

Is Reimbursement Supporting your Marketing Goals or Impeding Them?

HEALTHCARE INFORMATICS **REIMBURSEMENT INSIGHT** IDENTIFIES REIMBURSEMENT ISSUES RELATING TO YOUR THERAPIES, ENABLING A STRATEGY TO ACHIEVE YOUR MARKETING GOALS.

WHEN DO YOU NEED REIMBURSEMENT INSIGHT?

- PRODUCT LAUNCH
- NEW INDICATION RELEASE
- CHANGES IN MEDICARE POLICY
- UNDERSTAND REIMBURSEMENT POSITIONING VS. COMPETITIVE THERAPIES

WAYS **REIMBURSEMENT INSIGHT** CAN HELP ACHIEVE YOUR MARKETING GOALS INCLUDE:

- DENIAL TRENDS AND CODES
- PAYMENT METRICS SUCH AS TIME TO PAYMENT AND REIMBURSED RATES
- PAYER SPECIFIC DETAILS AND PRACTICES
- PATIENT COST SHARE

US Oncology serves over 850,000 patients per year and processes upwards of 8,000,000 claims per year. We provide unique insight into the reimbursement challenges faced by physicians everyday.



Healthcare Informatics can help you target your marketing messages, achieving better results.

Please call (866) 951-2774 or email bpsg@usoncology.com for more information.