Ontario Bioscience BIO
Innovation Organization

JUNE 25, 2019
11:45 AM - 1:30 PM
ONRAMP
100 COLLEGE ST, FIRST FLOOR

IS THE PRICE IS RIGHT?

PRICING YOUR INNOVATIVE HEALTHCARE PRODUCT

On June 25th, join OBIO for a workshop on pricing strategies for innovative health products and learn:

- ✓ What you need to do when determining your price
- ✓ How to define your price in a crowded space
- ✓ How the reimbursement environment is changing in the United States
- ✓ How the regulatory pathway affects pricing
- ✓ And more!

AMY SIEGEL (PRESENTING BY VIDEOCONFERENCE)

COFOUNDER – S2N HEALTH

Amy is the co-founder of S2N Health, a consulting firm focused on helping companies realize the value of their healthcare technology innovations. Amy's 20+ years of healthcare strategic marketing and business development experience includes VP Marketing roles in two emerging med-tech companies, and 10 years of management strategy consulting with Health Advances and Monitor Company.

*This workshop is part of OBIO's Talent Development Series. OBIO Members can access recent Talent Development workshop recordings at the **OBIO Member Portal** including one of our most recent workshops, "Keys to Quality: an Introduction to Good Manufacturing Practices."*

AGENDA

11:45 AM - 12:00 PM	**REGISTRATION**
12:00 PM - 1:30 PM	**PRICING STRATEGIES**

Please note that this will be a "bag lunch-and-learn event" – no food will be provided.

CLICK HERE TO REGISTER

ATTEND IN PERSON OR VIA GOTOMEETING | CONTACT DAVID SINGH FOR MORE DETAILS | DAVIDSINGH@OBIO.CA