

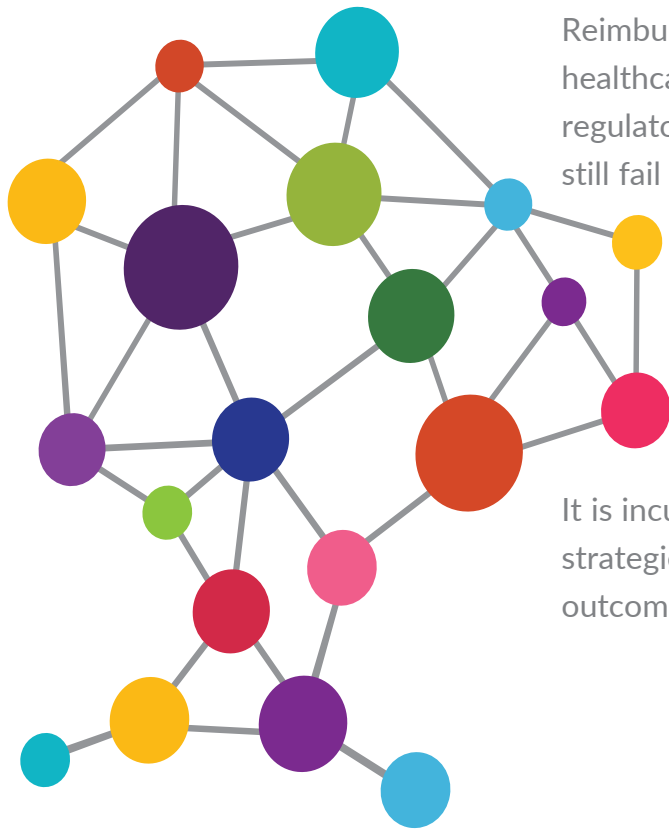


Strategic
consulting to
navigate
the Health Economics &
Reimbursement landscape



Expert advisors. Exact practices.

Connecting the dots for Payers is just smart business.



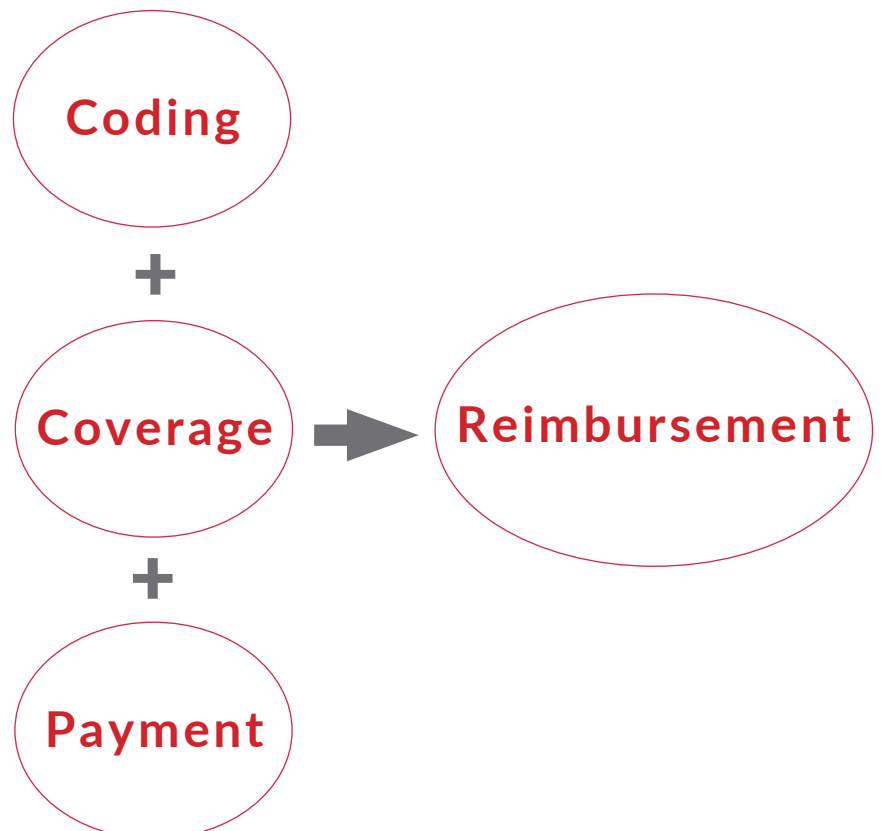
Reimbursement is a significant challenge in the new healthcare environment. Medical technology may receive regulatory approval and be proven clinically effective but still fail in the marketplace because of lack of reimbursement.

Evidence derived to meet the FDA requirements of safety and effectiveness is just part of the puzzle. In addition, payers want to know if a technology improves health outcomes.

