



2026 BioMarketSA PayorReady featuring

***Built to Matter* by Chris Hanna from Walnut Hill Medical**

Schedule

Session 1: Why You're Building This Chapters 1–2 | Origin story, mission clarity, exit vision

Session 2: Why Devices Fail — The Hard Truth Chapter 3 + Pre-Dev Checklist (A–B) | The 5 commercial failure modes, problem validation, patient & technology fundamentals

Session 3: Navigating the FDA Chapters 4C–4D + Chapter 6 | 510(k), De Novo, PMA pathways, quality systems, regulatory strategy

Session 4: Reimbursement Reality Check Chapters 4E–4F + Chapter 5 + Chapter 8 | Coverage, coding, payment trifecta, physician/hospital economics, prior auth

Session 5: Building Your Clinical Case Chapter 7 | Designing for FDA AND payors simultaneously, EQ-5D, health economics

Session 6: Market Access & Commercial Strategy Chapter 9 + Health Economics | Site of service, VAC navigation, KOL strategy, health economics as competitive differentiation

Session 7: Thinking Like an Acquirer — The Road to the Deal Chapters 10–11 + 90-Day Plan | Org structure, M&A positioning, banker timing, competitive tension

Meetings held on Monday mornings (dates below) from 9-10:30 am via Zoom.

September 21

October 26

September 28

November 2

October 5

November 9 BREAK

October 12 BREAK

November 16 in person presentations

October 19