

ContentHealth LLC Advisory Products & Services

Environment	Value	Assets & Capabilities	Products & Services	Project Illustrations
<p>The new reform environment requires health care organizations to adjust their strategies to address complex developments that move rapidly across a broad plain of issues, forums, and stakeholders.</p>	<p>Help clients anticipate developments so they can identify challenges and opportunities in time to act on them.</p>	<p>Technology platform that actively, continuously, and systematically probes original health care content to generate a rich stream of real-time surveillance.</p>	<p>Surveillance Research Reporting</p>	<ul style="list-style-type: none"> • Private Payer Medical Policy Surveillance: For a device developer, we tracked changes in private payer coverage policies for U.S. launch of a new product. • Medicare Contractor Policy Surveillance: For a drug developer, our surveillance pinpointed new RAC audit issues, and we helped formulate a strategy and contingency plan. • Medicaid Product-Specific Surveillance: For a diagnostics company, we tracked changes in state Medicaid policies pertaining to a key product and patient population.
	<p>Help clients interpret the environment so they can prioritize efforts, optimize resources, and manage external risk.</p>	<p>Agile team that offers strategic insight derived from decades of specialized policy experience.</p>	<p>Analysis Planning Strategy</p>	<ul style="list-style-type: none"> • Health Care Reform Implementation: For a trade association, we analyzed a key provision of the health reform law and developed specific recommendations for CMS implementation. • Strategic Reimbursement Planning: For a biotechnology company, we developed a comprehensive plan for securing codes, coverage and payment for an emerging product. • Reimbursement Landscape Analysis: For a diagnostics company, we developed a report on the current state of reimbursement for a key product.
	<p>Help clients position themselves so they can persuade external audiences.</p>	<p>Experienced team helps clients convey positions clearly, without sacrificing analytic rigor or depth.</p>	<p>Policy development Audience segmentation Written communications</p>	<ul style="list-style-type: none"> • Payment Systems Design: For a trade association, we designed a new Medicare payment system to address priority policy objectives. • Medicare Rulemaking: For a device developer, we submitted comments that resulted in favorable CMS regulatory changes. • Health Care Reform: For a trade association, we developed an op-ed that articulated the group's messages on a key new CMS initiative.