



ADVANCED WOUND CARE SUMMIT USA

**YOUR GATEWAY TO INNOVATION,
INVESTMENT, AND IMPACT IN WOUND CARE**



NAVIGATE MARKET ACCESS & REGULATION:

Stay ahead of regulatory changes, reimbursement pathways, and access challenges to bring innovations to patients.



ENGAGE WITH INDUSTRY LEADERS:

Connect with KOLs and key decision-makers through exclusive networking opportunities.



FORGE HIGH-IMPACT PARTNERSHIPS

Drive growth by connecting with startups and accessing the latest innovations.



GR CONSULTING



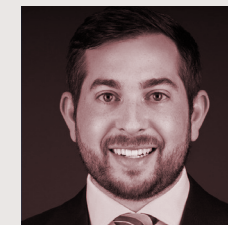
Brenda Loft
Global Health
Economic, Policy
& Market Access
Leader
Solventum



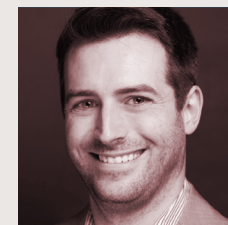
David Armstrong
Professor of
Surgery & Director,
Southwestern Limb
Salvage Alliance,
**Keck School of
Medicine**



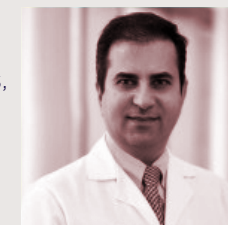
Mike Griffiths
Chief Executive
Officer &
President
AOTI



Nick Frame
SVP Life
Sciences
**Outcome
Capital**



John Fritz
Director of
Government Affairs,
Reimbursement &
Healthcare
Economics
Molnlycke



Bijan Najafi
Professor
UCLA

2025

REGISTER NOW

JULY 15-17
BOSTON, USA

“The setting was fantastic, and the quality
and number of attendees was perfect.”

Bechtel Medical

**Kisaco
Research**

The brave new world of expectations and opportunities

Where Wound Care Innovation Meets Commercial Success

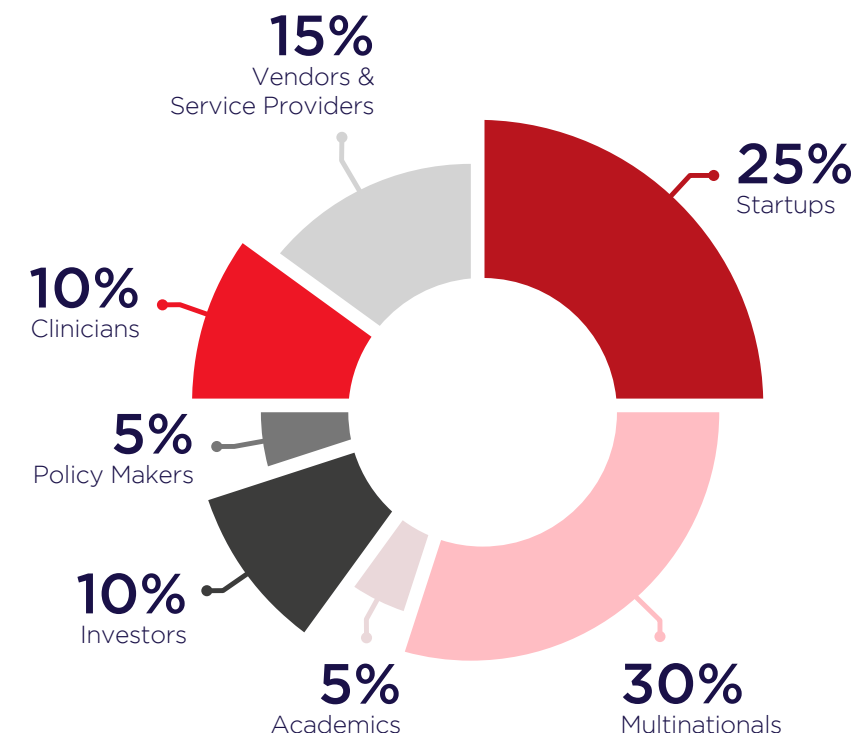
The 4th Advanced Wound Care Summit USA 2025 isn't just another industry gathering - it's the only event dedicated to the business of wound care. From ideation to commercialization, this is where innovators, payers, regulators, and multinational leaders come together to **turn breakthrough science into profitable, accessible therapies.**

Join us July 15-17 in Boston to navigate the complexities of market access, reimbursement, and CPT coding with the decision-makers shaping the future. This is where game-changing products get the right strategy, the right funding, and the right partnerships to make an impact.

