



### Coverage, Contract, and Reimbursement Services

Market Driven Assessment, Payor Implementation, and Operational Support for Diagnostic Test Companies

TPG-HC has put together a team of industry experts to support the growing need of Diagnostic (aka Molecular) Test Companies to bring their innovations to market in an efficient, effective, and financially viable process. Our seasoned team of professionals can help navigate the complex landscape of payor requirements whether they be commercial, or government supported as well as state/regional differences.

Through TPG-HC’s proprietary process, we identify key milestones as part of a complete reimbursement model:

- **Diligence** is the first step to address reimbursement requirements and add value to ALL stakeholders
- **Commercial Strategy** employs a targeted approach to achieve growth
- **Market Adoption Strategy** ensures steady growth with predictable revenue and margins
- **Billing Compliance** provides risk mitigation with compliant policy and processes to avoid violations
- **Enterprise Outcome** provides a sustainable growth model to increase valuation

### Solutions

Our services cover the complete life cycle of Diagnostic Test introduction into the marketplace. Each phase of the product life cycle—**Strategic Planning, Tactical Execution, and Market Adoption** is addressed through the following:

	Phase 1 Strategic Planning	Phase 2 Tactical Execution	Phase 3 Adaptive Scaling
<b>Managed Care Integration</b>	Integrated Managed Market Road Map	Coverage and Evidence Development Roll-Out	In/Out of Network and Contracting
<b>Analytical Operations</b>	Custom Commercialization Road Map (e.g. go-to-market, sales structure)	Deployment of Reimbursement Centered Analytics	Commercial Optimization, Coaching, and Ownership Transfer
<b>Market Responsiveness</b>	Market Research and Product Strategy Development	Commercial Personnel Development, Launch, and Sales Enablement	Market Intelligence and Voice of Customer Integration

*For more information on Coverage, Contract, and Reimbursement Services please contact:*

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