



## Coverage & Payment Matter

### **Global Perspective: Defining Challenges**

United BioSource Corporation's (UBC) pricing and reimbursement staff provides global research and market-driven solutions in strategic reimbursement planning for the pharmaceutical, biotechnology, medical device and diagnostics industries.

We offer a broad range of services throughout the product life cycle, studying each new assignment from both a global reimbursement and an economic perspective. We help our clients face unique challenges in today's competitive marketplace and we achieve access for new and innovative pharmaceuticals, biotechnology products and devices while also improving access for currently marketed products.

### **Client Perspective: Defining Needs**

We make sure our clients' needs are met by assembling a global team of experts to work closely with product teams to define the coverage and payment issues your product will face with public (e.g., Medicare, Medicaid, VA, Department of Defense) and private (e.g., managed care organizations) payers.

We help clients identify the long-term strategic reimbursement objectives, economic issues and tactical programs necessary to support product marketing goals, including complete reimbursement research and launch-to-payer programs. In addition, UBC conducts special studies, including federal and state cost estimates.

### **Strategic Perspective: Defining Solutions**

UBC will prepare payer strategies to ensure access and eliminate reimbursement barriers. We will design tactical programs necessary to achieve access and support your marketing and sales goals, and support access with effective field force and sales training and communications programs. We will provide multi-payer access development and formulary access planning.

Our solutions will enhance your current case management support programs with in-depth reimbursement problem solving and advocacy with payers by experienced reimbursement experts. In addition, UBC will integrate pricing and reimbursement strategy with outcomes research and health economics capabilities to demonstrate the value provided by innovative biopharmaceuticals and other health care interventions.

Through careful strategic planning, UBC will provide solutions to help you achieve success. Solutions are tailored to your needs and may include competitor reimbursement analyses, reimbursement/pricing issue analyses, global pricing studies and recommendations, payer/provider market research, Medicare Part D drug benefit and Medicare/CMS advocacy studies, claims data analyses, international legislative impact analyses, as well as payment environment assessments.

UBC accelerates the generation, analysis and communication of real-world evidence.

Our international pricing and reimbursement services from pre-launch to post-launch:

### **Pre-Launch**

- Launch-to-payer planning
- Advisory boards
- Reimbursement and pricing strategies, tactics and messages
- Foundation design and management
- Coding and billing strategies
- Reimbursement pull-through program design
- Reimbursement and patient assistance program design

### **Launch**

- Payer education
- Filings and registrations
- Reimbursement sales training
- Managed care contracting strategies
- Value-added reimbursement programs
- HCPCS/CPT/ICD-9-CM code applications
- International reimbursement/economic analyses
- Reimbursement seminars and workshops
- Coding and billing guides
- Case management hotlines
- Formulary and payer education kits
- Reimbursement tool kits
- Reimbursement sales training materials
- Interactive and web applications
- Payer monographs
- Program brochures and launch materials

### **Post-Launch**

- Provider reimbursement support programs
- Patient reimbursement support programs
- Payer advocacy networks
- Access and reimbursement problem/issue resolution
- Inpatient DRG analyses

*For more information about UBC's value generation solutions, call us in the U.S. at +1 301 654 9729 or in the E.U. at +44 (0) 207 299 4550. Or email us at [analytics@unitedbiosource.com](mailto:analytics@unitedbiosource.com).*