



An innovation like yours
deserves a dedication
like ours...

At GIRS, we're committed to making your new medical innovation the next market success. We have the expertise to get your new product accurately coded. We have the industry relationships necessary to be effective advocates for you in your quest for coverage. Most importantly, we have a passion for what we do and the drive to see your project through.

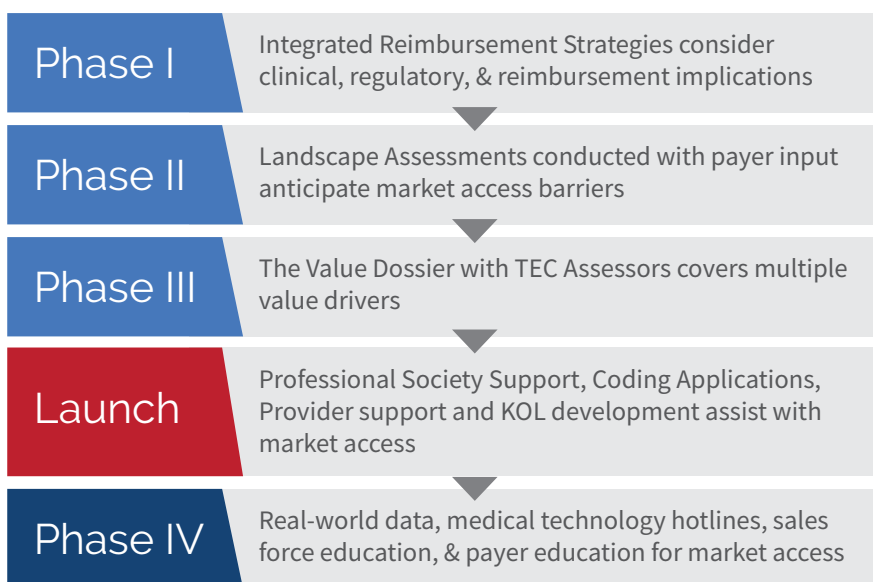
EXPERTISE

- Pharma & Biotech
- Medical Device & Diagnostics
- Commercial Payers & PBMs
- Medicare & Medicaid
- Providers & Facilities
- Coding & Billing
- Medical Technology Hotline Services
- International Reimbursement Consulting
- Benefit Verifications and Appeals Assistance
- Clinical Outcomes Strategies

FACT SHEET

COMMERCIALIZATION SERVICES

We assist our clients to partner with many stakeholders by communicating continuously in all phases of Product Development and Commercialization.



OUTPUTS

PRE-LAUNCH

Reimbursement obstacles and opportunities
Payer desired Clinical Trial Endpoints
Regulatory strategy implications for reimbursement

LAUNCH

Payer Strategies
Payer Dossier
Professional Society Support
KOL Support
Coding Applications
Billing Guides

POST-LAUNCH

Hotline Service & Sales Force Support
Highest Government & Commercial Coverage & Reimbursement
Greatest Patient Access

CASE EXAMPLES

PRODUCT COMMERCIALIZATION

Post-Approval Work Samples			Outcomes of Work		
Reimbursement Landscape Assessments					
1.	Landscape Assessment addresses National Non Coverage (NCD) for a biologic	➤	1.	Sound strategies and implementation resulted in acquisition of company	
2.	Roadmaps for the medical device coding, coverage, reimbursement and packaging implications of two implants	➤	2.	Implant packaging aligned with provider preferences and reimbursement needs	
3.	Landscape Assessment and evidence requirements for a dialysis drug	➤	3.	Billing Guide assists accounts and payer dossier for payer education	
4.	Landscape Assessments in Europe and Canada for a biologic	➤	4.	Product adoption and more cohesive strategies and management of their global and US reimbursement strategies	
Coding & Payment Services					
1.	Coding and payment strategies for cervical and lumbar traction devices	➤	1.	Billing Guides, coding applications, Medical Technology Hotline Service improved market access and patient access	
2.	Coding research for three Point of Care diagnostics	➤	2.	Educated three companies on design implications, coding and reimbursement, and provided future reimbursement strategies. One company redesigned test. Others commercialized tests.	
3.	Corrected incorrect payment with a major Blues plan	➤	3.	Correct NDC codes and the associated payment programmed by payer for two biologics	
Evidence Review:					
1.	Reviewed current evidence for Tissue Products, biologic, drugs, devices and supplies	➤	1.	Value stories based on current data to educate payers, payer desired clinical data and study designs	
2.	Commented on TEC Reports & presented new data to external review organizations	➤	2.	More favorable payer evidence reviews and payer coverage	
Post-Approval Work Samples			Outcomes of Work		
Payer Advocacy:					
1.	Payer Advocacy strategies for public and private payers in Canada and Europe	➤	1.	Improved market access globally for drugs, biologics, & devices	
2.	Payer Advocacy strategies for two biologic flagship Products	➤	2.	Medicare coverage in one year. Commercial payer & Medicaid coverage. Acquisition by one of the largest device manufacturers in the world. GIRS reimbursement work expansion with new company.	
Medical Technology Hotline Services:					
1.	Operated hotline to support clinical study sites to support coverage with evidence development	➤	1.	Continued participation of sites due to coverage and payment	
2.	Six years of medical technology hotline services support for a biologic with unlisted code	➤	2.	Supported accounts to submit claims for unlisted code; obtained a specific billing code. This represents an example of coordinating hotline support services with successful consulting services.	

SERVICES

www.girsinc.com/services



decryptase
CODING STRATEGIES®



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Sajini is very a knowledgeable and detail oriented professional who listens carefully and keeps her promises. I have found her and her company excellent to work with.

Gregg Silver, Founder at Silver-Tek LLC

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