

PRIA PAGES

THE SECOND HALF OF
2025 IN REVIEW



Happy Holidays! Quarters 3 and 4 were another busy time for the PRIA Healthcare Team! PRIA participated in global and local MedTech events, led educational webinars, and shared their expertise with innovators throughout the ecosystem.

LSI Europe 2025 - London

PRIA was proud to sponsor and participate in LSI Europe 2025, held from September 7–11 in London. Our team, including CEO Jeffrey Sirek, EVP Tonya Dowd, MPH, and SVP of Business Development & Marketing Stephanie DeFelice, engaged with industry leaders to discuss advancements in MedTech innovation, reimbursement strategies, and market access.



The event provided valuable opportunities for networking and collaboration, reinforcing PRIA's commitment to supporting the commercialization of life-changing medical technologies.



Jeff Sirek was featured on the panel “The Art and Science of Cross-Border Business Development,” sharing insights on international expansion in MedTech, emphasizing strategic planning, partner fit, and navigating regulatory and reimbursement complexities across global markets.



Tonya Dowd participated in the panel titled “Unseen Risks, Unlocked Value: Quantifying Regulatory and Reimbursement Barriers in MedTech Investment” on September 10. The panelists discussed the complexities of regulatory and reimbursement landscapes in MedTech and how these factors influence investment decisions. Tonya emphasized the importance of understanding these barriers to unlock value and drive innovation in the industry.

The Team in Action at LSI Europe '25



Jeff, Tonya, and other industry-expert panelists at LSI Europe 2025



"Over the years, I've had the privilege of attending nearly ten LSI Summits, and each one reinforces that these gatherings are about more than innovation. They are about community. The value comes not just from the cutting-edge insights, but from the camaraderie among peers who share a passion for advancing patient care. LSI has built a forum where meaningful connections, candid conversations, and lasting partnerships flourish -- these events are truly special." – Tonya Dowd



PRIOR AUTHORIZATION IS COMING TO FEE-FOR-SERVICE MEDICARE - WISER MODEL WEBINAR

On July 31st, Tonya moderated PRIA's webinar, "Prior Authorization is Coming to Fee-for-Service Medicare: What You Need to Know About CMS's Proposed WISer Model," featuring Victoria Wallace, JD, of Hogan Lovells and Rebecca Holly, of Saluda Medical, who shared their legal, policy, and medical device innovator perspectives on the implications of the model.


**Prior Authorization is Coming to
Fee-For-Service Medicare**

What You Need to Know About CMS's Proposed WISer Model


A Webinar by PRIA Healthcare

July 31, 2025 at 11 AM EST Register Now: bit.ly/4eQBegR

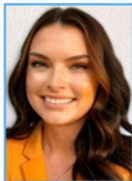
Featuring expert panelists in MedTech reimbursement:



Tonya Dowd, Executive
Vice President of RHEMA,
PRIA



Victoria Wallace, JD,
Partner, **Hogan Lovells**



Rebecca Holly, Director
of Market Access &
Reimbursement,
Saluda Medical

PRIA Accelerating
Healthcare
Innovation

If you would like to watch this webinar, please email info@priahealthcare.com, and we will be happy to share the recording with you.

U.S. REIMBURSEMENT POLICY IN FLUX: WHAT MEDTECH NEEDS TO KNOW NOW BY TONYA DOWD

Tonya Dowd penned this informative article, describing shifts in the U.S. health policy, and why MedTech companies can no longer afford to assume a status quo reimbursement environment. It touched on CMS proposals related to payment equity, quality care, price transparency and reduction of fraud, waste, and abuse. Readers were informed and advised about how expanded quality reporting and equity-driven metrics will affect technologies utilized primarily in higher-cost hospital settings, as well as the impact of commercial-style prior authorization to traditional Medicare in the WISer Model, reviewed in further detail in the July 31 webinar.

The article was shared on social media and published on our website.



LSX WORLD CONGRESS IN BOSTON

Tonya Dowd and Lauren Sirek represented PRIA Healthcare at the LSX World Congress in Boston in September. In meetings with MedTech innovators from the Boston area, and around the world, Tonya shared insights on navigating reimbursement complexities. Lauren, PRIA's Business Development & Marketing Associate, engaged with innovators and investors to foster strategic partnerships. Their participation underscored PRIA's commitment to advancing healthcare innovation and supporting the MedTech community.



