

Die Unternehmen der
Medizintechnologie :
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Online Seminar
October 7 and 8, 2026

Medical Devices in the USA

From Approval to Reimbursement

Medical Devices in the USA

October 7 and 8, 2026 | Webinar

Topic

The Food and Drug Administration (FDA) is the regulatory body responsible for a wide range of products, including food, drugs, and medical devices. Its task is to protect and promote public health in the USA. The FDA oversees the safety and effectiveness of human drugs and medical devices. This applies to products manufactured in the USA as well as imported products.

Manufacturers of most Class II medical devices (according to US classification) must submit an FDA 510(k) application. To obtain marketing clearance for a product from the FDA, a comparable product that has already been cleared by the FDA must first be identified. This product must be similar to the one being applied for and intended to be cleared by the FDA. Extensive evidence must then be provided.

Objective

The seminar provides an insight into the American healthcare system and medical device regulations and offers practical guidance on preparing and formally submitting applications. For participants who are interested, the meeting will involve a discussion of up to six case studies of actual products in development along with some key advice on how to proceed.

Target Audience

The seminar is aimed at manufacturers of medical devices who want to gain an overview of the major hurdles and opportunities when entering the US market.

Speaker

- > **Stephen Hull**
SVP Market Access & Reimbursement
Avania | Boston
- > **Sam Engelman**
Director of Regulatory Affairs
Avania | U.S.

Moderation

- > **Olaf Winkler**
Head of Industrial Health Market Division
Bundesverband Medizintechnologie e. V. (BVMed) | Berlin

Seminar Management

- > **Tina Wilke**
Consultant BVMed-Akademie
Bundesverband Medizintechnologie e. V. (BVMed) | Berlin

Program

Day 1 | October 7, 2026

- 1:45 PM Participant Registration
- 2:00 PM Olaf Winkler
Welcome
- 2:05 PM Sam Engelman
FDA Regulatory Pathways for Medical Devices
 - > Overview of U.S. medical device landscape
 - > FDA classification and the 510(k) process
 - > Key activities and timelines
 - > Digital health regulatory considerations
 - > Communication with the FDA
- Discussion**
Evidence demands of US payers and how it differs from the FDA
- Participant Questions**
- 3:30 PM End of Day 1

Day 2 | October 8, 2026

- 1:45 PM Participant Registration
- 2:00 PM Olaf Winkler
Welcome und reflection Day 1
- 2:05 PM Stephen Hull
Market Access and Reimbursement in the U.S.
 - > Overview of the U.S. Medicare program
 - > Evidence demands of U.S. payers vs. FDA
 - > Digital health reimbursement strategies
 - > Practical advice for engaging U.S. partners and payers
- Practical advice**
Optimal approach to US partners, payers and customers
- Participant Questions**
- 3:30 PM End of Day 2

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Registration is open until **6 October 2026**

online | www.bvmed.de/reimbursement-usa-2026

Participation is only possible after prior registration.

Access Data

Participants will receive the login details by email no later than 2 days before the seminar.

Cancellation

A free cancellation is possible up to 5 working days before the start of the seminar. After that, the fee is due even in the case of non-participation. Please note our »**participation and cancellation conditions**«.

Participation fee

Includes seminar materials.

BVMed Members

325,00 € | plus VAT | per person

386,75 € | including VAT | per person

Non-Members

355,00 € | plus VAT | per person

422,45 € | including VAT | per person

The participation fee is due upon receipt of the invoice without any deductions. Invoicing will take place after the event.

Organizer

BVMed Academy

c/o German Medical Technology Association (BVMed)

Georgenstraße 25 | 10117 Berlin

Phone: +49 30 246255-0

www.bvmed-akademie.de

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