Be part of the movement transforming wound care and **register your place here.**

This is a top quality event with people who are making a real difference in the industry. The passion is everywhere

BOYD BIOMEDICAL



JOURNALNEY+ Your roadmap to success



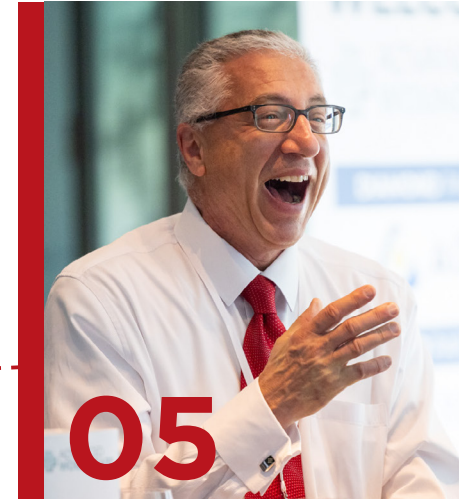
FOCUSED CONTENT - THE BUSINESS OF WOUND CARE

Meet with FDA, payers from Humana & Molina, investors from Outcome Capital, and more, to drive innovation and investment to take your wound care product to the market and profitability.



INNOVATION SHOWCASE

Showcase your pioneering technologies and innovations to our entire delegation, and panel of expert investors as they provide valuable feedback on your product.



PRE-DAY WORKSHOP WITH GR CONSULTING

Explore regulatory pathways, pricing strategy, market access and best practices for improving patient outcomes



CEO & FOUNDERS BREAKFAST

Network with industry leaders to drive innovation and growth for your organization



INVESTOR MEET & GREET

Connect with investors seeking wound care initiatives and explore funding options aligned with your vision and goals provide valuable feedback on your product.

SPOTLIGHT

Innovation Showcase

The Innovation Showcase is your opportunity to present your company's state-of-the-art wound care innovations, to a room full of investors, multinational wound care companies and potential partners.

APPLY NOW

Six companies will be handpicked by our prestigious selection committee to present their innovations on the main stage in a quickfire round of presentations followed by live Q&A with our judging panel.

The Innovation Showcase is split between companies looking for funding early/latestage) and those looking for strategic partnerships to help expand their sphere of influence within this industry.



THOUGHT LEADERSHIP:

Position your company as an industry thought leader, increasing visibility among peers, professionals and potential collaborators



NETWORKING:

Benefit from heightened brand presence to improve your ability to network face-to-face and facilitate investment & partnership opportunities



INNOVATION:

Additional marketing content of your brand and innovation will be shared with our wound care community across multiple marketing channels before, during and after the event



SPEAKERS

Leading industry voices



Mike Griffiths
Chief Executive
Officer &
President
AOTI



Katherine Piette
Founder
Corstrata



Brenda Loft
Global Health Economic,
Policy and Market Access
leader **Solventum**



Nick Frame
SVP Life Sciences
Outcome Capital



Jennie Feight
Senior Director Health
Policy
Kent Imaging



Melissa Bailey
Digital Integration Sales &
Marketing Director US &
Asia
Molnlycke Health Care



David Armstrong
Professor of Surgery and
Director, Southwestern
Limb Salvage Alliance
**Keck School of
Medicine**



Robert J. Klein
Division Chair, Wound Care,
Prisma Health



Patrick Cheng
CEO
eKare



Joseph Rolley
Market Access Consultant
JTR Business Consulting



Kevin Richardson
CEO
Qualigen Therapeutics



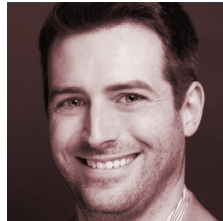
Kris Flinn
General Manager, Wound
SmartTRAK

