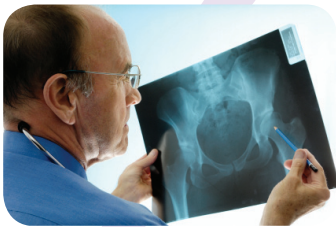




Musculoskeletal Clinical
Regulatory Advisers, LLC

MCRA Patient Access Management

Expediting Insurance Coverage & Appeals



MCRA Patient Access Management Service

- Value added service expediting insurance coverage and appeals
- Vehicle for product demand creation and management
- Used for both established and emerging technologies
 - Coverage during your clinical trial is secured for standard-of-care and sometimes experimental procedures
 - Following your product's launch, immediate patient access is obtained regardless of coverage environments



Acute Demand for Access

- Insurance coverage is problematic
- Procedure delays are costly to the health system
- Administrative burdens discourage technology adoption





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MCRA Value Creation

Expert patient access management staff leverage existing payor relationships, knowledge of payor systems, craft unique messaging for each patient encounter and establish long-term coverage pathways for technology adoption.

Expert Patient Access Managers are trained in your technology, disease state, alternative treatments, anatomy, national and regional coverage matters, as well as proven processes by which to expedite care deemed medically necessary by the prescriber and patient.

MCRA assumes the burden of securing pre-authorization, managing the appeal process and working with Independent Review Organizations and Insurance Commissioners to secure timely access to care.

Case Study

MCRA was engaged by a mid-size medical technology company. This technology was new to the market, in a class of devices which had a long-term negative coverage position. Expert Patient Access Managers assimilated clinical literature, developed strong payor messaging, and actively managed to secure coverage for the technology, despite non-coverage decisions. MCRA secured coverage 100% of the time when appeals were required at the IRO level.

Coupled with national and regional payor education initiatives, MCRA successfully converted major national and regional coverage decisions in support of the technology, supported demand, and established valuable pathways for access to the device to the exclusion of competing implants.

**Call MCRA Now for Demand
Management of Your Technology**