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**BLUE PEARL CONSULTING CEO JOEL FREIMUTH  
SPEAKS TO NORTHWESTERN MEDICAL DEVICE MANUFACTURING FELLOWS**

CHICAGO, IL – On August 7<sup>th</sup>, 2014, Blue Pearl Consulting CEO Joel Freimuth was invited to deliver presentation on Medical Device Reimbursement Strategy to Fellows of Northwestern University’s Innovation to Commercialization Fellowship. A fellowship within their Innovation and New Ventures Office (INVO), the Fellows will gain entrepreneurial and innovation skills and strategies, as well as approaches to legal, business, and industry hurdles.

Freimuth offered detailed information on reimbursement strategy, maximizing the sales potential of a medical device, and ensuring coverage for medical facilities and physicians. “This was a highly intellectual audience. While they were very familiar with their own subjects, they weren’t as familiar with the coding process”, said Freimuth. “It was great to be a part of a challenging conversation, one in which the exchange of ideas and the regulatory challenges as well as opportunities are often misunderstood.”

For more information on Northwestern University’s INVO, visit <http://invo.northwestern.edu/>.

**ABOUT BLUE PEARL CONSULTING**

Blue Pearl Consulting is a boutique management and operations consulting firm dedicated to providing long-term, customized solutions to improve operational efficiency, increase cash flow, and adapt to a complex, volatile industry. Blue Pearl uses innovative and time-tested methods to create unique, sustainable, and superior solutions.

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