INNOVATION PARTNERS

Healthcare Access Simplified

Addressing Market and Payer Access Issues

Understanding the changing oncology/hematology landscape has never been more important than it is now. At Innovation Partners, our uniquely tailored solutions have provided support for your market access and commercial teams for more than 10 years as it relates to coverage, coding, and reimbursement strategies.

Innovation Partners can help you navigate the managed healthcare marketplace and will partner with you to deliver effective solutions that give you a competitive edge.

We encompass a total solution that includes:

Coding

1

How the service or procedure is identified

Coverage

2

The criteria by which the service or procedure is paid

Reimbursement

3

The amount paid for a service or procedure

Experience with all types of reimbursement: Public (CMS) and private payer systems and payer segmentation.

Unparalleled expertise in developing and executing guideline, compendia, and pathways strategies.

Other models, institutions, and relationships affecting access and reimbursement.

Extensive knowledge of access and reimbursement issues.

Collecting insights into stakeholders, structures, and forces impacting purchasing decisions.

We can provide access to payer decision-makers including pharmacy and medical directors at national and regional health plans, IDNs, PBMs, and Trade & Distribution Organizations. Our team has implemented effective solutions within the managed markets space through prelaunch, launch, post-launch, and life cycle management of the brand. Our work includes:

- Competitive Market Landscape Analysis
- Sales Forecasting—Preliminary, Economic Modeling, and Pricing
- TPP Research
- Healthcare Policy Research and Education
- Multi-Stakeholder Advisory Boards
- Value Proposition Message Development and Testing
- Clinical Compendia and Pathways Strategies and Maintenance
- Coding Reimbursement Strategy
- Electronic Medical Record (EMR) Vendor Engagement Strategy
- Healthcare Policy Research and Education
- Payer Strategy & Engagement
- Pricing Strategy and Research

Why Innovation Partners?

We have the **depth and breadth of expertise** to navigate the intricacies of the Oncology, Hematology, and Rare Disease markets, across all phases of product development.

Our approach is **cross-functional**, integrating medical affairs, market access, and research disciplines.

We develop **uniquely tailored solutions**, understanding that every client requires a differentiated approach.

We are **strategic partners**, collaborating with our clients to provide actionable insights.

Connect With Us Today.

We leverage relationships with key stakeholders in support of broad brand awareness and state-of-the-art disease management. To see our client roster and brand experience contact us for a copy of IP's capabilities presentation.

Please email
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to learn more.