

IEM SEMINAR SERIES

TUESDAY
April 18th, 2017

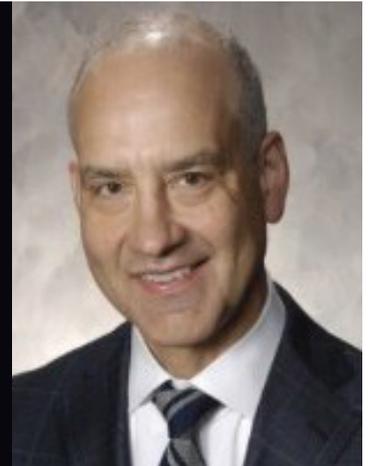
Developing Evidence to Support Product Clearance, Reimbursement and Adoption – An Overview



Institute for
Engineering in Medicine
UNIVERSITY OF MINNESOTA
Driven to DiscoverSM

Edwin Hedblom, Pharm.D.

Director, Clinical Research
3M HealthCare Business Group



FREE event, no registration
required.

Pizza and Beverages will be
provided from 11:45 am

12:00PM - 1:00PM
Nils Hasselmo Hall
Room 4-101

For additional information on
Dr. Hedblom's presentation
please contact:
scot0353@umn.edu

The Institute for Engineering in Medicine (IEM) is pleased to announce a seminar by Dr. Edwin Hedblom, "Developing Evidence to Support Product Clearance, Reimbursement and Adoption - An Overview."

Health care regulators, payers and clinicians require increasing levels of evidence of clinical and economic value. This presentation will discuss the underlying drivers of these requirements and strategies in establishing product value that enable medical technology adoption and growth.

Ed is a clinical pharmacist by training and received his Pharm.D. from the University of Minnesota College of Pharmacy. He has had a diverse career in the managed care, pharmaceutical and medical device industries. He has worked in several fortune 100 companies including United Health Group, Aetna, AstraZeneca, and 3M.

Ed currently leads evidence development strategies and market access for 3M Health Care and is responsible for leading 3M Health Care's clinical and health economic research world-wide.

In addition to his experience at 3M, Ed has served as Chief Pharmacy Officer for AARP Pharmacy Services, Chief Pharmacy Officer for Aetna US Healthcare and has served as Global Director for Health Economics at AstraZeneca. He has is also active in the Academy for Managed Care Pharmacy (AMCP), International Society for Health Economic Research (ISPOR) and Society for Healthcare Epidemiology of America (SHEA)

He brings a unique perspective on the use of clinical, health economic, quality of life information in the management and delivery of health care as he has acted as both a user and producer of clinical and health economic information. Ed knows first-hand the challenges of conducting and interpreting data to make health technology decisions.

For more information on the IEM Seminar Series, visit
www.iem/umn.edu/SeminarsLectures/Seminars_index.html

