MEDTECH INNOVATION AND RCRI

OPEN SYMPOSIA AND 1:1 MEETINGS

JANUARY 16, 2018
AALBORG

JANUARY 18, 2018
COPENHAGEN

REAL WORLD INTEGRATED PATHWAYS FOR THE US MEDTECH MARKET

Are you an SME or medtech startup developing a new medical device or optimizing an existing technology? Have you developed and integrated a US strategy inclusive of regulatory, clinical research and reimbursement? Are you are faced with challenges harmonizing strategies for both the European and US markets? Perhaps you need the right tools and specific competencies to get started in implementing pritoritized activities that gain the greatest impact on your commercial success. Or perhaps you just need access to specialists that can provide you the best advice.

MedTech Innovation hereby invites you to a symposia and 1:1 meetings with experts from the Regulatory and Clinical Research Institute in Minneapolis who will be presenting their perspective on what is needed to succeed in gaining access to the US market. Focus will be on regulatory, clinical and reimbursement considerations.

Book a 20 min. 1:1 meeting with RCRI following the program in Aalborg January 16, 2018 or Copenhagen January 18, 2018.

Sign up
Register for the symposia and book 1:1 meetings at **www.medtech-innovation.dk**

Contact
Network Manager Annette Rye Larsen, anryl@dtu.dk, for further information.

January 16, 2018, Aalborg: Open symposia and 1:1 meetings

13:00 - 13.15	Welcome by Life Science Innovation North Denmark, Director Finn Allan Larsen
13.15 - 14.15	Complexity of the US market. Accessing the US market in an integrated way: clinical trials, regulatory and reimbursement, President Lisa Olson and Director of Business Development Todd Anderson, RCRI
14.15 - 14.30	Wrapping up and questions
14:30 - 17.00	1:1 meetings and networking

January 18, 2018, Copenhagen: Open symposia and 1:1 meetings

13:00 - 13.15	Welcome by MedTech Innovation, Network Manager Annette Rye Larsen
13.15 - 14.15	Complexity of the US market. Accessing the US market in an integrated way: clinical trials, regulatory and reimbursement, President Lisa Olson and Director of Business Development Todd Anderson, RCRI
14.15 - 14.30	Wrapping up and questions
14.30 - 17.00	1:1 meetings and networking

RCRI®

LSI LIFE SCIENCE INNOVATION NORTH DENMARK

MedTech Innovation

Ministry of Higher Education and Science – Denmark

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RCRI: a leading expert in medical device strategic consulting and CRO services

Combining strategic consulting with CRO operational excellence and full-services for US and foreign companies, RCRI helps turn concepts into revenue for the Medical Device, Combination Products, In-Vitro Diagnostics and Biologics industries.

For more than a decade, RCRI has been turning medical product concepts into successful, revenue-generating businesses for clients worldwide. We look at every angle of the project entrusted to us, offering the value of our combined experience, insight and foresight to create comprehensive interdisciplinary solutions. By creating a collaborative partnership with our clients, we achieve great results together.
RCRI services include Clinical Research, Regulatory and Quality Systems, Health Economics & Reimbursement and Compliance.

RCRI has in-depth knowledge of the medical device, IVD, combination product, and biologic industries. Our team of accomplished professionals and our unique approach provides the tailored solutions that help you achieve sustainable results in the dynamic medical products marketplace.

LISA OLSON, MBA, President and Executive Principal Advisor

Lisa Olson has over 21 years of experience in the medical device industry providing contract research services to start-up through Fortune 100 companies. She has extensive technical experience in pre-clinical research, including in vitro and in vitro biocompatibility, genotoxicology and toxicology models in Class I through Class III devices in addition to providing direct leadership for new service and program implementation for technical, operational, business and marketing teams.
Lisa now focuses primarily on strategic innovation and ecosystem leadership that help medical device manufacturers bring products to patients. She concentrates on transformational organizational practices, integrated systems thinking and ecosystems analysis to transform the medical device development process.
Lisa received her undergraduate degree in Microbiology from the University of Minnesota and her Masters of Business Administration from the University of St. Thomas. She has co-authored numerous ISO Biocompatibility Standards, served as a Co-Chair of the AAMI/ISO Technical Advisory Group on Cytotoxicity, and sat on working groups related to materials safety for the Association for the Advancement of Medical Instrumentation (AAMI) and the American Society for Testing and Materials. Currently, Lisa participates in the AMDM FDA Regulatory Committee.

TODD ANDERSON, Director of Business Development

Responsible for Global Business Development for all phases of product development: including creation of regulatory and clinical strategies, statistical analysis, reimbursement, negotiation with FDA/regulatory bodies, feasibility, pilot, pivotal and post-approval studies for RCRI.
Todd is outstanding understanding customer needs and providing precise solutions. Todd seeks to understand business requirements and clearly articulates how his products can or cannot meet these requirements.
For six years, Todd has been responsible for Business Development at RCRI.
Previous occupation: National Sales Manager at MedNet Solutions, Director of Patient Affairs, Reimbursement and Distribution as well as Sales Director at Phycom, Vida Healthcare, Patient infosystems.

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