



**AusBiotech2009**  
AUSTRALIA'S BIOTECHNOLOGY CONFERENCE

Asia Pacific  
**Region of Opportunities**

27 to 30 October 2009 Melbourne Convention and Exhibition Centre

Host Industry Body



Host State Partner



Supported By



[www.ausbiotech2009.com.au](http://www.ausbiotech2009.com.au)



## **Beth L. Roberts, Partner HOGAN & HARTSON LLP**

Beth Roberts assists clients with optimizing the value of their innovative medical technologies. She helps clients navigate the complex coding, coverage, and reimbursement challenges faced by their new technologies. Beth counsels clients on Medicare and other health care compliance issues and lobbies U.S. Congress and regulatory agencies on her clients' behalf. Her clients



include health care providers; pharmaceutical, biotechnology, and medical device manufacturers; investors; and professional and trade associations.

Prior to joining Hogan & Hartson, Beth served as a judicial clerk for the Honorable John Ferren on the District of Columbia Court of Appeals. While attending law school, Beth served as administrative editor of the Texas International Law Journal.

### **REPRESENTATIVE EXPERIENCE**

Successfully lobbied on behalf of a provider association and a major trade association for provisions in the Medicare Prescription Drug, Improvement, and Modernization Act of 2003 (MMA) mandating more favorable Medicare reimbursement for drugs and biologicals administered in hospital outpatient departments and ensuring that such provisions were implemented appropriately through regulations issued by the Centers for Medicare and Medicaid Services (CMS).

Enabled an implantable device manufacturer to commercialize its core product by obtaining appropriate Medicare reimbursement for its category B device when an outdated code description had previously caused it to track into an inappropriate diagnosis related group (DRG). Not only did CMS implement an immediate solution, but the agency modified the code in the longer term and moved the procedure into a higher paying DRG.

Helped secure a statutory mandate for Medicare coverage of, and ensure adequate payment rates for, a breakthrough new technology developed by a small medical device company.

Obtained through CMS a retroactive increase in reimbursement for a lifesaving therapy by working with a biotechnology company to articulate to CMS the appropriate legal basis for its action.

Facilitated coverage and reimbursement for a client's new medical procedure by successfully obtaining a category I Current Procedural Terminology (CPT) code from the American Medical Association's CPT Editorial Panel.