



MARCH '26

Insights from the Cutting Edge of MedTech

Designing a clinical trial without payer evidence built in? You may be setting up a 12–24 month detour after FDA approval. Rushing from proof of concept to detailed design without a formal feasibility gate? That's where budgets blow and timelines collapse. And if your growth strategy has adjacencies on the roadmap, the real question isn't which markets to enter, it's which ones will quietly cannibalize what you've already built. Payer evidence blind spots, medical device UX/UI, preclinical KOL evaluation, design feasibility, and market adjacency strategy are all in this month's featured blogs.

Let us help bring *Velocity to your Vision*. Every month we share expertise across the innovation pathway and feature conferences where you can meet our experts in person.

INTRODUCING VOICES OF VERANEX

With Chief Medical Officer

JOSE PABLO MORALES, M.D.

Following a distinguished 16-year career at the U.S. Food and Drug Administration (FDA), **Dr. Morales chose Veranex.**



Voices of Veranex, our newest video series, is officially here.

In our first episode, Dr. Pablo Morales shares why he joined Veranex after 16 years at the FDA and what makes our team's diversity of thought and expertise such a strength.

[Watch Full Interview](#)



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EVENTS: MEET OUR EXPERTS IN PERSON

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LSI USA (Laguna)

March 16, 2026 - March 20, 2026
Dana Point, CA

Booth #14

LSI

USA '26

MDMA



Paige Sutton

Sr Quality & Regulatory Affairs Manager

Speaker Session

Getting the Most Out of Your PreSub



Naghmeh Nouri

Sr Director, Quality & Regulatory Affairs

Panelist: Cybersecurity

Panelist: Last Call with the Experts

MDMA FDA Forum

March 12–13, 2026 | Washington, DC

HFES

Systems That Work for Humans



Liuyi Fang

Senior Design Researcher



Laura Ott

UX/UI Design II

Speaker Session

Zooming in on Patient-Centricity Developing Your Platform Device Strategy

Human Factors & Ergonomics in Health Care

New York, NY, USA | 22-25, March 2026

American College of Cardiology (ACC)

March 28, 2026 - March 30, 2026
New Orleans, LA

Booth #2156



AMERICAN COLLEGE of CARDIOLOGY.

INDUSTRY INSIGHTS FROM THE VERANEX BLOG



READ >>>

The Unspoken Rules of UX/UI for Medical Device Digital Experience

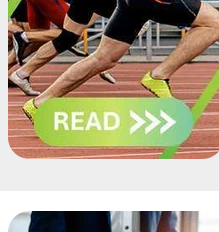
Don't let seemingly minor interface decisions jeopardize clinical utility, adoption, and patient safety.



READ >>>

The Secrets to Finding the Optimal KOLs for Preclinical Work

What do woodworkers, mechanics, sculptors and architects have to do with preclinical testing? Check it out!



READ >>>

IVDR Transition Deadline: What to Do If You're Behind

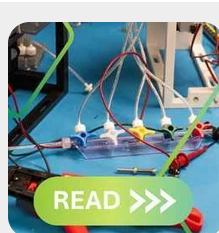
As the IVDR transition deadlines approach (and pass by), the time for waiting is over. You may well be farther behind than you think. Here's how to catch up.



READ >>>

The Reimbursement Blind Spot That's Stalling Your Device's Market Access

Most medical device trials are designed to satisfy regulators. Payers are asking entirely different questions.



READ >>>

The Development Milestone Most Medical Device Teams Skip — And Pay For Later

Jumping from concept to detailed design is a predictable, and preventable, cause of late-stage rework, schedule collapse, and budget overruns.



READ >>>

Adjacent Markets Are Where MedTech Growth Happens. And Where Capital Goes to Die.

The difference between a winning adjacency move and a costly distraction is the rigor of how you decide which opportunities are worth pursuing.

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