



# PRIA PAGES

THE QUARTER IN REVIEW — Q2 2025

It's been a busy and exciting quarter for PRIA Healthcare! Our team has been on the move — traveling internationally to connect with innovators and leaders in the MedTech space, sharing our insights through published articles, and leading conversations in webinars focused on reimbursement and market access. From Europe to Asia to the U.S., we've continued our mission to support breakthrough technologies in reaching patients by helping companies navigate the complex path to commercialization.

## MedTech Strategist Innovation Summit Dublin '25

PRIA Healthcare was proud to be represented by Jeffrey Sirek, Chief Executive Officer, and Stephanie DeFelice, SVP of Business Development & Marketing, at the 2025 MedTech Strategist Innovation Summit in Dublin, Ireland. The event gathered some of the world's most promising early-stage MedTech startups, offering a platform to present breakthrough technologies and receive expert feedback from industry leaders.



Stephanie served as an invited judge at MedTech Innovator's pitch event at the Summit, where she evaluated presentations from international innovators and offered insights into what it takes to succeed in the complex U.S. market. Throughout the summit, Stephanie also met with dozens of early-stage companies seeking guidance on U.S. market entry—emphasizing the importance of early strategic planning around reimbursement, coding, and payer engagement.

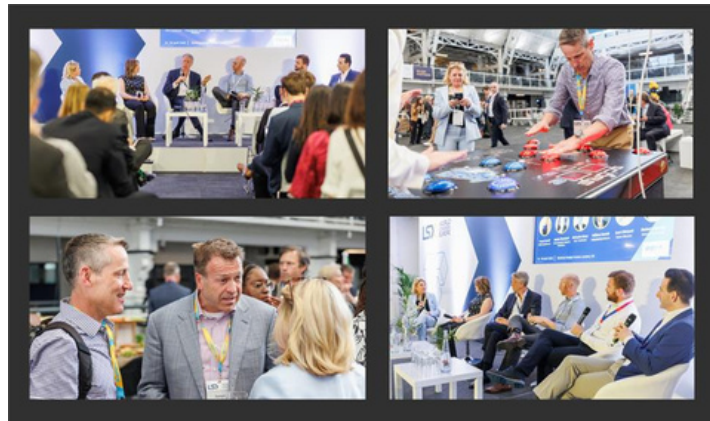


As CEO of PRIA Healthcare, Jeffrey Sirek shared his expertise in market access, reimbursement, and commercialization in a panel at the summit in Dublin. He met with global MedTech leaders and investors to highlight the importance of early reimbursement planning. Jeffrey also advised international companies preparing for U.S. launch, showcasing how PRIA supports innovators from clinical development through coverage strategy - reinforcing PRIA's role as a trusted partner in U.S. market entry.



## LSX World Congress Europe 2025

PRIA Healthcare was proud to take part in the LSX World Congress in London. The event offered valuable networking opportunities and timely insights for global MedTech innovators. Attendees exploring U.S. market entry joined the panel, "The American Dream: Realities of the U.S. Market and Strategies for Getting There," moderated by Tonya Dowd, MPH, EVP of Reimbursement, Health Economics, Market Access, and Corporate Development. Tonya and David Goldstein, Senior Director of Business Development, also met with MedTech leaders from across Europe to exchange ideas on advancing innovation and navigating U.S. commercialization.



## LSI Asia 2025

PRIA Healthcare was on the ground at LSI Asia '25, sponsoring and attending this inaugural event. Held in Singapore, the event convened leaders from across the life sciences ecosystem to discuss MedTech innovation, investment, and market expansion.



Tonya Dowd led a workshop on "U.S. Reimbursement Fundamentals," providing invaluable insight into securing payer coverage and navigating commercialization strategies in the U.S. market. She also contributed to an engaging panel, "Data Quality vs. Data Quantity — Getting to Market Fast or Getting to Market Right?" - examining how MedTech innovators can balance speed with rigorous evidence generation.

David Goldstein was also in attendance, engaging with startups and investors to discuss how PRIA's services can accelerate product adoption in U.S. healthcare systems.

*"LSI Singapore provided PRIA a great opportunity to meet with some amazing innovators from around the world and partner on bringing their technologies to market. The conference really was at the leading edge of global healthcare innovation."*



WEBINAR:  
**MEDICARE ADVANTAGE PART C  
WHAT IT MEANS FOR MEDTECH**

PRIA Healthcare hosted a timely and insightful webinar focused on the evolving landscape of Medicare Advantage Part C and its growing impact on the MedTech industry.

Our expert panel shared real-world perspectives on the challenges device manufacturers face when working with Medicare Advantage plans, including hurdles in coverage, reimbursement, and patient access. They also discussed the implications of recent rulemaking, shared firsthand experiences from ALJ appeals, and highlighted key policy trends that companies should be watching.

The conversation emphasized the need for industry-wide advocacy and proactive strategies to navigate these shifting dynamics - especially as patient access continues to face mounting pressure.



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

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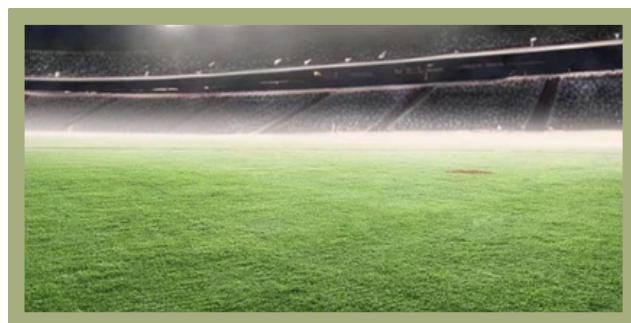
***DON'T MAKE THE FIELD OF DREAMS MISTAKE,***  
BY RYAN NOLAN

In his latest piece, "[Don't Make the Field of Dreams Mistake](#),"

Ryan Nolan, Senior Director of Reimbursement, Health Economics, and Market Access, highlights a critical insight for emerging MedTech innovators: it's not enough to build a great product - you must also understand the motivations of both your users and financial stakeholders.