SPREAKERS

Leading industry voices



Desmond Bell
Chief Medical Officer
OMEZA



John Fritz
Director of Government
Affairs, Reimbursement and
Healthcare Economics,
Molnlycke



Jeffrey Stone
Medical Director
Molina Healthcare



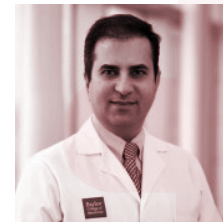
Charles Stemple
Consultant
Independent



Ira Herman
Chief Science Officer
THP



Dot Weir
Clinician
**Saratoga Hospital
Centre for Wound
Healing and Hyperbaric
Medicine**



Bijan Najafi
Professor
UCLA

We couldn't have been happier with this summit. It was the perfect size (not too big nor too small). We were able to have meaningful meetings and conversations with the decision makers of Fortune 500 companies in our sector. The speakers were great, pertinent and relevant as well. Well run by the organizers and their staff. We will definitely be back next year. Thank you for having us and we would recommend this summit to anyone and everyone.

COMFORT RELEASE

Break the ice

Get a head start on the latest in wound care innovation!

Join us for an exclusive pre-day symposium, hosted by GR Consulting, designed for innovators and startups pushing the boundaries of modern wound care.



JULY
15
Pre-day

13.00 – 17.00

KEY TOPICS

- Emerging wound care technologies
- Regulatory pathways
- Reimbursement and payor updates
- Market access strategies
- Pricing strategy insights

17.00 – 19.00

DRINKS RECEPTION

Hosted by

GR CONSULTING

JULY Day 1



Excellent community. Educational, informative, and timely. Content was high level as were presenters

GeniPhys

The New Normal of Payer Mandated Cost-Effective Outcomes

9:00 -
9:30

Keynote Presentation: The Escalating Cost Burden of the Chronic Disease Epidemic

Mike Griffiths, Chief Executive Officer & President, **AOTI**

9.45 -
10.00

Big Data Analytics: Insights into Advanced Wound Care Trends

- An in-depth analysis into the current state of advanced wound care market
- How big is the market currently and what is the growth rate?
- Understand how to translate current trends and challenges into your product development pipelines
- Comparison of market growth within advanced wound care segments from advanced dressing and NPWT to mobile wound care, biologics and skin substitutes

