

# CASE STUDY: NEW PRODUCT MARKET ACCESS

Enabling our client to hit the ground running with Predictive Coverage.

## Executive Summary

Policy Reporter was commissioned to conduct payer policy analysis to determine coverage status and restrictiveness for an emerging medical device modeled on 4 analog devices across a total of 50 top U.S. health insurance payers by covered lives.



## Challenges

The U.S. multi-payer system is complex, which can impede simple access to emerging therapeutics. When manufacturers launch a new therapeutic, it is mission critical to predict how long it will take to begin to experiencing positive payer coverage and understand the steps to mitigate restrictions. Medical policy documents are complex, unstructured content scattered across the web and updated with an unpredictable cadence.



## Policy Reporter's Role:

Policy Reporter's goal is to improve patient access to life changing therapeutics, devices and diagnostics through a proven, vetted, and collaborative process of payer intelligence and advocacy. Our proprietary software tracks published payer coverage and prior authorization policy for commercial and government payers.

This data was leveraged alongside of extensive industry experience to inform the client's market access strategy post-FDA market approval.



# Deliverable & Impact to the Client

The Predictive Payer Coverage Solution provided directional data and analysis for the release of target therapeutics based on predictive models using historical data, and concrete intelligence to drive market access strategy. This included:

- Review of current policies with coverage and non-coverage of analog therapeutics.
- Analysis of analog products over time to understand payer behavior in the target clinical area.
- Modeling adoption of Category III CPT® codes.
- Outline of key technology assessment organizations that influence market access.
- Recommended payer target list based on impact of existing non-coverage policy, lag time in initial coverage from FDA approval, number of clinical studies, and rating of quality of evidence.
- Assessment of prior authorization criteria that might complicate or simplify access to care.



A Summary Report & Analysis (.pdf)



A Custom Dashboard



Excel Datasheet



Powerpoint/Slidedeck



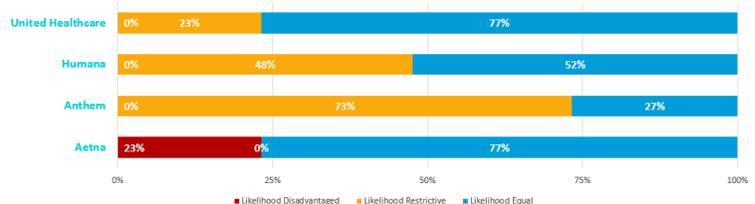
A consultative walkthrough with our Policy Analysts

The client gained a clear understanding of what to expect for policy, coverage, and relative restrictiveness as their target product enters the marketplace, along with concrete steps to take to remove obstacles.

Predicted Number of Days to Coverage from FDA Approval



Policy Restrictiveness Relative to Label Requirements



Contact us to learn more about Predictive Payer Coverage Solution: [info@policyreporter.com](mailto:info@policyreporter.com)