

## MedTech Frontiers

### Health Technology Assessments for New Medical Products

**Date:** Thursday July 1, 2010

**Time:** 6:00 – 9:00 pm, presentation begins at 6:45 pm

**Location:** Triple Ring Technologies, 39655 Eureka Drive, Newark

**Speaker:** Dr. John Hornberger, CEO, Cedar Associates LLC, & Adjunct Clinical Professor, Stanford University School of Medicine



**Cost:** The seminar is free of charge, but registration is required for planning purposes

**On-Site registration:** A limited number of on-site registrations may be available

#### About the Seminar:

Health Technology Assessment (HTA) addresses whether a technology is effective, for whom does it work, and does it offer good “value for money”. Increasingly, patients, clinicians, employers, and third-party payers are demanding more evidence before using new medical technologies. Developers of new medical technologies are requesting comprehensive analyses to respond to these questions, and to guide regulatory and clinical development and market access strategies. Assessments may include:

- Evaluating market readiness – What is the unmet medical need? What are cultural, political, legal, and financial factors that affect adoption of the new technologies?
- Comparative effectiveness – How much more effective over existing therapies is a new product? How generalizable are the studies designed for regulatory approval to real world practice? What will it cost patients, clinicians, hospitals, third-party payers? Is the product a cost-effective use of resources? Do the answers to these questions differ for drugs, devices, and diagnostics?
- Market access and pricing – How is a fair market value determined for a product? Who decides? What techniques are used to negotiate value? Which stakeholders most influence negotiations?

Dr. Hornberger will discuss tactics and strategies for addressing these questions particularly in light of current health care trends.

#### About the Speaker:

Dr. Hornberger specializes in health outcomes and economic research. His methodological expertise is in designing and conducting decision and data analyses to examine the clinical and economic consequences of novel healthcare interventions. He is Co-Editor of *Value in Health* and on the Editorial Board of *Medical Decision Making*, two of the leading international journals in health outcomes and economics. Dr. Hornberger received his M.D from the University of Rochester, NY, and his M.S. in Health Services Research from Stanford University.

He is a Board Certified Internist, a staff physician at the Palo Alto Veterans Affairs Hospital, and an Adjunct Clinical Professor of Medicine at Stanford University. His firm, Cedar Associates LLC, was recently profiled by the BizJournal.

For more information and registration visit  
<http://www.medtechfrontiers.com>