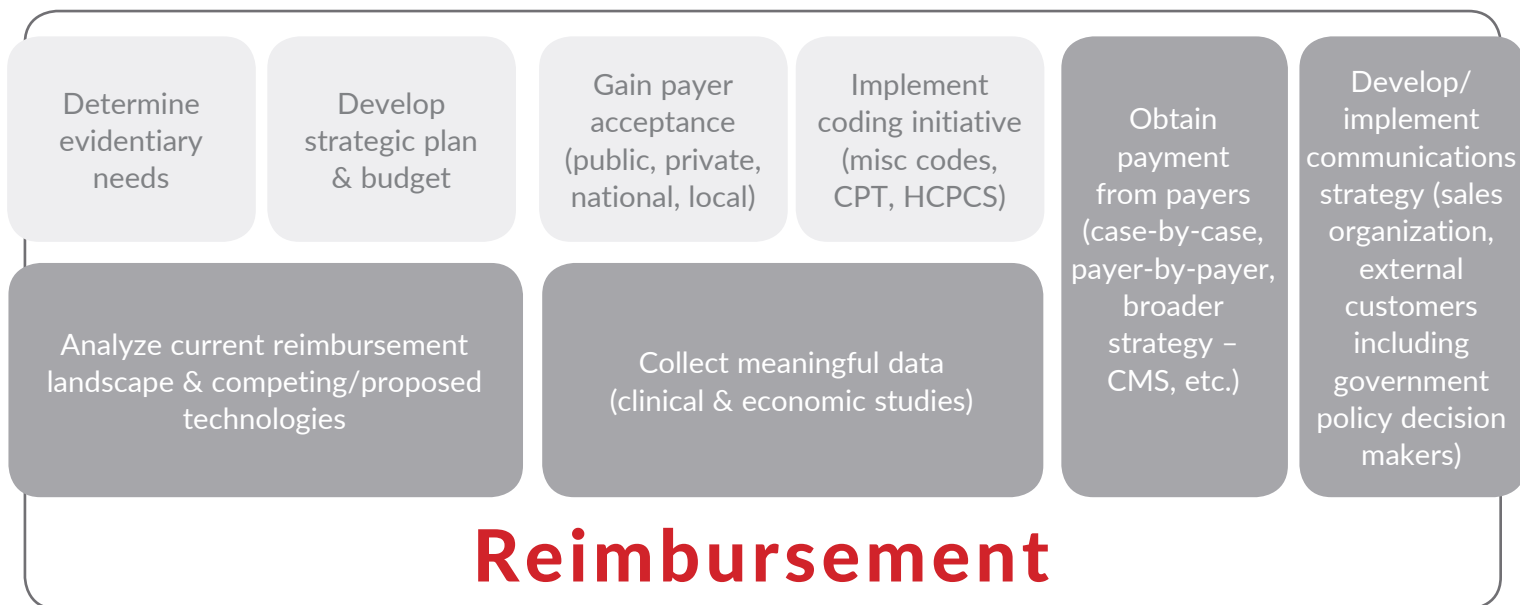
It is incumbent on the manufacturer to develop evidence strategies that clearly differentiate the overall health outcomes as a result of the medical product.

Smart planning, ideally early in development of a regulatory/clinical strategy, will include an understanding of the product's reimbursement landscape.

The three main factors of coding, coverage, and payment should be addressed in your reimbursement plan. Leaving any one element out will weaken the overall strength of the argument.



Achieving regulatory clearance isn't enough.
 Understanding how to obtain reimbursement is **key**.



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RCRI knows the best strategies come from taking an integrative approach to answering health economic and reimbursement questions.

Strategic Reimbursement Assessments

- identify existing coverage, coding, and payment landscape for company's product/service



Strategic Planning

- use findings of assessment to help companies navigate reimbursement and understand impact for regulatory/clinical strategies



Clinical Design for Reimbursement

- contribute to design considerations to support reimbursement



Payer Initiatives

- engage government/private payers on behalf of client to identify reimbursement issues/opportunities (develop Medical Director network; payer survey initiatives)



Health Economics

- develop stakeholder value analysis to measure/compare value of clinical/economic outcomes of alternative medical interventions



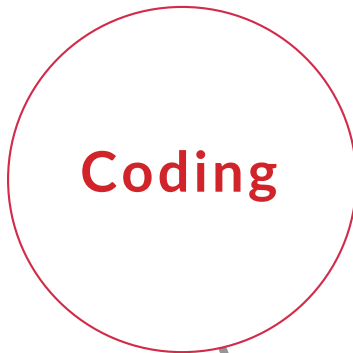
Tool Development

- preparation of payer dossiers, coding/reimbursement guides, payment guides





Expert advisors. Exact practices.
Effective results.



Locking in the right coding approach is a critical factor in gaining coverage and payment acceptance.



Payers want evidence demonstrating that new technologies are effective – not only do they work, but that they improve medical practice.



Maximize the return on development investments by optimizing payment.