 12:05 pm

Welcome Remarks

12:05 pm – 12:50 pm

Complexities of CMS Coverage

Marc Hartstein, Principal, Health Policy Alternatives

Marjorie Kanof, Principal, Health Policy Alternatives

- Overview of CMS' NCD process
- Review of current CED process and recent recommendations from AHRQ
- Other restrictions/requirements of CMS coverage (e.g., screening tests)

12:50 pm – 1:40 pm

Coverage Opportunities for Novel Technologies

Mark Domyahn, Partner, JD Lymon Group

- Provide an overview of Medicare's incremental hospital payment for new technologies, including the New Technology Add-On Payment (NTAP) and Transitional Pass-Through (TPT), and Transitional Add-on Payment Adjustment for

New and Innovative Equipment and Supplies (TPNIES)

1:40 pm – 1:50 pm

Break

1:50 pm – 2:40 pm

Alternative Payment Models

Amy Bassano, Managing Director, Health Management Associates

- An overview of the authorities granted to CMS in testing new payment models
- A brief review of how CMS has used this authority in the past, including examples of previous and current models
- A forecast of how CMS may engage in this space moving forward based on the Innovation Center Strategy Refresh, and how MedTech innovations can support this vision

2:40 pm – 3:30 pm

The World Outside of CMS

Sara Davis, Senior Director, Global Market Access, Operations & Field Health Economics & Reimbursement, Abbott

- Identify other payers (beyond CMS, the single largest payer) that pay for MedTech (Medicaid, Workers' Comp, etc.)
- Understand these payers' objectives and philosophies, if different from CMS
- Develop strategic and tactical approaches for interacting with other payers

3:30 pm

Program Concludes