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# Market Access & Economic Policies

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## Eucomed working for you

### Market Access and Economic Policies

Medical technology in Europe is highly innovative. As a team we want to ensure that the value of innovative medical technology is recognized through optimised market access and timely appropriate funding. At Eucomed we provide a constructive interface between the healthcare systems and companies, ensuring the best interests of manufacturers are considered when laws are being designed that will govern the selling of medical technology on the market in the EU and beyond.

#### 1. Engaging...

ENGAGING as trusted stakeholder with European decision makers responsible for market access and in particular in the European HTA networks, in order to develop HTA structures and methods that reflect the needs and the realities of medical devices in European countries.

- Representing the medical device industry voice in interactions with European Policy Makers, Payers, Patients Associations, Medical Societies and Physicians (Key opinion Leaders);
- Promoting value of a broader stakeholder involvement in HTA processes;
- Extending Eucomed's dialog, exposure and relationships with European HTA stakeholders and contributing to various consultations;
- Organizing HTA, reimbursement, funding, and procurement related workshops and seminars.

#### 2. Monitoring...

MONITORING the economic environment for medical technology to identify early trends and contribute to develop and influence European health policies that support adequate and timely funding of innovative medical devices.

- Mapping market access pathways and stakeholders in Europe and monitoring developments in the economic environment and their impact on the industry;
- Contributing to shaping a policy environment that supports innovation through the right incentives and furthermore competitive, ethical, value-driven and efficient public procurement and through appropriate funding mechanisms;

- Advocating for the acknowledgment of value including use of relevant health economic arguments in purchasing, reimbursement and funding decisions of medical devices.

### 3. Collecting/Generating...

COLLECTING evidence on the importance of the medical device industry in Europe.

- Generating research evidence to substantiate the messaging on the value of the medical device industry;
- Increase awareness and distribute the message about the value of medical devices through various Eucomed communication channels and at key conferences;
- Increase cooperation with national associations by analyzing market opportunities, by detecting early market trends and assessing their impact on MedTech;
- Collaborate closely with EUCOMED Public Affairs Network;

### 4. Service providing...

The European market for medical devices is diverse. While there are similarities between some reimbursement systems, each market has its own unique characteristics. There are as many reimbursement systems in Europe as there are countries.

- The Reimbursement of Medical Devices website ([www.fundingmedtech.eu](http://www.fundingmedtech.eu)) is a portal to quality information on health care system and reimbursement pathways of medical devices.
- The information focuses on descriptions of different healthcare, funding systems and pathways to seek reimbursement for your medical devices and offers up to 30% discount for Eucomed members.
- This independent system gives you the opportunity to find and obtain comprehensive and current information on European and surrounding country systems.
- A choice is offered with different levels of details and material designed to be of value for a general reader as well as for company representatives in need of a detailed understanding of the reimbursement system and pathways, procedures to apply for reimbursement, as well as access to relevant documents.

The Market Access groups at Eucomed are composed of Health Economics, HTA, Reimbursement, Funding and Procurement experts from various member companies, National Associations and the Eucomed secretariat. The groups' priorities are pursued in collaboration with other relevant Eucomed working & sector groups such as the Public Affairs Network, Regulatory Affairs Committee.

If you have suggestions or questions please contact Yves Verboven, Director Market Access and Economic Policies (tel.: +32 2 761 22 86; [yves.verboven@eucomed.org](mailto:yves.verboven@eucomed.org)).