Kris Flinn, General Manager, Wound, **SmartTRAK**

10.15 -
11.00

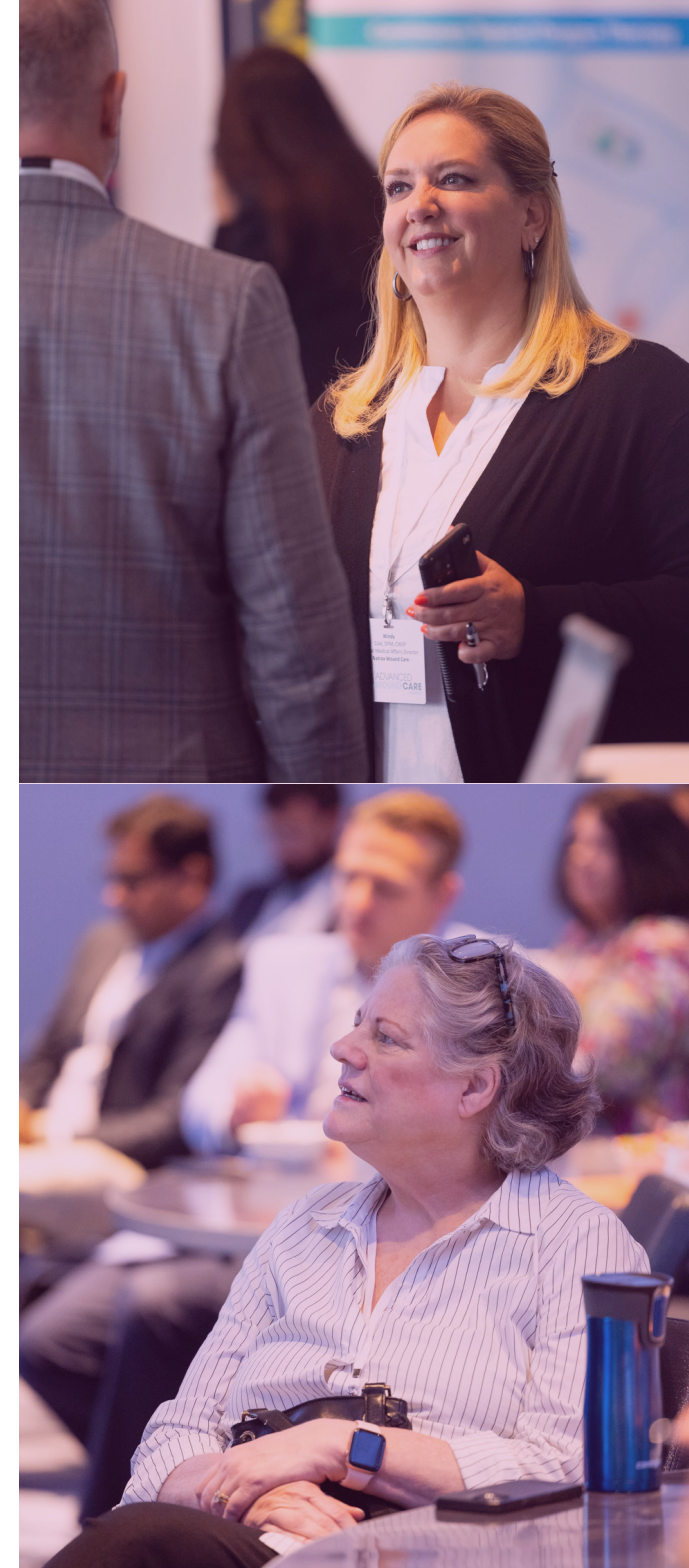
Networking Break

11.00 -
11:30

Value is in the Eye of the Beholder

- Understand the role each payer type plays in market access decision making
- Comparing MACs to commercial payers
- Describe how value is perceived differently by different payer types and the clinical and economic evidence needed to address the priorities of each
- Identify potential strategies for matching evidence requirements to the available funding for evidence gathering

Joseph Rolley, Market Access Consultant, **JTR Business Consulting**



JULY Day 1



Excellent presenters at every session.
Very knowledgeable and passionate
about the wound care field

Designs for Vision, Inc.

11:30 –
12:00

The Elephant in the room that compounded things for AWC

- This session addresses the journey from FDA approval to securing payer reimbursement, focusing on key steps and evidence requirements for skin substitutes, amniotic products, and other innovative wound care solutions.

John Fritz, Director of Government Affairs, Reimbursement and Healthcare Economics, **Molnlycke**
Jeffrey Stone, Medical Director, **Molina Healthcare**
Charles Stemple, Consultant, **Independent**

12:00 –
13:30

Lunch

13:30 –
14:15

Panel – Evolving expectations for evidence and value – lessons from LCDs, CPT code transitions

- This panel provides a comprehensive overview of reimbursement barriers and emerging trends impacting wound care products, including LCDs, CPT code transitions, and outcome-based reimbursement models. Using real-life case studies, panellists will offer actionable insights into navigating these complex reimbursement challenges and mitigating risk early on.

Brenda Loft, Global Health Economic, Policy and Market Access leader, **Solventum**
Kathleen Schaum, Consultant

14:15 –
15:00

Panel - Advancements in Digital Medical Care and Remote Patient Monitoring

- Discuss the realities of digital medical care, patient engagement through technology, challenges with telehealth for older adults, and insights from recent research, including a screening tool for digital readiness
- Explore the issues surrounding data collection, utility, and how to deal with varying levels of data quality

Jason Hanft, CEO & Founder, **Defender**
David Armstrong, Professor of Surgery and Director, Southwestern Limb Salvage Alliance, **Keck School of Medicine**



JULY Day 1



A perfect introduction for the novice,
an update for the expert and room for
exchange, discussions and networking.

