|  |  |
| --- | --- |
| SatuRday, DECEMBER 6th | Marketing Task Force Meeting  Vivex Interventional Spine Division |
| 8:30AM – 8:45AM | Welcome and Introductions |
| 8:45AM – 9:00AM | Agenda Overview & Objectives of the Meeting |
| 9:00AM – 9:15AM | Current State of VIA Disc NP: Key messaging, growth, market penetration, data collection efforts, reimbursement/coverage, and future trajectory |
| Competitive Session | ***Competitive Data Review on Intradiscal Therapies*** |
| 9:15 AM – 9:30 AM | Overview of VIA Disc NP current published data and ongoing studies. Including safety, efficacy, and adoption barriers. Is this enough data? (10 min presentation, 5 min discussion) |
| 9:30 AM – 11:00 AM | Overview of the intradiscal landscape with current/future competitors in the market. Explain how each of these competitors differentiates from VIA Disc NP. Include safety, efficacy, adoption barriers, study differentiators, marketing messaging, and reimbursement positioning (if applicable).  (10 min for each below: 5 min presentation, 5 min discussion)   1. Mesoblast 2. DiscGenics 3. Spine BioPharma 4. Regeltec 5. Intralink 6. DiscCure 7. BVN 8. DiscSeel 9. PRP/BMAC |
| 11:00 AM - 11:30 AM | Roundtable discussion: Key differentiators, unmet needs, and clinical decision-making factors |
| 11:30 AM - 11:45 AM | BREAK |
| New Applications of a novel peptide | ***Introduction to Arch and possible IVP applications. Including unmet needs in the pain management physician’s armamentarium – WORKING LUNCH*** |
| 11:45 AM – 12:15 PM | Introduction to AC5 and possible applications across specialties.  Including scientific overview of the peptide. |
| 12:15 AM – 12:30 PM | Roundtable discussion: physician feedback, potential new interventional pain indications, adoption considerations and unmet clinical needs |
| 12:30 PM – 12:45 PM | BREAK |
| Category creation for intradiscal therapies | ***A discussion around creating the Intradiscal category*** |
| 12:45 PM – 1:15 PM | Fusion approach to discogenic pain – surgical outcomes, motion restriction, adjacent level considerations, and risks (10 min presentation, 20 min discussion) |
| 1:15 PM – 1:45 PM | Disc replacement approach to discogenic pain - surgical outcomes, advantages, disadvantages, and risks (10 min presentation, 20 min discussion) |
| 1:45 PM – 2:15 PM | Why is the intradiscal category resonating at society meetings? What is the current physician belief? Why is it of particular interest? (10 min presentation, 20 min discussion) |
| 2:30 PM – 3:00 PM | Roundtable discussion: How do we differentiate from all others in creating the intradiscal message – discuss algorithm paper – the why behind VIA Disc NP |
| 3:00 PM | Adjourn - Closing Remarks & Next Steps |