Ryan breaks down the distinct drivers behind stakeholder decisions and urges entrepreneurs to take a strategic approach to reimbursement and market access from the earliest stages of development.

This article is part of Ryan's ongoing column, "Notes from Your MedTech Co-Founder," where he shares practical guidance for navigating the complex pathways of reimbursement, adoption, and commercialization.



## RESI BOSTON 2025

At RESI Boston, Stephanie DeFelice, SVP of Business Development & Marketing, and Lauren Sirek, Associate in Business Development & Marketing, engaged with early-stage MedTech and life sciences startups. Stephanie led one-on-one meetings focused on reimbursement strategy and market access, while Lauren supported outreach and contributed to strategic discussions. Together, they reinforced PRIA's commitment to helping innovators navigate the U.S. healthcare landscape.







This quarter, PRIA Healthcare proudly opened the doors to our new office in Farmington, Connecticut, marking an exciting milestone in our continued growth.

It was a wonderful opportunity for our team, both in-person and virtual, to come together to celebrate and reflect on how far we've come.

We're incredibly thankful to our entire team across the country, whose dedication and collaboration continue to shape PRIA's mission and impact in the healthcare space.



## MDMA 2025

At the MDMA 2025 Annual Meeting in Washington, DC (April 30–May 2), Kristofer Munroe, PRIA's Director of Compliance, Reimbursement, Health Economics, and Market Access, represented our team among industry leaders, policymakers, and MedTech innovators.

## DeviceTalks Boston & MedTech Innovator's Open Rounds Showcase

Lauren Sirek and Nancy Bax represented PRIA at the event, connecting with forward-thinking entrepreneurs and fellow industry professionals who are driving meaningful change in patient care. From breakthrough medical devices to game-changing digital health solutions, the showcase highlighted the incredible momentum in the MedTech space.

## RYAN NOLAN & DAVID GOLDSTEIN JUDGE PRESENTATIONS AT MEDTECH INNOVATOR'S EAST COAST PITCH EVENT

As judges, Ryan and David had the opportunity to offer valuable feedback to emerging companies competing for a spot in MedTech Innovator's 2025 cohort. Their participation supported a dynamic event filled with promising technologies and visionary entrepreneurs.

In addition to judging, David Goldstein contributed to a panel discussion titled "Thinking Strategically about the U.S. Payer Landscape," offering insights into how companies can position themselves for reimbursement success. Ryan Nolan hosted an Ask the Expert session, "U.S. Market Access and Reimbursement Strategies: Advice from a Former MedTech Entrepreneur," where he shared actionable guidance on navigating complex commercialization pathways.

Both Ryan and David were inspired by the level of innovation on display and energized by the conversations shaping the future of healthcare.



## TONYA DOWD MENTORING AT CREATIVE DESTRUCTION LAB

Tonya Dowd was honored to serve as a mentor with the [Creative Destruction Lab](#) (CDL) event in Toronto in April. CDL is a nonprofit organization "on a mission is to transform science projects into massively scalable products and services that benefit humankind." Their objectives-based program for "massively scalable, seed-stage, science- and technology-based" companies, founded at University of Toronto's Rotman School of Management, has expanded to 11 sites across six countries.

CDL's mission aligns with PRIA's, bridging the gap between breakthrough medical technologies and the patients who need them most. Tonya's participation as a CDL mentor reflects our ongoing commitment to this effort.





## PRIA AT MEDTECH INNOVATOR'S 2025 INNOVATOR SUMMIT

As a proud partner of MedTech Innovator, PRIA was excited to participate in the 2025 Innovator Summit in Mountain View, CA, the official launch of their [2025 Accelerator Cohort](#).

Tonya Dowd led a market access workshop for the Singapore/US cohort, helping early-stage companies refine their value propositions for the U.S. market. Ryan Nolan highlighted PRIA's mentorship for the Accelerator Program.

We're thrilled to support the next generation of MedTech innovators and to be part of the global MTI community!

## CPT EDITORIAL PANEL MEETING

Ryan Nolan, Senior Director of Reimbursement, Market Access, and Health Economics, attended the May CPT Editorial Panel Meeting in Brooklyn, NY, alongside several members of the PRIA team. We are pleased to share that all Category III CPT code applications submitted by PRIA and reviewed during the session were approved.



## UMASS M2D2 6<sup>TH</sup> ANNUAL CAPCAT POINT-OF-CARE TECHNOLOGY SHOWCASE

The [UMass M2D2](#) 6th Annual CAPCaT Point-of-Care Technology Showcase in Boston brought together innovators, investors, and thought leaders to highlight advancements in the diagnosis, monitoring, management, and treatment of respiratory disorders. The event featured a compelling fireside chat with leaders from the medical technology, education, and investment sectors, offering valuable insights into the evolving landscape of point-of-care solutions.

Attendees, including Kristofer Munroe, Lauren Sirek, and Nancy Bax, appreciated the opportunity to learn about these cutting-edge technologies and are excited to see how they continue to develop and improve patient care.

