



# Medmarc Risk Management Webinar Series

## Webinar Summary

### Negotiating Medical Device, Pharmaceutical, and Biotechnology Product Sales Contracts

**Presenter:** [Lisa Damhof | Associate Attorney at Gardner Law, PLLC](#)

In this on-demand webinar, recorded on February 18, 2026, Lisa Damhof, Associate Attorney at Gardner Law, PLLC, provided an overview of key legal and business considerations in negotiating life sciences product sales contracts. The session highlighted the complexities of medical product sales, including buyer dynamics, regulatory and compliance requirements, and common contractual risk areas. Lisa outlined critical negotiation terms, such as pricing, termination provisions, regulatory compliance, supply obligations, and warranties, and shared best practices to help manufacturers manage risk, including cross-functional collaboration, data-driven negotiation strategies, and the use of standardized playbooks and templates. The webinar concluded with a Q&A addressing risk-based contracts, rebate structures, and managing most-favored-nation (MFN) provisions.

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### [Full On-demand Recording](#)

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On-demand Chapters:

- [00:00](#) – Introduction - About the Speaker Lisa Damhof
- [03:00](#) – The Complex Landscape of Medical Product Sales
- [06:37](#) – Understanding the Buyer
- [09:45](#) – Key Negotiation Points
- [31:19](#) – Manufacturer Best Practices
- [37:37](#) – Questions

**Presenter:** [Lisa Damhof | Associate Attorney at Gardner Law, PLLC](#)

Lisa specializes in counseling medical technology and pharmaceutical companies on FDA law, healthcare compliance, and fraud and abuse laws.

Lisa supports FDA-regulated clients through a wide variety of complex matters and commercial transactions regarding fraud and abuse laws, compliance regulations, sales and marketing approaches and programs, and government transparency registration and reporting. Lisa's in-house experience partnering with commercial stakeholders helps her understand clients' interests and goals, and aids her in taking a practical approach to analyzing legal and compliance requirements against industry practices.