

MedTech Visionaries: A Discussion on Innovative Pathways to Market



Kelley Kennedy
Vice President, MedTech

Kelley provides strategic direction and therapeutic expertise to guide medical device companies through the clinical development landscape. Kelley has 20+ years of experience in global clinical research, including leadership roles at Medtronic and clinical positions at Mt. Sinai and NYU Medical Center.



Raj Stewart
Principal, MedTech Market Access

Raj has over a decade of experience as a subject matter expert supporting strategic market access for medical devices, diagnostics, and digital therapies in the US, EU, and APAC. Prior to entering consulting, he held roles as a health technology assessment analyst at ECRI and conducted novel research studies at Johns Hopkins and Vanderbilt Universities.



Samantha Stone Barrett
Senior Consultant, Regulatory Science & Strategy

Samantha brings a breadth of experience in regulatory affairs, strategy, and research, focusing on medical devices and both digital and cardiovascular technologies. Her career includes roles as a regulator at the FDA's Center for Devices and Radiological Health (CDRH), Medtronic EU MDR/UKCA market strategy, and Health Policy research at Yale University.

Your future success begins today with the right plan. Successful MedTech companies prioritize early planning, incorporating key milestones for regulatory compliance, market access, risk management, and stakeholder engagement. By doing so, they position themselves for growth and innovation in the dynamic healthcare landscape. Join our team of clinical development experts for a discussion on innovative pathways to bring your MedTech product to market.

Agenda topics include:

- **Regulatory Landscape:** Explore current and emerging legislative and regulatory dynamics impacting your MedTech products.
- **Evidence Generation:** Prioritize planning for pre- and post-market evidence generation to facilitate smooth market entry.
- **Stakeholder Engagement:** Learn how to effectively understand each stakeholder's perspective and needs, including regulators, payers, and healthcare providers.
- **Innovative Case Studies:** Share success stories that demonstrate strategies to de-risk MedTech pathways, achieve regulatory approval, and optimize market access through data-driven differentiation.

Join us for the presentation, stay for the Happy Hour!

Thursday, June 20, 2:00-3:30 PM

IQVIA office – 25 Thomson Place, Boston

Happy Hour to follow from 4-6 PM