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Life Sciences Lunch: What's Your Reimbursement Strategy?

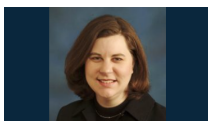
DATE

October 20, 2020
11 a.m.-Noon (Eastern)

SPEAKERS



**Deborah
Pollack-Milgate**
Partner



Kristin Jones
President and
CEO

Indiana Health
Industry Forum



**Robert C.
McDonald, MD,
MBA**

President
Aledo Consulting,
Inc.



Abigail Wright
Senior Director of
Reimbursement
Biodesix, Inc.

Many scientifically and technically sound health care innovations have come to market only to struggle, or even fail, because they do not fit appropriately into the reimbursement system. This presentation will give a high-level review of the general structure of the U.S. reimbursement system.

The speakers will explain the differences between product types that require minimal to no reimbursement planning and those requiring extensive reimbursement planning and execution. Differences in reimbursement between the inpatient and outpatient settings, as well as the differences

between reimbursement for pharmaceuticals, medical devices and diagnostics will be explained. In-depth, real-life examples in the molecular diagnostics arena will also be discussed. Finally, the unlikely connections between this presentation and the resumption of Big Ten football this coming weekend will be revealed.

Questions? [Email Siara Reyes](#) or call 317-231-7211.