IPI Academy

MANAGEMENT forum



Presented by
Management Forum

Global Market Access for Medical Device Software

Navigate global market access for medical device software with insights on international regulations, reimbursement strategies, and Health Technology Assessment (HTA) to improve your product's chances of commercial success

Format:
Bespoke training

CPD:
6 hours for your records (depending on your requirements)

Certificate of completion

Course overview

This course will provide a clear understanding of different market access requirements for medical device software.

As demand surges for Digital Health (DH) solutions worldwide, understanding and navigating international regulations is paramount for market access success. This course will equip professionals with the knowledge to successfully enter into different international markets, improving the chances of commercial success by understanding country-specific requirements.

With an increased impact on clinical management, a higher bar for evidence is required for regulatory approval and adoption, but also an increased stakeholder willingness to pay for the service provided. Although at the moment, there's no one-size-fits all approach, there is a global trend to increase DHT adoption through value-based pricing and reimbursement mechanisms. This growing trend has prompted countries, both within and outside the European Union (EU), to pilot various market authorization and access schemes, providing guidelines for coverage, and/or clear pathways for reimbursement of DHTs. This intensive course provides a comprehensive overview of the different national DHT market access and reimbursement strategies, presenting an overview of the current state of affairs.

The program will be highly interactive, using real-life examples and state-of-the-art practices across different global jurisdictions. Practical insights will be provide, hands-on exercises, and case studies to guide you through the intricate decisions needed that affect your market access processes.

The course will cover:

- Impact categories of digital health technologies (DHTs)
- Market Authorization *vs*. Market Access
- Coverage and Health Technology Assessment (HTA)
- Specifics of reimbursement pathways for DHTs across EU Member States
- The new Health Technology Assessment (HTA) Regulation, EDiHTA, and ASSESS-DHT
- Outside of the EU Member States: global reimbursement landscape (e.g., USA, UK, South Korea, Japan, among others)

Benefits of attending

- **Gain** an in-depth knowledge to navigate complex market access environments
- **Ensure** successful entry into international markets
- **Streamline** product development to entry different markets
- **Improve** the chances of commercial success by understanding country-specific requirements and approval processes.

Who should attend?

This course is for any professionals involved in market access for medical devices, including:

- Regulatory Affairs Managers
- Business Strategists
- Product and Service Managers
- Sales and Marketing Managers
- Legal Professionals
- Compliance Officers
- Research and Development Engineers
- Clinical Research Associates
- Project Managers

Run this programme in-house for your whole team

Coming to IPI Academy for your in-house training provides an all-inclusive service which gives you access to a wide variety of content, learning platforms and delivery mechanisms as well as your own personal training adviser who will work with you from the initial enquiry through to feedback and follow-up after the programme.

With over 600 trainers, all practitioners and experts across a huge range of fields, we can provide the training you need, where you need it, when you need it, and at a price which suits your budget. Our approach to tailored learning and development consists of designing and delivering the appropriate solution for each client.

For your FREE consultation and to find out more about how we can work with you to solve your training needs, please contact our training advisers:



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IPI Academy

IPI Academy is a training initiative of Falconbury and Management Forum; leading providers of industry training for over 30 years, based in the UK.

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