



# An Innovative Field Reimbursement Program Expands Patient Access

How Xcenda Designed and Launched a Best-in-Class Reimbursement Support Program.

## The Need

A large biopharmaceutical company was preparing for the launch of a unique product that would be used by both primary care professionals and specialists. The product had a single generic name (but was supplied in multiple dosage forms and strengths) and distinct brand names, and would be used for different indications and settings of care. Both products would be administered by a healthcare provider and could be subject to high patient out-of-pocket costs.

The manufacturer wanted to develop strategic product messaging, and to support that messaging with appropriate reimbursement services that would overcome the patient-access barriers at launch. The manufacturer recognized the importance of ensuring access to the products for both providers and patients. Access to care was especially a concern

for the generalist audience, which had little to no experience understanding payer coverage policies for physician-administered drugs, buying and billing for products, and/or billing with a miscellaneous J-code. The manufacturer also understood that reimbursement concerns were likely to be at their most prominent within the first few years of launch, and wanted the flexibility to adjust the level of support and educational activities with ease.

“The Field Reimbursement Managers were flexible and remarkably professional. The practice was extremely impressed and gained a better understanding of the reimbursement issues that impact them every day.”

—Director, Brand Strategy and Access, Large Pharma

# The Xcenda Solution

Xcenda approached the complex engagement with a commitment to a long-term, collaborative partnership. By leveraging decades of experience—along with our relationship with a fellow AmerisourceBergen company—our multidisciplinary consulting team developed innovative strategies that met the client's needs. Xcenda designed a customized reimbursement program that was flexible, scalable, and adaptable, in order to thrive in a dynamic market.

## Make Informed Decisions

Xcenda's recommendations were informed by a deep understanding of market needs. To gain a real-world perspective on the likely reimbursement challenges the new product would face, Xcenda conducted advisory boards with Office Practice Managers (OPMs), and used the findings to guide the development of many components within the reimbursement support program.

The client's innovative reimbursement support program included:

## Knowledgeable Experts and Useful Tools

- A national team of dedicated Field Reimbursement Managers (FRMs) knowledgeable in payer, provider, and other stakeholder issues for a particular geographic area
- Close collaboration with case managers who were staffing the reimbursement support hotline
- Provider field tools, including billing and coding tip sheets, miscellaneous J-code instructions, payer flash cards, and office educational sessions on a variety of topics
- Customized training for OPM speaker programs

## Data-driven Solutions

- Metric-driven performance standards for FRMs
- Action determined based on data tracking of a number of topics, including miscellaneous J-code issues and individual payer uptake of the unique J-code
- Flexible report delivery schedule based on identified needs

- A triage process to identify payer issues early, quickly follow up with each payer, and provide resolution and consistent communication to the field
- Adjustments to strategy and tactics based on performance measurements and identified needs

## Convenient Access to Online Education

Xcenda developed webcasts and other self-study educational resources for providers and OPMs. These included a publicly available web tool to monitor the local payer coverage, coding, and billing criteria for the product.

## The Outcome

Xcenda recruited, hired, trained, launched, and provided ongoing management for a team of highly skilled FRMs who played a critical role in supporting patient access. And since the FRM team was contracted through Xcenda, the manufacturer benefited from the flexibility of making changes to the team based on market conditions.

The FRM team closely coordinated customer contact and issue resolution with the reimbursement support hotline provider. They also stayed on top of health policy and practice management changes by leveraging the best-in-class educational tools and resources created by Xcenda's robust bench of health policy analysts, reimbursement strategists, and provider education specialists.

By demonstrating their knowledge of reimbursement processes and providing appropriate support to help providers avoid underpayment and claim denials, the Field Reimbursement Managers gained access to provider offices that typically offered little or no access to sales representatives.

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