



PRIA PAGES

THE QUARTER IN REVIEW



LSI USA 2025

PRIA Sponsorship and Participation

PRIA Healthcare, a leader in market access and reimbursement strategies, is actively involved in the medical technology sector. In March 2025, they celebrated a five-year partnership with LSI, sponsoring the Emerging MedTech Summit held at the Waldorf Astoria in Dana Point, California

At this summit, PRIA Healthcare was represented by Jeffrey Sirek, Tonya Dowd, Stephanie DeFelice, and David Goldstein. They engaged in discussions focused on advancing healthcare innovation and facilitating connections among industry leaders.



Jeff Sirek, PRIA Healthcare's Chief Executive Officer, prepares for an interview, sharing insights on the intersection of innovation, commercialization, and patient access in the MedTech space.

Tonya Dowd, Executive VP of Reimbursement, Health Economics, Market Access, and Corporate Development, engages in a panel discussion, "Data Quality vs. Data Quantity — Getting to Market Fast or Getting to Market Right?"

Tonya also led the U.S. Reimbursement Fundamentals Workshop, sharing with attendees the essentials of securing reimbursement for medical technologies in the U.S. market.



Spine Summit 2025

At the 2025 Spine Summit, held from February 20 to 23 in Tampa, Florida, industry professionals gathered to discuss the latest advancements in spinal care. Among the attendees was Stephanie DeFelice, focuses on connecting clients with PRIA's team of reimbursement professionals, aiming to accelerate the adoption of innovative medical technologies.

PRIA'S PARTNERSHIP WITH MEDTECH INNOVATORS

On February 18th PRIA announced a partnership with MedTech Innovator, the world's largest accelerator for medical device, digital health, and diagnostic companies. This collaboration aims to provide mentorship and in-kind services to MedTech Innovator's 2025 cohort, assisting startups in navigating complex reimbursement landscapes to bring innovative technologies to the market.



READ THE PRESS RELEASE

WEBINAR: MEDTECH TRENDS TO WATCH IN 2025

PRIA'S February webinar underscored the importance of navigating complex reimbursement landscapes and the necessity for MedTech companies to provide compelling evidence of their technologies' value. Our team discussed these emerging trends and challenges, industry stakeholders can better position themselves for success in 2025 and beyond.



View the webinar replay for in-depth exploration of these topics.

VIEW THE WEBINAR

MEDTECH INNOVATORS 2025 ROAD TOUR WEST COAST PITCH EVENT

Tonya Dowd, EVP, RHEMA and Corporate Development, and Kristofer Monroe, Director, RHEMA, participated in the 2025 MedTech Innovator Road Show's West Coast Pitch Event, held in Los Angeles, CA, March 5-6. As industry leaders, they shared their expertise on reimbursement strategies, market access, and the value generation needed for MedTech startups to successfully bring their innovations to market. Their insights helped emerging companies navigate the complex landscape of healthcare commercialization, offering guidance on securing payer coverage and accelerating adoption. Their presence at the event underscored the importance of strategic planning in ensuring that groundbreaking medical technologies reach patients efficiently and effectively.



ARTICLES FROM THE EXPERTS

This year, PRIA launched a new series of informative columns, written by our team of thought leaders.

“Investment Trends in MedTech for 2025: Reimbursement and Market Access Perspectives”

Tonya Dowd

This article kicked off the new informative column *Behind the Strategy: An Experts Perspective* from Tonya Dowd, EVP of RHEMA and Corporate Development at PRIA. In it, Tonya delves into the pivotal trends shaping the MedTech industry in 2025. She emphasizes the transformative potential of robotic surgery and artificial intelligence (AI) in healthcare, while also highlighting the critical challenges these technologies face concerning reimbursement and market access.

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"Value Proof, Not Proposition"

Ryan Nolan

"Value Proof, Not Proposition" is the first article in the quarterly series *Notes from Your MedTech Co-Founder*, by Ryan Nolan. The article emphasizes the importance of demonstrating tangible value in MedTech startups rather than just presenting a value proposition. Nolan argues that investors, partners, and customers are more convinced by real-world proof—such as clinical outcomes, cost savings, or patient impact—than by theoretical claims. He encourages entrepreneurs to focus on validating their solutions through data and real-world applications to build trust and drive adoption.

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“How Much Evidence Is Enough for Medical Technology to be Covered by Commercial Payers?”

Kristofer Munroe

In the March debut of his column, *In Brief: An Attorney's Take*, Kristofer Munroe, JD, Director of Compliance and Reimbursement at PRIA, examines the evidence required for commercial insurance coverage of new medical technologies. He contrasts the well-defined evidence standards in law with the more variable criteria in medical policy, advising MedTech innovators to understand these dynamics to enhance their market access strategies.

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TRACY DAVIS ATTENDS AAOS 2025

The American Academy of Orthopaedic Surgeons (AAOS) held its 2025 Annual Meeting from March 10 to 14 in San Diego, California. Orthopedic professionals from around the world came together to share knowledge and explore the latest advancements in the field. PRIA's Director of Market Access and Payer Engagement, Tracy Davis, was in attendance, and came away from the meeting with new insights and connections.



"It was inspiring to see such a vast array of the latest technologies in the world of orthopedics, from AI to robotics, and I enjoyed connecting with innovators that PRIA can assist with their market access goals, as well as those that we have already been working with."



NORTH AMERICAN NEUROMODULATION SOCIETY (NANS) ANNUAL MEETING

PRIA'S Jeffrey Sirek, CEO, and Stephanie DeFelice, Senior VP of Business Development & Marketing, attended the North American Neuromodulation Society's Annual Meeting in Orlando, Florida. Jeff and Stephanie met with many of their fellow industry professionals over the course of the event, sharing insights, and discussing the future of neuromodulation.

The February event gathered thousands in the neuromodulation field, including physicians, scientists, and industry leaders, to discuss the latest advancements and research.

Engaging with our clients, partners, and friends at NANS reaffirmed the importance of what we do -- supporting MedTech companies in navigating market access.

SPRINGBOARD ENTERPRISES' ACCELERATOR PROGRAM REIMBURSEMENT WORKSHOP



I'm proud to support the wonderful efforts of Springboard's Healthcare & Technology Accelerator Program, which assists women-led companies bringing innovation into the MedTech ecosystem!

Tonya Dowd
Executive Vice President, Reimbursement,
Health Economics, and Market Access



Tonya Dowd shared her expertise as a panelist in a reimbursement workshop for @Springboard Enterprises' Healthcare & Technology Accelerator Program in January.

Springboard's programs for female founders emphasize long-term support, offering high-value events and workshops within a dynamic community. These initiatives provide women-led companies with essential resources for securing growth funding, as well as access to a network of industry experts and strategic partners to drive product development and expansion.

JP Morgan Healthcare Conference

Tonya Dowd and Kelly Petrucci represented PRIA at this January's J.P. Morgan Healthcare Conference JPM 2025. Their participation underscored PRIA's commitment to advancing innovation and ensuring that cutting-edge healthcare solutions reach the patients who need them most.

RESI JPM 2025

Stephanie DeFelice held virtual meetings with dozens of leaders of early-stage life science and MedTech companies at the RESI/JPM 2025 Partnering Meeting in January.