Smith&Nephew

15:00 –
16:00

Networking Break

16:00 –
16:45

RCT and RWE – where does each fit into Today's Puzzle

- Discussing what clinical evidence matters to different payer types and how to structure data to support reimbursement.

Kristen V Hedstrom, Vice President, PE & Divisional Market Access, **Integra LifeSciences**

16:45 –
17:30

Executive Panel - Wound Care 2025: AI, Telemedicine, Wearables and New Contract Models

- The impact of new technologies, such as AI, telemedicine, and wearable wound monitoring.
- How demographic shifts (aging population, rise in chronic diseases) will change the wound care landscape.
- Trends in reimbursement models and payer expectations that will affect wound care delivery.
- Care delivery shifts (mobile wound care, Acute Hospital Care at Home (AHCAH) initiative)

Ira Herman, Chief Science Officer, **THP**

Jennie Feight, Senior Director Health Policy, **Kent Imaging**

Patrick Cheng, CEO, **eKare**

Bijan Najafi, Professor, **UCLA**

Katherine Piette, Founder, **Corstrata**

17:30

Close of Day 1



JULY Day 2



An amazing meeting for anyone
interested in wound care

NC State University

Successful Product Development for Reimbursement

- 09.00 – 10.30 **Innovation Showcase: Early-Stage Disruptors in Wound Care**
- This session provides the unique opportunity to listen to, and engage with, some of the most innovative wound start-ups globally. Focusing exclusively on early-stage funding, six wound care startups picked by our esteemed selection committee will take to the stage in front of 100+ potential partners. Through a series of rapid-fire presentations, these pioneers will demonstrate their vision of the future of wound care, and how their product, technology, or service fits into it.
- 10.30 – 11.00 **Beyond the Bandage: What Real-World Data Reveals About Chronic Wounds and the Path to Effective Solutions**
Caroline Fife, CMO, Intellicure
- 11:00 – 11:30 **Networking Break**

M&A

- 11.30 – 12.00 **Regulatory Roundup: CDRH and CBER Insights on Wound Care Innovations**
- Regulatory Pathways: Understand various regulatory pathways for wound care products, including recent updates on guidance from CDRH and CBER.
- Segment-Specific Insights: Gain insights into the unique regulatory perspectives for medical devices and cellular/tissue-based products in wound care.
- Challenges and Opportunities: Identify common regulatory challenges and explore opportunities for leveraging real-world evidence (RWE) in the approval process.
- Expert Panel Discussion: Hear from leaders at CDRH and CBER on cross-center collaborations and anticipated regulatory changes impacting wound care innovation

FDA Presentations from CDRH and CBER



JULY Day 2



Met every need I had with a wide array of attendees and sponsors. A good combination of technical presentations and networking opportunities.

Stepan Company

12:00 –
12:45

Panel - The Future of Wound Care is Mobile

- Address growing demand for mobile wound care, particularly in nursing homes and underserved and rural areas.
- Explore the integration of advanced wound care technologies, such as CTPs/skin substitutes, in mobile care settings.
- Tackle challenges with Medicare billing and anticipate regulatory changes affecting mobile wound care.
- Emphasize the importance of real-world evidence in advocating for broader coverage and effective care for complex wounds.

Kevin Richardson, CEO, **Qualigen Therapeutics**

Melissa Bailey, Digital Integration Sales & Marketing Director US & Asia, **Molnlycke Health Care**

12:45 –
14:00

Lunch

14:00 –
14:15

Innovation Showcase Winner Announcement & Update from Last Year's Winner

14:15 –
15:00

Panel - Investing in Advanced Wound Care: Trends, Challenges, and Opportunities

- Investigate current trends and opportunities, spotlighting investor interests and factors influencing investment decisions.
- Discuss risk mitigation strategies in the sector, emphasizing thorough due diligence, market analysis, and regulatory understanding.
- Highlight collaboration potential between investors and industry stakeholders

Nick Frame, SVP Life Sciences, **Outcome Capital**

15:00 –
15:45

Panel - Lessons from Successful Acquisitions in Wound Care

- Case Study: Kerecis/Coloplast Acquisition – Explore the strategies and market impact of this high-profile merger.
- Discuss experiences with acquisition, strategies for success, challenges faced during the process, and insights on how startups and mid-level companies can prepare for similar opportunities.



