Too many lifesaving and life-improving medical technologies are denied by health insurers. That said, the fault does not lie at the feet of the insurer, but at those of the manufacture who neglected to provide the payor with what they wanted, namely high-quality evidence of safety and efficacy. The fields of Market Access, Health Economics and Reimbursement are the “new norms” for medical technology commercialization success.

**Tuesday, February 25th, 2020**

**from 3:00-5:30 PM**

**Followed by a BIOSA Mixer**

**Lodge on the Desert**

**306 N. Alvernon**

Register here: https://biosaspring2020.eventbrite.com