PRIA PAGES

THE FIRST HALF OF 2026 IN REVIEW

The first half of 2026 was a time of growth for PRIA! We welcomed Sam Murray as Head of Regulatory & Quality, to lead and expand our newest vertical. MedTech Go-to-Market expert, Suzy Engwall, Senior Director of Business Development, joined the team as well- adding a vibrant new dimension. We continued to be asked for proposals from some of the largest device companies in the world.

LSI USA 2026

PRIA was proud to again sponsor and participate in LSI USA 2026, March 16-19 in Dana Point. Our team, including CEO Jeffrey Sirek, EVP Tonya Dowd, and SVP of Business Development & Marketing Stephanie DeFelice, as well as Sam Murray, Jessica Holmes and Lauren Sirek engaged with industry leaders to discuss their MedTech innovations, and reimbursement strategy, regulatory & quality, and market access needs.

This year, PRIA held an invitation-only event, featuring a panel discussion with senior industry leaders who successfully leveraged reimbursement strategy to support capital raises, accelerate market adoption, expand covered lives, and drive enterprise value.

Tonya Dowd participated in the informative presentation, “Feed the Sharks: The Real Path to Payment, Coverage & Commercial Scale”. The panelists discussed the fundamentals of reimbursement and commercialization strategy for early stage Medtech companies. Tonya, along with Alexander Schmitz, a venture capital expert with a long background in medtech) provided feedback and guidance to two innovators on their pitches and strategies.

PRIA at Conferences throughout H1 2026

NASS®
ADVANCING GLOBAL SPINE CARE

MedTech World

ISASS26

PRIA Accelerating Healthcare Innovation

PRIA ADDS REGULATORY & QUALITY SERVICES

In March, PRIA was thrilled to announce that Sam Murray joined the team as Head of Regulatory and Quality in a strategic expansion of our support for the full MedTech innovation journey, from early concept through successful commercialization.

Sam brings over a decade of experience in high-impact regulatory work across medical devices, diagnostics, combination products, and software-enabled technologies, risk management, and direct engagement with regulatory authorities.

Before joining PRIA, Sam founded and led his own independent regulatory and quality consultancy, advising scaling global organizations and leading acquisition due diligence. Sam began his career as a medical device investigator with the U.S. FDA, giving him an essential perspective on risk and compliance in navigating the U.S. regulatory environment.

JANUARY WEBINAR WITH MDMA

Chelsy Peet and Lavanya Subbarayan developed a highly-engaging webinar for MDMA members in January. PRIA clients Michael Tutera of Nalu, and Rebecca Holly of Saluda Medical shared their experiences with Patient Access, which was a great testimonial from our clients, as well as an excellent opportunity for us to showcase our own team's expertise.

JUNE WEBINAR
REGULATORY MEETS REIMBURSEMENT

One of our highest-attended webinars to date, "Regulatory Meets Reimbursement - What MedTech Innovators Need to Know About FDA Breakthrough and Beyond," featured special guest Dr. Brian Solow, former Chief Medical Officer of Optum Life Sciences, along with PRIA's Tonya Dowd, Sam Murray, and Suzy Engwall. They discussed how Breakthrough designation is really just the beginning for novel medical device innovators, what they should know about available programs, and considerations to building an effective regulatory and reimbursement strategy.

KEEPING UP TO DATE ON POLICY

With the FY 2027 IPPS Proposed Rule, CMS proposes to eliminate the presumption of meaningful clinical improvement, requiring new medical technologies to independently demonstrate it, signaling a stronger emphasis on robust, outcomes-based evidence.

In their article “What CMS's Proposed NTAP Change Means for Your Breakthrough Device Strategy“, Tonya Dowd and Jessica Holmes provided insights into this policy change from the reimbursement point of view. Sam Murray gave additional context, describing how the proposal could change innovators’ plan and strategy for market access.

READ THE FULL ARTICLE

SUZY ENGWALL JOINS THE PRIA TEAM

In March, PRIA welcomed Suzy as our new Senior Director of Global Business Development & Strategic Growth. She is a highly-regarded healthcare innovation and commercialization leader, with extensive experience across the MedTech ecosystem, spanning startups, health systems, accelerators, GPOs, and international markets.

Prior to joining PRIA, Suzy founded and led HealthTech Strategies, LLC, a boutique consulting firm specializing in U.S. market entry strategy, GPO contracting, and commercialization advisory for early-stage and international MedTech companies.

EXPANDING PRIA'S THOUGHT LEADERSHIP

A new series of articles, pairing PRIA's Tonya Dowd, EVP of RHEMA, and Sam Murray, Head of Regulatory and Quality, for a multi-prong, wholistic strategy.

The first article examined the impact of the RAPID program, accelerating Medicare access for Breakthrough Devices by aligning FDA approval & CMS coverage, earlier in a device's pathway.

We also introduced two new individual series from PRIA's newest team members, Sam Murray, and Suzy Engwall.

Their pieces provide insights into regulatory, quality, and go-to-market approaches for MedTech innovators.

INDUSTRY SPONSORSHIPS FOR GREATER CONNECTION

MEDTECH STRATEGIST

PRIA again sponsored MedTech Strategist, a leading industry source for information and community. We attended their Innovation Summit held in Dublin in April, and their panel on reimbursement featured Tonya Dowd.

MEDTECH INNOVATOR

PRIA also was once again proud to support the largest incubator in the US, MedTech Innovator, and participate in many of their educational events throughout the year for their cohort companies.

RESI REDEFINING EARLY STAGE INVESTMENTS

In January and June, PRIA participated in the RESI conference, meeting with many MedTech founders looking for guidance in reimbursement, market access, and regulatory & Quality strategy as they bring novel devices to market. Stephanie, Lauren, and Sam had in-depth conversations about how PRIA can assist them on their journey to reaching patients. The team will again participate in September.

Other industry conferences that PRIA attended include Cardiovascular Research Technologies 2026 in Washington DC, and the NASS Evidence & Technology Spine Summit in Utah. These industry events allow our business development team stay connected to current clients, meet new ones, and stay up to date on the latest issues innovators face in their pathway to market.

Kristofer Munroe and Sam Murray represented PRIA at the UMass M2D2 15th Annual $200K Challenge Pitch-Off in Lowell, bringing together a packed room of life sciences startups, researchers, and investors.

OUR TEAM OUT IN THE FIELD

Kristofer Munroe, Director of Compliance and RHEMA at PRIA Healthcare, attended the American Urological Association's 2026 Annual Meeting in Washington, D.C., where he connected with MedTech clinicians and industry leaders, and learned about the latest innovations and policies affecting urology researchers, providers and patients around the world. This important conference highlighted the rapid evolution of urological care, including new technologies, robotic surgery, and minimally invasive techniques.

DeviceTalks in Boston is always a vibrant event in a vital MedTech city! Lauren Sirek met with many innovators, including the MedTech Innovator showcase and their lunch for partners & alumni.

In March, the Reimbursement and Market Access Professional Society (RAMPSociety™) announced the appointment of Tonya Dowd as its newest Advisory Board Member.

RAMPS®
Advancing Access. Empowering Experts.

Both Stephanie and Lauren attended the MedTech MVP conference in another important hub of medical innovation, Minneapolis.

In January, PRIA had an exhibit booth at the Annual Meeting of North American Neuromodulation Society, allowing us to meet with many of the neuro-focused innovators in attendance, including clients. This event reinforced our support of innovation in that area