



## National Coding Strategy: Pathway to Payment

### **Coding Matters: Strategy for Success**

Obtaining a national code – ICD-9-CM, HCPCS or CPT – is treated by many almost as an afterthought. And yet the consequences for failing to create a thoughtful coding strategy are serious – inadequate reimbursement, barriers to patient access, reduced utilization and provider resistance.

Coding is the pathway to payment, and a national coding strategy is key to a successful product launch.

### **Experience Matters: Strategic & Scientific Approach**

The experts at United BioSource Corporation (UBC) have more than 75 years of combined experience in national coding strategy. With a team that includes both former Centers for Medicare and Medicaid Services (CMS) officials and certified coders, our scientific and strategic approach has supported numerous applications for pharmaceuticals, biologics and medical devices. Our successful track record speaks for itself.

For medical devices or branded pharmaceuticals already in the market and encountering payer resistance or inappropriate reimbursement, the UBC coding experts can also design and implement strategic solutions for the most intractable problems.

### **Service Matters: Coding for All Stages of Product Launches**

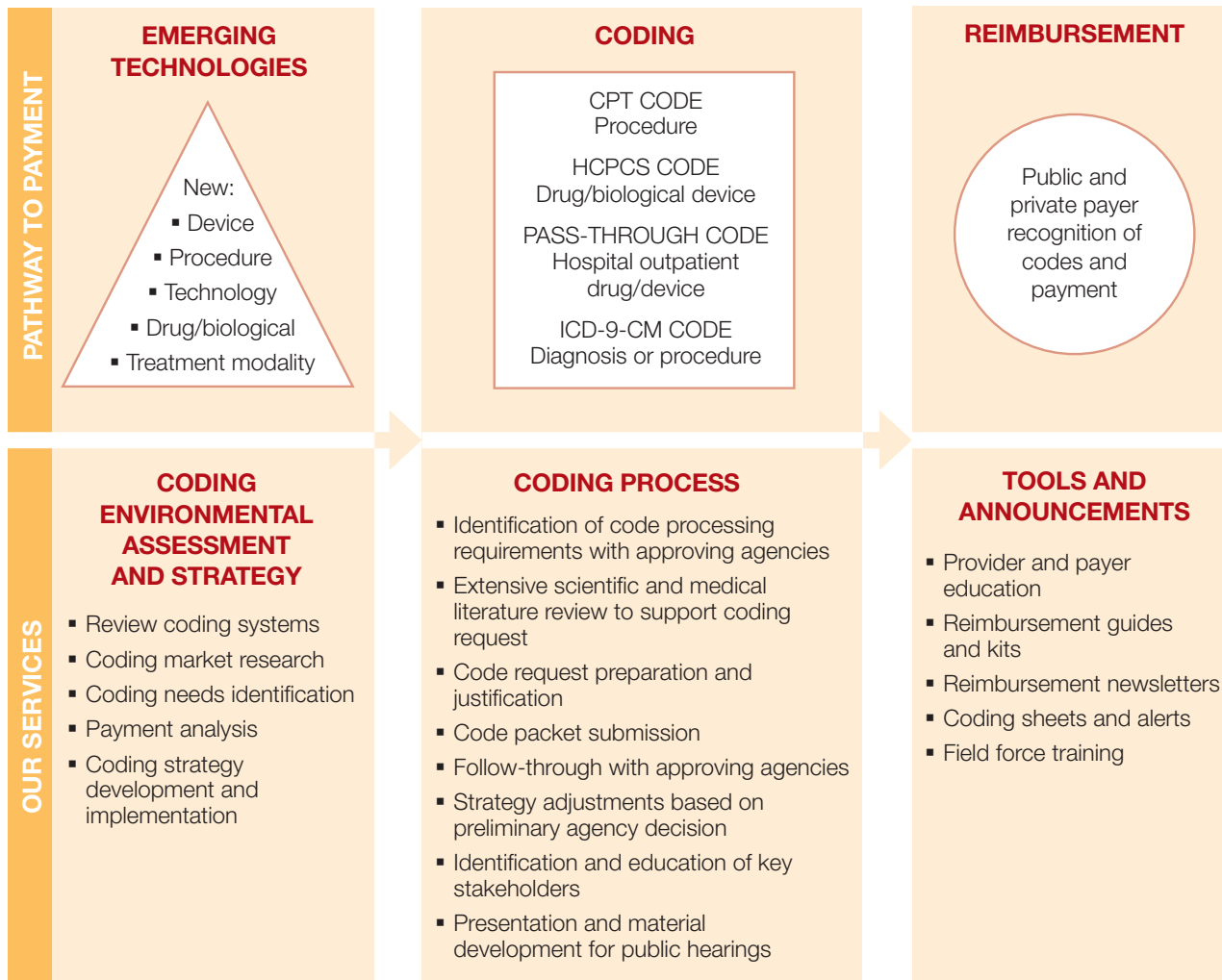
Whether the issue is procuring a new code for a novel product or assigning a different code to a product already in the marketplace, our team will work with you to identify and execute the appropriate coding strategy.

Let our team of coding experts bring their years of professional experience and deep knowledge of the coding and payment process to your next product launch.

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

## Securing Proper Coding as a Pathway to Payment

In the chart below, the top half depicts the need to secure proper codes as a pathway to third-party payment for new products and emerging technologies. The bottom half of the chart tracks how UBC experts work with you to meet these needs.



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).