



Navigating the Maze of Reimbursement and Health Economics

- Success
- Knowledge
- Experience

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Areas of Expertise

- **Strategic Reimbursement Assessments**
 - Landscape assessments
 - Strategy development, including potential impact on Pricing, Regulatory and Clinical Strategies
- **Payer Coverage Analysis**
 - Medicare
 - Private
 - Other payers including Workers' Compensation, Medicaid, etc.
- **Coding Assessment and Strategy**
 - ICD-10, CPT, HCPCS Level II
 - Application development
 - Physician society engagement
- **Strategic Payment Assessments**
 - Hospital inpatient (MS-DRGs)
 - New Technology Add-On Payment
 - MS-DRG reassignment
 - Hospital outpatient (APC)
 - APC reassignment / creation
 - Transitional APC Pass-Through Status
 - New Technology APC
 - Ambulatory Surgery Centers
 - Physician payment
 - Other facility payments, including LTCH, HHA, SNF and CAH
- **Due Diligence**
 - Reimbursement assessment for new and existing products
- **Coverage**
 - Medicare
 - National Coverage Determinations (NCDs)
 - Local Coverage Determinations (LCDs)
 - Engagement with national CMS and local Medicare Administrative Contractors
 - Private and other payers – policy review and KOL engagement
- **Clinical Trial Assessment**
 - Trial design considerations to support reimbursement at commercialization
- **Clinical Trial Reimbursement**
 - Engagement with CMS national process and approvals
 - Engagement with Medicare Administrative Contractors on local requirements
 - Training materials for sites
 - Coding guidance, including proper billing for clinical trials

Pursuance Consulting offers customized, comprehensive Health Economic and Reimbursement strategy and guidance for medical technology companies of all sizes. Our experience includes securing positive coverage, obtaining new coding for various technologies and securing incremental payment.

Our services are personalized to meet your needs, both in the short and long term. Whether it's a specific project, or developing a comprehensive long term strategy, Pursuance Consulting can help you navigate the maze of reimbursement and health economics.

Please call for a free consultation, either by emailing mark@pursuanceconsulting.com or calling 612.414.0828

- **Tool Development**
 - Coding and reimbursement guides
 - Economic selling tools – spreadsheets, iPad apps
 - Customer specific payment tools
 - Payer dossiers
- **Health Economics & Reimbursement**
 - External – customer visits, webinars, etc.
 - Internal – Sales, Senior Leadership, Marketing, Regulatory, Clinical
- **Health Policy**
 - Monitor and interrupt policy shifts in Medicare and other government payers
 - Annual rule updates – IPPS, OPPS, ASC, MFS, etc.
 - Periodic rule changes – CJR, ACO, etc.

Past Technologies

- **Orthopaedics**
 - Hips, Knees, Upper and Lower extremity
 - Trauma
 - Biologics – soft tissue regeneration
- **Spine**
 - Cervical fusion
 - Lumbar fusion
 - Dynamic stabilization
- **Pain Control**
 - Spinal cord stimulation
 - Implantable infusion pumps
 - Radiofrequency ablation
- **Movement Disorders**
 - Deep brain stimulation
- **Cardiovascular**
 - TAVR and surgical valves
 - Congenital Heart repair (ASD, VSD, PDA)
 - Other structural heart procedures
 - Left Atrial Appendage Occlusion
 - Patent Foramen Ovale closure
 - Renal denervation
 - AF ablation
 - Cardiac Resynchronization Therapy and ICDs
 - Pacemakers
 - Implantable loop recorders
 - Hemodynamic monitoring
- **Otolaryngology**
 - UPPP
 - Palatal implants



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