PRIA Healthcare participated in the SPARK for Innovations in Pediatrics Hub webinar, which featured Tonya Dowd, MPH, and Ryan Nolan. The session highlighted key insights on pediatric MedTech, including strategies for reimbursement, market access, and designing impactful solutions for young patients.



SPARK
WEBINAR SERIES

Reimbursement Strategies for Pediatric Medical Countermeasures

Wednesday, August 6
12:00 PM EDT
[REGISTER NOW](#)

TONYA DOWD
Executive VP, Reimbursement,
Health Economics, Market Access
(RHEMA) & Corporate Development
PRIA Healthcare

RYAN NOLAN
Senior Director, Reimbursement,
Health Economics, and Market
Access (RHEMA)
PRIA Healthcare

RYAN NOLAN ON MEDTECH COLOR PANEL

Ryan Nolan, Director at PRIA Healthcare, joined the MedTech Color: Designing for Impact panel to share first-hand perspectives on shaping diabetes technology. He emphasized designing solutions that are not only innovative but also accessible, equitable, and aligned with real-world reimbursement and adoption pathways.



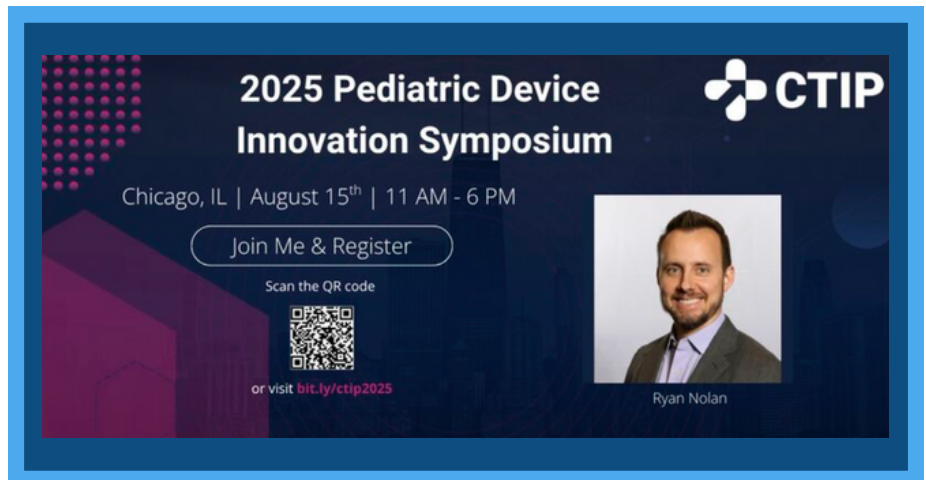
KRISTOFER MUNROE AT ADVANCED WOUND CARE SUMMIT

Kristofer Munroe, Director of Compliance and RHEMA at PRIA, recently participated in the Advanced Wound Care Summit 2025, where he shared insights on navigating reimbursement pathways for innovative wound care technologies. His discussion focused on aligning clinical evidence with payer expectations to ensure broader access and adoption. Kristofer emphasized the importance of early strategic planning and cross-functional collaboration in bringing new wound care solutions to market.



2025 ANNUAL PEDIATRIC DEVICE INNOVATION SYMPOSIUM

Ryan Nolan, Senior Director of Reimbursement, Health Economics & Market Access at PRIA Healthcare, recently participated in the 2025 Annual Pediatric Device Innovation Symposium hosted by the Consortium for Technology & Innovation in Pediatrics (CTIP). The event, held on August 15, 2025, at Ann & Robert H. Lurie Children's Hospital of Chicago, brought together innovators, clinicians, and industry leaders to discuss advancements in pediatric medical devices. Ryan contributed to a panel focusing on reimbursement strategies and market access for pediatric MedTech innovations, emphasizing the importance of aligning regulatory pathways with payer expectations to ensure broader adoption and impact.



KRISTOFER MUNROE AT LOCAL MEDTECH EVENT IN LOWELL, MASS M2D2 AND MDG'S EVENT SEPT 19, 2025



Kris Munroe participated in the panel "Combo Device Strategies: Pathways to Market" hosted by M2D2 and MDG at UMass Lowell September 19th.

The session focused on the regulatory and reimbursement challenges faced by combination medical devices. Kris shared insights on navigating these complexities to accelerate market access. His participation highlighted PRIA Healthcare's commitment to supporting innovative MedTech solutions in the local ecosystem.

WEBINAR HOSTED BY QUICKVAULT, “MEDTECH REIMBURSEMENT & GETTING PAID: HOW YOUR REGULATORY STRATEGY IMPACTS COMMERCIALIZATION.”

