



## PRINCETON REIMBURSEMENT GROUP ACCOMPLISHMENTS

### Coverage

Obtained local Medicare and third-party payment for breakthrough medical devices and diagnostics in the following areas:

- Cardiovascular implants
- Electrophysiology
- Cardiac monitoring
- Urinary incontinence
- Ultrasound
- Orthopedic implants
- BPH Therapies
- Tissue substitutes
- Wound healing therapies
- Bladder cancer diagnostics

Secured national Medicare coverage for the following devices that were not covered:

- Left ventricle assist devices
- Thoracic electrical bioimpedance
- Pelvic floor stimulation
- External counterpulsation

### Coding

Assisted in securing CPT code in the following areas:

- Cardiovascular
- Orthopedics
- Urology
- Gynecology
- Interventional radiology.

Established ICD-9-CM procedure codes for:

- Cardiac assist devices
- Therapeutic ultrasound
- Cardiomyoplasty
- Cardiac support device



Established and/or revised HCPCS Level II codes for:

- Phototherapy lamps
- Infusion Pumps
- Biologic non-human tissue
- Urologic bulking agents
- Respiratory products

## Payment

Secured hospital outpatient transitional pass-through and new technology designations in the following areas:

- Interventional radiology
- Cardiology
- Urology
- Pulmonology
- Electrophysiology
- Gynecology

## Health Economics

- Using an economic model for a new diagnostic device, demonstrated an increase in the value of the new technology over standard diagnostics of \$2000 to \$3000 per diagnosis.
- Developed economic model for an intravascular device showing that payers would break even if the procedure for the new device were reimbursed at \$3000 more than the current technology.
- Developed a meta-analysis of a tried-and-true technology whose coverage was recently cancelled by a major payer. The analysis showed a substantial benefit of the technology, contrary to the mixed results of the single study that the payer had used to justify its coverage cancellation

## Investor Due Diligence/Business Strategy

- Provided reimbursement data that has facilitated several merger and acquisitions.
- Provided input to venture capital companies to assist with investment decisions.
- Worked with world leader in medical device design to provide insight for designing devices that will secure maximum reimbursement.



## Education and Training

- Assisted thousands of providers (hospitals and physicians) in understanding coding, coverage and payment for our clients via on-site training, webcasts, reimbursement guidelines and reimbursement support lines.
- Trained hundreds of sales representatives on reimbursement for their products and procedures