

## LIFE SCIENCES

# SPECIALIZED REIMBURSEMENT SERVICES

Navigant offers specialized reimbursement services to support coverage, coding and payment for new, emerging or disruptive technologies and therapies. Our services are designed to execute on our client's reimbursement strategy. We specialize in providing custom reimbursement services and payer engagement strategies supported with advanced data analytics.

We use a top down-bottom up approach to influence payer policy by generating claim evidence through our programs.

- **Top Down:** Insights from reimbursement service activity within our programs or direct payer policy monitoring informs payer engagement strategies.
- **Bottom Up:** Custom phone-based reimbursement services assist both pre-service, with benefit verification and prior authorization; and, post-service, with appeals, to help patients and providers navigate insurance coverage to access therapy.

Our services are customizable, scalable and with focus on compliance, in order to meet the specialized needs of each specific product. Low touch services focus on education with frequently asked questions, billing or coding guidance or research for patient-specific benefit information. High touch services include dedicated case managers to guide the reimbursement process on behalf of the patient.



### Low Touch

- Hotline for FAQs
- Billing & Coding Guidance
- Educational Collateral
- Insurance Verification
- Prior Authorization Research

### High Touch

- Dedicated Case Manager for white glove service
- Prior Authorization Support
- PA Denial Support
- Claim Appeal Support

Our programs support both uptake in the market and coverage outcomes for patients. We demonstrate market uptake through reports that reveal a data driven approach to address any reimbursement or coverage issues as they arise. To support patient access, we partner with our clients to design custom programs that include a combination of educational and case management support services. In addition, our programs provide comprehensive access with provider portals for customers to access our services and educational tools; and client portals for manufacturers to access real-time reports about program activity.



## CONTACTS

---

### DANA EDWARDS

Director  
Life Sciences Market Access  
+1.415.356.7161  
dana.edwards@navigant.com

### ANDREW LAYTON

Director  
Life Sciences Market Access  
+1.415.399.2145  
andrew.layton@navigant.com

### JIM PARK

Director  
Life Sciences Solutions  
+1.609.896.4016  
james.park@navigant.com

[navigant.com](http://navigant.com)

## About Navigant

Navigant Consulting, Inc. (NYSE: NCI) is a specialized, global professional services firm that helps clients take control of their future. Navigant's professionals apply deep industry knowledge, substantive technical expertise, and an enterprising approach to help clients build, manage, and/or protect their business interests. With a focus on markets and clients facing transformational change and significant regulatory or legal pressures, the firm primarily serves clients in the healthcare, energy, and financial services industries. Across a range of advisory, consulting, outsourcing, and technology/analytics services, Navigant's practitioners bring sharp insight that pinpoints opportunities and delivers powerful results. More information about Navigant can be found at [navigant.com](http://navigant.com).

Navigant's Specialized Reimbursement Services are part of our larger Life Sciences practice, which includes relevant subject matter expertise and capabilities in the areas of commercial strategy, regulatory affairs and compliance.

## CASE STUDY

*Case example: Reimbursement support program to help our ophthalmology client shift from a self-pay model to third party reimbursement model for product and procedure.*

### Client Situation:

- A pharmaceutical and medical device company seeking to support eye care professionals needed to shift from a self-pay model to third-party reimbursement model.

### Our Approach:

- Top down strategies to obtain explicit payer coverage included developing and publishing payer-centric evidence demonstrating net health outcomes of interest and engaging payer medical directors to advocate publication of favorable coverage policies based on the strength of clinical evidence.
- Bottom up strategies driven by customized reimbursement support services at the patient level. Services included supporting provider submission of claims to payers and appealing denied claims, which also helps provide justification for payer coverage. Pre-service support with prior authorization or predetermination submission helped ensure minimal preventable claim denials.

### Results:

- Increased the number of commercial payers recognizing the medical necessity of the product and procedure from 38M to 89M covered lives in less than 10 months from program launch.
- Supported over 230 providers to receive optimal payment for professional fees and product, including filing claims with category III CPT code and miscellaneous J-code.
- Achieved 30% success rate in over-turning denied claims in year one; increasing to nearly 60% success rate in year two as payer policies were established.

---

©2019 Navigant Consulting, Inc. All rights reserved. W113652

Navigant Consulting, Inc. ("Navigant") is not a certified public accounting or audit firm. Navigant does not provide audit, attest, or public accounting services. See [navigant.com/about/legal](http://navigant.com/about/legal) for a complete listing of private investigator licenses.

This publication is provided by Navigant for informational purposes only and does not constitute consulting services or tax or legal advice. This publication may be used only as expressly permitted by license from Navigant and may not otherwise be reproduced, recorded, photocopied, distributed, displayed, modified, extracted, accessed, or used without the express written permission of Navigant.

 [linkedin.com/company/navigant-healthcare](https://www.linkedin.com/company/navigant-healthcare)

 [twitter.com/naviganthealth](https://twitter.com/naviganthealth)