Tonya was honored to participate in this webinar hosted by PRIA's friends at Quickvault/Veeva, sharing her expertise on what's needed for a strong commercial strategy and a clear path to payment.

The panel explored how regulatory and reimbursement strategies and business model development all connect to drive a medtech product's success in the market.



LIVE WEBINAR QuickVault + PRIA + QRA Medical

MedTech Reimbursement & Getting Paid: How Your Regulatory Strategy Impacts Commercialization

August 21, 2025 at 10:00 AM (ET)



Axel Strombergsson
Vice President,
QuickVault by Veeva



Tonya Dowd
Executive Vice President,
PRIA Healthcare



Karandeep Singh Badwal
Founder,
QRA Medical

REGISTER NOW

ASPN JULY 2025

PRIA's Jeffrey Sirek and Stephanie DeFelice joined the many innovators and industry experts in the fields of spine health, pain management and neuromodulation at the American Society of Pain and Neuroscience's Seventh Annual ASPN Conference in Miami Beach.

This event showcased the latest advancements in neurotech, and Stephanie and Jeff enjoyed connecting with innovators and sharing how PRIA can help their companies navigate the complex pathway to market access and reimbursement.



SAWC FALL SEPT 2025

Stephanie DeFelice was also in attendance at the **SAWC Fall 25** meeting, September 3-6 in Las Vegas, meeting with existing and potential new clients, and learned about new innovations in wound care.

SAWC Fall is a vital forum that connects innovators in wound care looking to improve patient outcomes, gain reimbursement insights, and stay abreast of healthcare policy updates. The meeting shares the latest data, emerging research, and clinical best practices.



THE MEDTECH CONFERENCE

Powered by  AdvaMed

At **The MedTech Conference by AdvaMed**, October 5-8 in San Diego, CA, PRIA's Stephanie DeFelice, Tonya Dowd, and Lauren Sirek engaged in meaningful conversations that spanned from reimbursement strategy to the patient impact of breakthrough technologies.

This event reminded us why we love working in MedTech: the chance to sit down with innovators shaping the future of healthcare, clients and partners pushing boundaries, and so many familiar friends who make this industry feel like a community.



Kristofer Munroe attended the Medical Device Manufacturers Association's 28th Annual **Reimbursement and Health Policy Conference**, which featured leaders from healthcare and government, and dove deep into key topics shaping the future of medical technology and patient access.

PRIA Healthcare is proud to be an engaged member of MDMA. Sessions on current market access issues, led by medical directors and policy experts, as well as congressional updates, and great discussions around transparency and innovation, are all aimed at the shared goal of improving patient care.

From reimbursement strategy and NTAP/TPT planning, to navigating market access in a fast-changing policy environment, the focus is on advocacy, making sure patient access will not be compromised by new regulations, pushing for FDA accountability, and driving the creation of an accelerated reimbursement pathway for emerging technologies that can change and save lives.

**THE VOICE
FOR MEDICAL
INNOVATION**

MDMA



LIVE WEBINAR: WHY NOW MATTERS: THE IMPACT OF EARLY ADOPTION OF A PATIENT ACCESS PROGRAM SOLUTION

In conjunction with AdvaMed, PRIA led a live webinar on December 10th about why a Patient Access Program is essential not only for managing prior authorizations and claim appeals, but also as a strategic engine for growth that drives adoption, evidence generation, and payer confidence.



The webinar featured Tonya Dowd and guests Craig Gonzales, Senior Director, Health Economics & Market Access at PROCEPT BioRobotics, and Christopher Brooks, MBA, Vice President, Market Access and Reimbursement at Impulse Dynamics.

If you would like to watch this webinar, please email info@priahealthcare.com, and we will be happy to share the recording with you.



Stephanie DeFelice and Lauren Sirek attended the North American Spine Society's 2025 Annual Meeting, November 14-16 in Denver, Colorado. They enjoyed meeting with experts in spine care and innovation, learning about the latest in medical technologies and ways in which reimbursement and policy changes may affect PRIA's clients in this area.

The level of creativity and new technology coming to this field was truly inspiring, from smarter tools and advanced implants to digital platforms that are reshaping access, outcomes, and patient experience.



Tonya Dowd and Lauren Sirek attended MedTech Strategist's **Innovation Summit**, where they enjoyed meeting with clients, industry leaders, and new medical technology company founders, learning about the latest innovations worldwide, and discussing the economics, policies and strategies crucial to breakthrough devices reaching patients who need them most.