

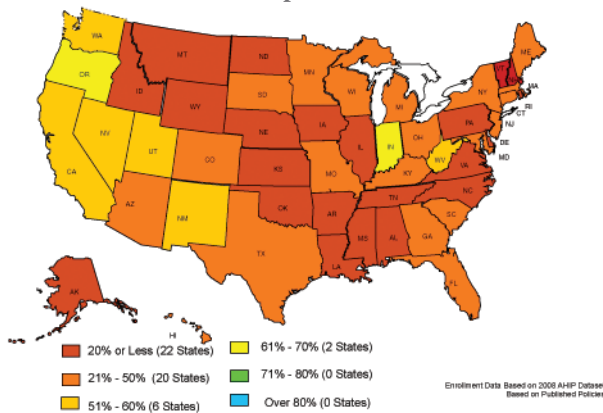


Musculoskeletal Clinical Regulatory Advisers, LLC

INSURANCE COVERAGE CASE STUDY TOTAL ANKLE REPLACEMENT (TAR)

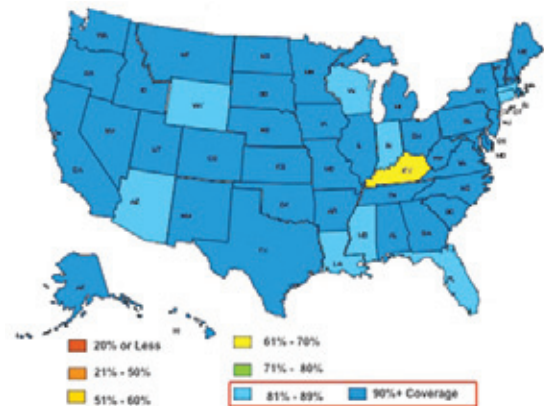
May 2009 TAR Commercial Market Coverage Landscape

Only 30% of 175 Million Commercially Insured
Patients Had Coverage Access to
Total Ankle Replacement



April 2011 TAR Commercial Market Coverage Landscape

92% of Patients in Commercial Plans
(161 Million) Now Have Coverage Access to
Total Ankle Replacement



THE CHALLENGE

In May 2009, only 30% of the U.S. commercial insured population had access to TAR. Lower quality publications, lack of payor education and interest and historical outcomes resulted in a denial of patient access to this class of technologies.

THE SOLUTION

MCRA consultants worked diligently with professional societies, key opinion leaders, carrier medical directors, guideline development companies, technology assessment organizations and others to effect immediate and sustainable change.

THE RESULT

Leveraging strong relationships with medical directors at the national and regional level, coupled with a comprehensive approach to policy change, MCRA consultants have changed almost all non-coverage insurance policies for ankle replacement.

As of February 2011, all public insurance programs, workers compensation and 90% of commercial insured patients now have access to ankle replacement procedures when deemed medically necessary by the trained surgeon.



Musculoskeletal Clinical
Regulatory Advisers, LLC

YOUR PARTNER FOR SUCCESS

Addressing the needs of technology companies from concept through commercialization



- Strategic Reimbursement Planning
- Reimbursement Landscapes
- Clinical Trial Management Support
- Health Economics
- Value Messaging
- Public Policy Analysis
- Coding Hotline Support
- Patient Access Management
- Market Intelligence
- Due Diligence

Please contact MCRA to discuss your technology development and commercialization needs

HEALTH ECONOMICS, REIMBURSEMENT & PUBLIC POLICY

1331 H Street NW, 12th Floor
Washington, DC 20005