



Advising Medical Technology Companies on Healthcare Policy, Economics and Strategy

**Strategic Solutions.
Proven Performance.
The Confidence of Clarity.**

New Product Launch

How will the new technology be covered and reimbursed at launch?

Competitive Advantage

How do we differentiate our clinical value proposition?

Corporate Strategy

Leverage reimbursement strategy as a corporate asset. Drive valuation and revenue generation.



The confidence of clarity

See the clear path to commercial success through the layers of health policy & reimbursement rules and regulations

ANR Consulting finds clarity in the uncertain reimbursement landscape awaiting innovative medical technologies, with clear and effective strategies for market access.

ANR Consulting offers strategic planning services and payment & policy solutions to accelerate market access for new medical technologies. Our experience and breadth of knowledge of healthcare delivery policies and dynamics, and detailed knowledge of the inter-connected relationships of the many stakeholders and influencers of insurance coverage and payment for new technologies. ANR Consulting navigates the complexities of these market access drivers to bring clarity to seemingly unclear and conflicting paths toward commercial success.

Our focus is to understand your business' expectations and to exceed these with a path to coverage and payment that bring greatest value to patients, providers and payers.

With more than 25 years' experience in medical devices and diagnostics reimbursement strategy, we will carefully craft a customized work-plan to meet your timelines, budgets and resource constraints. Objectives and key milestones are clearly identified at the outset of all engagements, with flexible fee structures to assure that we win only when you win!

Your innovation. *Our experience.*

Adi Renbaum, President of ANR Consulting, is a seasoned and **trusted business advisor** to executives of advanced medical technology companies, specializing in health policy, medical economics, and reimbursement strategies. For more than 25 years, Ms. Renbaum has designed and implemented **market access strategies** for advanced medical therapeutics and diagnostics using a **consultative problem-solving approach**. Applying her keen understanding of healthcare financing dynamics, she influences health policies to create access to novel technologies in existing treatment pathways. She helps her clients highlight their technologies' **clinical** merits and impact on patients' functional improvements, and the **economic benefits** that follow integrating a new technology into the treatment pathway – keys to products' value propositions for stakeholder adoption, diffusion and payment.

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Experience Catalog Technologies/Indications

Ablation catheters -
(esophageal; dermal, venous)

Coronary disease diagnostics and treatments -
(cardiac catheterization; cardiac CT, other non-invasive cardiac diagnostic tests, implantable/wearable cardioverter defibrillators)

Diabetes -
(continuous glucose monitors; strips, meters and insulin pumps)

Injectables -
(hepatitis C; multiple sclerosis; human growth hormone, anti-VEGF for Age-related macular degeneration and diabetic retinopathy)

Minimally -
invasive surgical procedures (e.g. nasal sinus surgical endoscopy, with balloon dilatation; endoscopic insertion of device to minimize overactive bladder leakage)

Ophthalmic implants, procedures, diagnostics and devices - (corneal and retinal)

Peripheral artery disease -
(implantable stents and angioplasty balloon catheters)

Spinal stabilization implants -
(pedicle screws; fusion devices)

Adi delivers results for her clients, in part because she recognizes the role and influence of each of the many stakeholders involved in bringing a novel medical technology into every day clinical practice. She has worked with the constellation of influencers for new medical technology: groups of payer medical policy experts; practicing physicians and leading medical opinion leaders; Medicare administrators; hospital financial managers and their reimbursement staff; and clients' teams and external advocates, to cultivate high-performance teams that achieve intended strategic objectives. To support her clients' objectives, Ms. Renbaum draws from an extensive network of experts, including clinical trialists; health economists and data analytics experts; coding and technical reimbursement experts, to bring together the necessary skills to solve problems and advance her clients' business strategies.

Presentations, Lectures and Publications

Industry Representative: CMS' Medicare Evidence Development & Coverage Advisory Committee (MEDCAC), 2017-2019. Served on March 2017 meeting, "Health Outcomes in Heart Failure Treatment Technology Studies."

"Real World Perspectives: Pitfalls and Keys to Success for coverage and reimbursement in 2018" MDMA 20th Coverage Reimbursement and Health Policy Conference, November 2017.

"The Process of Obtaining Category One CPT Code: Where Are We With Non-thermal Saphenous Ablation?" International Vein Congress, April 2017.

"Why do coverage and payment rules for new technologies affect physicians so significantly? Or, When will I know the rules of the game before playing it?" Expert Venous Management (Affiliated with American Venous Forum), June 2016.

"What Effects are ACA's Changing Reimbursement Incentives Having on Physicians?" Seventh Annual Venous Symposium, April 2016

"AVF 2016: Day of Innovation and Science: What data will lead to changes in coverage?" American Venous Forum Annual Conference, February 2016.

Regular Guest Lecturer: Introduction to U.S. Health Services Delivery. Department of Health Policy and Management, Milken Institute of Public Health, GWU, Washington DC.

Major Barrier Eliminated for Treating Patients with MOCA Vein Ablation; New CPT® Codes Effective January 2017. VEIN Magazine, Winter 2017.

Blog: Disruptive Women in Healthcare: www.disruptivewomen.net

ANR Consulting has affiliated with or attended the following conferences NAMCP, MDMA, HFMA, AMA, AAO, ACP, SIR, VIVA.

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