JULY Day 2



This is a great way for start-up companies to increase the visibility of their wound related product(s) and to make connections with a global audience.

South Shore Hospital

15:45 –
16:00

Networking break

16:00 –
16:30

How to Avoid Common Mistakes in Early-Stage Research and Development

- Discuss common pitfalls in R&D prioritization, such as missing data sets and targeting wrong patient populations
- Discover how poor market positioning, misunderstanding regulatory requirements, and underestimating reimbursement challenges can delay product approval and launch.
- Gain insights into how early missteps in reimbursement planning and market access strategy can create long-term barriers to commercial success.
- Explore strategies to streamline R&D processes, secure key partnerships, and overcome obstacles, ensuring a faster and more efficient path to market.

Desmond Bell, Chief Medical Officer, **OMEZA**

16:30 –
17:00

Panel - Beyond Skin Substitutes: The Market Pathway for Complementary Wound Care Products

- This panel explores the unique market access challenges for complementary wound care products such as advanced dressings, diagnostic tools, and wearable tech. Gain insights into alternative regulatory pathways, establishing reimbursement, and real-world data collection strategies needed to meet payer requirements and succeed in the market.

17:00

End of Conference



Based on your objectives, we can create bespoke packages designed specifically for you.

INTERESTED IN PARTNERING WITH US?

For questions regarding exhibition, digital and sponsorship opportunities, please contact Ryan Sanderson



Contact our Commercial Partnerships Director
Ryan Sanderson
ryan.sanderson@kisacoresearch.com

Want to know more? We're here to help you find out all about partnership options including:



THOUGHT LEADERSHIP

From owning the room, to having deep meaningful conversations, position yourself as an integral part of the industry. Steer the conversation on the main stage or curate your own bespoke roundtable or workshop for a more intimate discussion



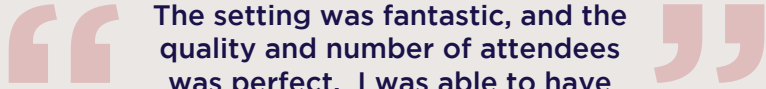
NETWORKING

Go beyond business and build those deeper connections with your wish list of target companies by hosting your own drinks reception, private dinner, or breakfast meeting



INNOVATION

Leave a lasting impression and position yourself as a leading industry partner with private pitching sessions and startup introductions



The setting was fantastic, and the quality and number of attendees was perfect. I was able to have quality conversations with several different KOLs and industry leaders, as well

BECHTEL MEDICAL

GET IN TOUCH

COLLABORATE
Partner with us

BOOK NOW

Delegate passes

BOOK NOW 

TICKET TYPE	ENDS JUNE 13 EARLY BIRD	STANDARD RATE
INVESTORS & CLINICIANS* VCs, private equity firms, Doctors, nurses, podiatrists, and other healthcare professionals actively treating patients can attend free of charge	FREE	FREE
ACADEMICS A Teacher or Scholar at a University or Higher Education Institute OR an organization with NPO or Charitable Status	\$700 (Save \$200)	\$999
SMALL WOUND CARE COMPANIES Max 20 employees and/or operating less than 5 years & actively developing a product for wound care patients	\$1,399 (Save \$200)	\$1,599
ESTABLISHED WOUND CARE COMPANIES & PHARMA Actively developing, manufacturing, or selling products for wound care patients	\$1,499 (Save \$500)	\$1,999
SERVICE PROVIDER Including material suppliers, CMOs, CROs		\$2,999



Team discounts cannot be combined with Early Bird Pricing or any other discount or offer. If you have any questions about your registration, please call us on +44 (0)20 3696 2920.

PAYMENT TERMS: Please note a \$79 processing fee will apply to any invoices requested. All Prices are in USD. All Early Bird discount prices, including Group Discounts, must be paid in full by deadlines provided above.

QUESTIONS? Please email events@kisacoresearch.com

CANCELLATION POLICY: Our cancellation policy can be found [here](#)

*Individuals working for companies that develop wound care products or offer services to wound care product developers are not eligible for complimentary registration.