Managed Entry Schemes for Medical Devices
Great Opportunity or Major Challenge?

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Background to the Panel

• Managed entry agreements (MEAs):
  - arrangements between a manufacturer and payer/provider that enable coverage or reimbursement of a health technology subject to specific conditions

• Have been proposed as a way of dealing with the uncertainties about the effectiveness and/or cost of new technologies
Background to the Panel (2)

• Although there are some examples of the application of MEAs to devices and procedures, much of the recent discussion has surrounded pharmaceuticals
• In principle, medical devices may be good candidates for MEAs (eg relative lack of effectiveness data, learning curve, incremental innovation, broader organizational impacts)
• Although MEAs offer the potential for a ‘win’ for patients, manufacturers and payers, the devil is in the detail

Issues for Discussion

• Do some situations suit MEAs better than others?
• What are the key issues in the design of these schemes?
• What are the practicalities in implementing these schemes?
Panelists

• **Researcher perspective**
  Aleksandra Torbica
  Associate Professor
  Cergas, Università Bocconi, Italy

• **Manufacturer perspective**
  Richard Charter
  Head of Market Access and Pricing EMEA
  BD International, Switzerland

• **Payer perspective**
  Brian Mangan
  NHS North West Procurement Development
  United Kingdom