

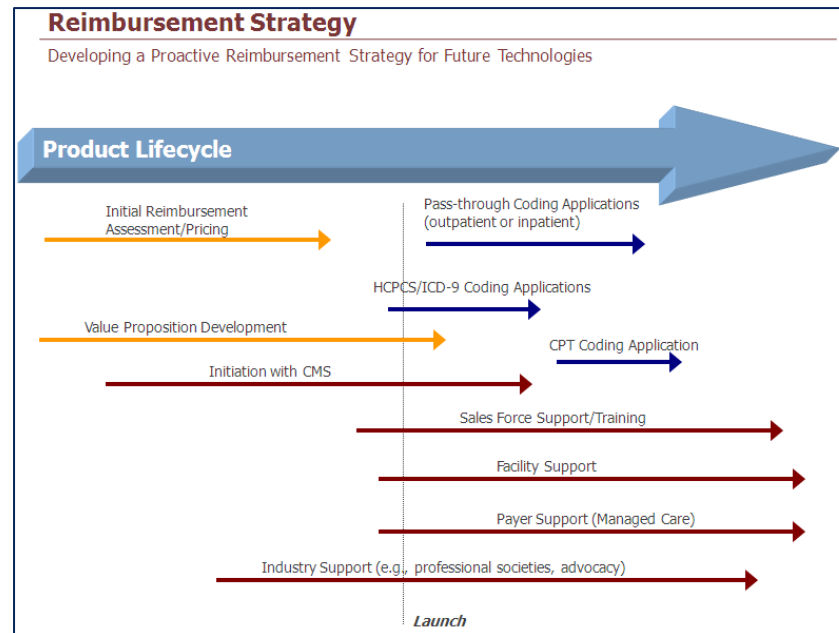
Case Example: Proactive Reimbursement Strategy

Situation

- A global manufacturer of ICU machines identified a discrepancy in the penetration of its technology in the US compared to Europe and Canada and hypothesized that reimbursement may be a barrier.

Approach

- Trinity developed a comprehensive study including primary and secondary research to evaluate the reimbursement landscape for its technology. Interviews were conducted with physicians, private and public payers, medical coders, and hospital finance directors and P&T committee members.



Result

- Trinity determined reimbursement was a barrier to increased penetration in the US and outlined key strategic steps to take to improve coverage and payment rates for the specific technology. The company immediately initiated projects to employ Trinity's strategies and recommendations, including collaborating with Trinity to complete a code change application to apply for a new CPT code for the technology. Trinity continues to work with this company to drive improved reimbursement.