



## The In Vitro Diagnostic (IVD) Devices Bootcamp (Exporting to the US market)

**Date:** Monday 2 November 2015

**Time:** 9am-6pm

**Venue:** The Palace Hotel, Oxford Street, Manchester M60 7HA

Join us for the In Vitro Diagnostic (IVD) Devices Bootcamp and develop winning strategies for selling into the US IVD market.

UKTI presents a comprehensive In Vitro Diagnostic (IVD) Devices Bootcamp for UK companies looking to export or increase their exports to the USA.

Our experienced Commercial Officers from the USA will take you through the pitfalls and challenges of exporting into this lucrative market and provide you with guidance in the following key areas:

- Health priorities
- Regulatory access
- Market access
- Reimbursement
- Purchasers and distributing routes

**Delegate rate:** £100 (inclusive of VAT)

**Book online at:** <https://us-ivdd-bootcamp-manc.eventbrite.co.uk>

*Turn over for the full event programme*

# Exporting IVD's to the US Market Programme

TIME	TOPIC	SPEAKER
09:00	<b>Registration and refreshments</b>	
09:30	<b>Welcome remarks by Chair and Introductions</b>	Jeff Dillon, UKTI Boston Lead
10.00	<b>Setting the Scene: Overview of the US Healthcare Market</b> <ul style="list-style-type: none"> <li>- What businesses need to know when entering the US Market</li> <li>- Understanding the policy and business environment</li> <li>- Changes since the introductions of the Affordable Care Act</li> <li>- Transition from payment for volume to payment for value</li> </ul>	Joe Ferrara, President Boston Healthcare Associates
11.00	<b>Coffee break</b>	
11.15	<b>How is it done in practice: Understanding the Regulatory Environment</b> <ul style="list-style-type: none"> <li>- Overview of the US FDA regulatory process</li> <li>- FDA regulatory applications</li> <li>- Post market surveillance and requirements</li> <li>- Changes ahead</li> </ul>	Cornelia Rooks, Senior Regulatory Specialist, Medical Device and Drug Divisions, Registrar Corp
12:15	<b>Lunch &amp; networking</b>	
13:00	<b>Who is going to buy your product? 5 key points to understanding your customer needs:</b> <ol style="list-style-type: none"> <li>1. The distribution routes available to UK companies</li> <li>2. The pros/cons of each route</li> <li>3. Purchasers – health system adoption</li> <li>4. Development of a reimbursement strategy</li> <li>5. What about customs requirements?</li> </ol>	Joe Ferrara, President Boston Healthcare Associates  Dr Brian Stammers, International Trade Adviser – UKTI  Representative from DeciBio
14:30	<b>Session wrap up &amp; frequently asked questions explained</b>	<b>Jeff Dillon and group leaders</b>
14:45	<b>Coffee break</b>	
15:00	<b>Real world case study</b> Hear from our guest consultants about their success in helping companies export to the US	<b>DeciBio /Jeff Dillon</b>
15:30	<b>Exporting assistance available to you</b> Outline of the practical help and guidance that UKTI international trade advisors can offer you for the US market	<b>Brian Stammers Chris Parsons Mike Connor</b>
16:00	<b>Developing your strategy for entering the US Market</b> With opportunity for Q&A	<b>Jeff Dillon</b>
16:30-18:00	<b>Networking &amp; How 'Export Ready' are you?</b> Talk to our expert speakers	

The Life Sciences Organisation (LSO) is a dedicated life sciences department within UKTI that offers UK companies support and advice to trade in international markets, whether in Europe or the rest of the world.

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