



# Regulatory Science Program Fall 2017

## *RSCI 541: Medical Product Development, Reimbursement, and Marketing*

**August 27, September 10, October 1, October 15, November 12, 2017**  
**USC Health Sciences Campus, CHP 140**

Before a medical product is successfully marketed, the company must overcome three main development hurdles – patent prosecution and exclusivity, clinical and regulatory approval, and pricing and reimbursement determination. In this course, we will review the product development process, provide an overview of coverage and payment determinations and allow for in-depth discussion of pricing and reimbursement processes. To conclude the course, we will examine the current efforts to consolidate clinical studies and health technology assessment processes.

Students will gain up-to-date knowledge about coverage determinations and reimbursement processes from industry leaders as well as acquire hands-on experience through in-class projects. This course also aims to provide job perspectives for students who are interested in product reimbursement and market access.

**Course Registration** –Request d-clearance : Toni Rodriguez at [tonirodr@usc.edu](mailto:tonirodr@usc.edu)

Last day to register is **Monday, August 14**

