

EXCITE
INTERNATIONAL

HEALTH TECHNOLOGY GLOBAL SUMMIT

MARCH 2019
26-27
Washington, DC

Accelerating
the Pathway from
Innovation to Adoption



March 26th Open Session

- Welcome with overview of EXCITE International and update on international collaboration and offerings
 - **Dr. Les Levin, CEO and CSO, EXCITE International**
 - **Dr. Rick Kuntz, Board Chair, EXCITE International**
- “Finding the interface between innovation and adoption of new health technologies”
 - **Dr. Rick Kuntz, Senior VP and Chief Scientific Officer, Medtronic Global**
 - **Dr. Trent Haywood, Senior VP and CMO Blue Cross Blue Shield Association**
 - **Sir Andrew Dillon CEO NICE, U.K.**
- Plenary 1: Maximizing Successful Regulatory and Coverage Assessments
Plenary Facilitator: Joe Gatewood, VP for Global Strategy and Development, AdvaMed
 - (a) “Changing regulatory expectations in U.S. and Europe”
 - **Key Notes:**
 - U.S.A.**
 - “Changing U.S. Regulatory Landscape”
 - **Jeff Shuren:** Director, Center for Devices and Radiological Health, FDA
 - Europe**
 - “Changing European Regulatory Landscape with Special Reference to New Medical Devices Regulation (MDR), May 2020”
 - **Dagmar Roth Behrendt:** Special Adviser to European Commissioner for Health and Safety on reforming the Directorate-General for Health and Food Safety. Former Vice President, European Parliament, Germany (To Be Confirmed)
 - (b) “Coverage Determinations – What Evidence do Payers Expect?”

- **Session Chair: Naomi Aronson, Executive Director of Clinical Evaluation, Innovation, and Policy, Blue Cross and Blue Shield Association, Chair Payers' Advisory Committee, EXCITE International**
- **Panelists:**

U.S.A.

- **Tamara Syrek Jensen**, Director, Coverage and Analysis Group, Center for Medicare and Medicaid Services (CMS)
- **Jo Carol Hiatt**, Chair, National Product Council and Inter-Regional New Technologies Committees Kaiser Permanente

The Netherlands

- **Maroeska Rovers**, Professor of Evidence Based Surgery, Radboud University Netherlands
- **Karel Moons**, Professor of Clinical Epidemiology, Julius Center, Utrecht University

Norway

- TBD

Ontario

- **Shahira Bhimani**, Director MaRS EXCITE

U.K.

- **Nina Pinwil**, Head of Commercial Operations, National Health Service (NHS)
- **Páll Jónsson**, Associate Director of Research and Development NICE

(c) "Clinical Trials: De-risking the pathway to adoption by addressing regulatory and coverage expectations pre-market for more efficient, affordable trials"

- **Session Chair: Bryan Luce, CEO, LUCE Outcomes Research, Chair Scientific Collaboration, EXCITE International**
- **Panelists:**
 - **Jeff Popma**, Professor of Medicine, Harvard Medical School, Director, Angiographic Core Laboratory, Beth Israel Deaconess Medical Center and Baim Institute for Clinical Research
 - **Peter McCulloch**, Professor of Surgical Science and Practice, Nuffield Department of Surgical Sciences, University of Oxford and Chair IDEAL Collaboration
 - **Elise Berliner**, Director of the Technology Assessment Program at the Center for Outcomes and Evidence in the Agency for Healthcare Research and Quality
 - **Maroeska Rovers**, Professor of Evidence Based Surgery, Radboud University **and Karel Moons**, Professor of Clinical Epidemiology, Julius Center, Utrecht University, Netherlands
 - **Murray Sheldon**, Associate Director for Technology and Innovation Center for Devices and Radiological Health, FDA

Plenary 2:

Panel Discussion: Innovators Payers/Health Systems and patients. How does this new partnership with industry work from innovation to adoption?

Plenary Facilitator: Sean Tunis Center for Medical Technology Policy

- **Industry Perspective: Session Chair, Mark Leahey, CEO MDMA**
 - **Rick Kuntz**, Senior VP and CSO, Medtronic Global
 - **Joe Gatewood**, VP Global Strategy and Development, AdvaMed
 - **Carl Gilhuus-Moe**, Chair, Norway HealthTech, Board member, EXCITE International and numerous Norwegian health tech Boards, Senior Advisor NeoMed Management, investor in Norwegian start-ups, Fellow U.S. National Academy of Clinical Biochemistry, Norway
 - **Brian Lewis**, CEO, MEDEC, Canada
- **Payer/Health System Perspective: Session Chair Naomi Aronson Executive Director of Clinical Evaluation, Innovation, and Policy, Blue Cross and Blue Shield Association**
 - **Tamara Syrek Jensen**, Director, Coverage and Analysis Group, CMS
 - **Jo Carol Hiatt**, Chair, National Product Council and Inter-Regional New Technologies Committee Kaiser Permanente
 - **Nina Pinwill**, Head of Commercial Operations, NHS England
 - **Maroeska Rovers**, Professor, Radboud University, Netherlands
 - **Karel Moons**, Professor, Utrecht University, Netherlands
 - **Per Olav Vandvik**, Professor, Department of Health Management and Health Economics, University of Oslo and CEO of the MAGIC research and innovation program, Norway
- **Patient Perspective: Session Chair TBD**
- **Expert End-Users contribution to evaluation, adoption and diffusion of new health technologies: Session Chair Jeff Popma MD**, Professor of Medicine, Harvard Medical School, Director, Angiographic Core Laboratory, Beth Israel Deaconess Medical Center and Baim Institute for Clinical Research

Evening:

- **Wine and Cheese Informal Networking**
- **Dinner Meeting**

Dinner Keynote Speaker: TBD

March 27th: Closed Internal EXCITE International Meetings