Strategic Reimbursement Offerings

Focus on Evidence Based Medicine	Define the Unmet Clinical Need	Treatment Options	Technology Developmen (Acquisition	nt and Value	Summary	LAUNCH	Technology Adoption
Product \ Development Timeline	Pre-Concept Level Due Diligence		Product Development Process				Post PDP
			Concept	Feasibility Develop			
Economics & Reimbursement	Coding and Payment landscape assessment Burden/Cost of Illness Literature Review Database Analyses (Define intervention costs, economic burden, healthcare system burden complications readmissions etc.) Database Analyses,	Assessment Product Assessment Cost, Balance of Safety and Efficacy) Determine the Economic Niche or New Technology Desed on Preliminary Clinical Evidence Burden of Illness and Costs Draft Health Economic	HE&R Plans Incorporate QoL and Resource Utilization into Clinical Trial Protocols	Economic Methodologies Cost Effectiveness Assess QoL Instrumentation and Claims for inclusion in clinical trials Cost offset analysis (minimization) Update Health	Reassess CEA Model Updates Budget Impact Model Updates Finalize CEA Models and BIMs Execute Health	 Implementation Sales Force Training on Basics of Burden of Illness, Costs, and Place of Technology in Health Care Continuum and Economic Model Operations for the field Execute Country-Specific Health Economic Publication Strategy 	Adaptions, Demonstrate CEA or BIMs at sales meetings, etc. HEOR payer partnerships Health Economic Publication