

Webcasts

DxMA Web Cast Series - Session Two

Thursday, June 10, 2010
1:00 PM - 2:00 PM EST

Reimbursement for Innovative Diagnostic Technologies:

How to be strategic
about coverage,
coding, and payment.

with Kuo Bianchini Tong presenting



Evaluate how CMS and private payers reimburse for devices, diagnostics and convergent technologies. Learn how published evidence drives coverage, coding and payment. Review the process and requirements to secure new codes, including a primer on the AMA CPT process. Understand how to align product pricing with reimbursement, and more importantly, how to secure reimbursement at a desired prices. Learn more about comparative effectiveness, cost effectiveness and how other macro level trends will affect your reimbursement strategy.

Register for the remaining sessions in the series & save half off (50%) the final session! Please remember that all web cast programs are recorded and are available on-demand to those registered for the series.

2010 Series: Increase Organizational Efficiency and Effectiveness for Launching New Markers

SEPTEMBER 9, 2010 | 1:00 PM - 2:00 PM

Session Three: Best Practice: Clinical Value Development - an Evidence-Based Case Study

NOVEMBER 11, 2010 | 1:00 PM - 2:00 PM

Session Four: Promotions Under GPP: Dos, Don'ts and Guidelines