

Emerson Consultants

Integrated Consulting for Medical Technologies



Reimbursement
Regulatory
Clinical
Marketing



EMERSON
CONSULTANTS, INC.

Emerson Consultants

Company Mission:

To help our customers succeed by increasing revenue, growing market share, attracting investors or becoming acquired by ensuring their products obtain expedient FDA approval, are appropriately reimbursed and are differentiated in the market place.



We Are:

- ***Strategic*** in our approach
- ***Experienced*** in our field
- ***Comprehensive*** in our services



Our Services

- Strategic Management and Implementation
 - Reimbursement
 - Regulatory
 - Clinical
 - Sales and Marketing



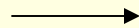
About Us...

- Located in Minneapolis, MN
- Experienced, senior team
- Hands-on experience performing services
- US and OUS expertise and support
- The **ONLY** fully-integrated Medical Technology Consulting firm

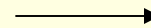


Product approval

Project Initiation



Clinical Trial



FDA Approval

Reimbursement Strategy

Clinical Strategy

Regulatory Strategy

Marketing Strategy



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Regulatory & Clinical Experience

- IDE/PMA approval on numerous Class II and Class III medical devices
- IRB approval
- Pre-clinical protocol development
- Clinical protocol development
- Site recruitment and training
- Clinical Events and Data Monitoring Committee management
- FDA inspection management
- CRO management

Clinical Experience

- Negotiating Investigator contracts
- Physician training materials
- Clinical Coordinator training
- Patient educational materials
- Patient recruitment/referrals

Sales and Market Development Experience

- Key client target account presentations to secure business
- Provide customer call center support
- Creation and implementation of Publication strategy
- PR during trial
 - Press kits
- Web site/Patient educational materials
- Competitive analysis

Reimbursement Experience

- Physician Reimbursement/AMA
 - CPT codes, coverage and payment
 - Relationship with professional society (NASS, AAOS, CNS, AANS)
- Hospital Reimbursement/CMS
 - ICD-9-CM codes, Pass through status and payment, HCPCS codes, New Technology APC payment
 - Hospital Revenue Cycle and Revenue Integrity
- Payer Reimbursement
 - Coverage, Payment, Contracts
- Lobbying/Capital Hill

Expertise

- Development and implementation of Reimbursement Strategy (coverage, codes, payment) to impact company's bottom line
- Clinical Trial Reimbursement
- Reimbursement support to internal personnel and key stakeholder customers
- Obtain positive coverage and payment
- Leverage relationships with CMS and key payers to obtain appropriate coverage, coding, and payment
- Economic sales training and support materials
- Incorporating economic endpoints into clinical trial protocol to meet needs of CMS and payers
- Legislation initiatives
 - Lobbying/Capital Hill and State Level

Reimbursement Experience

- Healthcare Economics/Cost Effectiveness
 - Development of the “value proposition” for the product
 - Sales training to incorporate economic value proposition into sales cycle
 - Creation of hospital cost analysis tools
 - Development of sales reimbursement tools
 - Collection and analysis of economic data during clinical trial to impact payment
 - Development of cost effective outcome studies
 - Publication of cost data
 - Payer meetings to impact coverage and payment

Spine Expertise

- Annular repair
- Total disc (lumbar and cervical)
- Nucleus replacement/Partial disc
- Fusion (instrumentation and biologics)
- Robotic/stereotactic procedures
- Arthroplasty (facet, interspinous, dynamic rods, instrumentation)
- Percutaneous/minimally invasive technologies

Contact

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