

Case Study

How MediRegs Helps ConvaTec Bring Its Medical Device Products to the U.S. Market

When ConvaTec, a London-based manufacturer of medical products and technologies, looks to introduce new products to the U.S. market, the company is faced with a highly complex coding and reimbursement landscape. As a medical device market access professional charged with navigating this landscape on ConvaTec's behalf, Reed Few needs to access reliable information and gather definitive answers, and quickly.

MediRegs enables her to do exactly that.

This case study is based on an interview with Reed Few, Senior Manager, Market Access for ConvaTec.

MediRegs is the Reliable, One-Stop Resource that Eliminated Innumerable Google Searches

Prior to adopting MediRegs, Ms. Few found herself turning to Google for code lookups and to search for answers to increasingly complex questions. She quickly recognized that this was both inefficient and unreliable. *"The main reason I sought out Wolters Kluwer and MediRegs was so that I could have one, go-to space where I could find all the answers I needed. MediRegs is that space. Google searches weren't the answer. Sometimes what you get is relevant. Sometimes it isn't. And either way, you have to wade through too many useless results. We needed something online, and I knew there had to be something more accurate than Google."*

MediRegs Also Replaced a High Stack of Books

Even as Ms. Few tried to find her way through Google searches, she knew that she needed more

specific references, so she invested in a number of printed code books that contained the information she needed, but that solution brought problems of its own. *"I spent time and money looking into and purchasing a number of hardcopy code books. These had the information I needed, but it was time-consuming to look through them for answers. Also, they would quickly go out of date. Then the publishers would send updates, which*

EXECUTIVE SUMMARY

Interview with Reed Few, Senior Manager, Market Access, ConvaTec.

Challenge

How to quickly access and understand the public policy and reimbursement standards that affect the products brought to the U.S. market by ConvaTec, a global medical products and technologies company.

Solution

MediRegs puts the information Ms. Few needs right at her fingertips, saving her time and resources.

"MediRegs replaced seven huge binders."

were revised pages that I had to insert throughout the binders. It was a burden for me to manage that. Here I was with a giant stack of code books, and it was just extremely overwhelming, and I didn't find it to be helpful at all. So, after that, I thought, 'This cannot be the only solution.' Indeed, MediRegs replaced seven huge binders."

MediRegs Speeds—and Simplifies—the Process of Finding Very Specific Answers

Immediately after adopting MediRegs, Ms. Few saw how easy it was to find everything she needs, all in one place. "With MediRegs, I can look up a code and learn any details of that code and what the payments associated with that code are. I can also quickly understand what the local or national coverage decisions are that apply to that code. For example, with a wound dressing, we needed to know what the Healthcare Common procedure Coding System (HCPCS) Level Two payment code associated with that wound dressing would be. We also needed to know what the payment amount for that wound dressing, and what are the unique, different local coverage determinations related to that wound dressing that we need to keep in mind as we bring this product to market?" And MediRegs lets Ms. Few go deep into the details. "The questions get very specific. Right away, I used MediRegs to do some important research on some very specific codes (for example, CPT codes, and HCPCS Level One codes) for the launch of a negative pressure wound therapy device, NPWT. This product will be our first launch of a NPWT in the U.S., and I use MediRegs to directly inform my pre-launch activities from a market access perspective."

MediRegs Has Proven Indispensable for Product Launches and Planning

According to Ms. Few, "The real pain point that MediRegs solved for me was that we were launching a new medical device in a new space and we needed answers related to HCPCS codes that we had never come into contact with before. What is the CPT code? What is the national payment associated with that? What are the status indicators? What can it be used with? What can it not be used with? Negative pressure was a new space for us. We were not in it

before. It was really vital to have a one-stop-shop for me to learn that space. MediRegs is essential for that launch." Ms. Few also cites the value MediRegs brings to the table when it comes to her planning process, and it became one of the tools she leaned on to create a whole new function in the company: Launch Excellence. "Despite the fact that we are based in the UK, we have committed to bringing to market new products that also fit US payment models (something we struggled with in the past). Based on the information we gather, decisions are made specifically informed by the US market as to what products to release, what functionality to put into products, and more."

MediRegs Helps ConvaTec Make the Most of Its Human Resources

As Senior Manager, Market Access, Ms. Few is called on to answer questions across ConvaTec's product lines. "Soon after onboarding MediRegs, I realized that I was getting many questions from Ostomy. Different people on our side who worked in ostomy would want information on a particular code. I use MediRegs for that as well. The biggest benefit for me is that I'm a one-woman show for market access right now, and I have so many other things going on that are more strategic than just looking at what Medicare pays for a specific code. So, a lot of times when different people from different parts of the business come into my office and say 'Hey, I have a quick question about a code,' I don't want to turn anyone down, but I also don't want to spend too much time searching out the answers on these specific questions. With MediRegs, they can easily sit down and find the answer themselves. The software is so easy to use that I can just hand it over to someone and they can be very self-sufficient and find what they need. It is also very helpful that I can send links to others on my team, so they're able to find the information that relates to one of our specific products all in one place. MediRegs saves me money and, when you add up the time saved, it's probably about two hours a week." Two hours a week may not sound like much at first, but it's the equivalent to one full workday a month, which comes out to more than two workweeks per year saved for Ms. Few by utilizing MediRegs.

"Here I was with a giant stack of code books, and it was just extremely overwhelming, and I didn't find it to be helpful at all."

"I absolutely needed one source that could give me the answers to crucial questions."