

## CONFERENCE OBJECTIVES

Our team is comprised of a group of senior managers with more than 20 years of expertise in defining reimbursement strategy and business planning. We are uniquely qualified to provide information and services for emerging medical innovations and the biocapital resources that fund them.

Whether you are an investor needing to understand the reimbursement ramifications surrounding the product you are investing in, or an executive who needs to ensure your managed market success, we can help. Investing in or managing a life science or biotech business is not just about the science, it is also about the business and the impact reimbursement issues can have on the bottom line.



## SERVICES

### ***DUE DILIGENCE***

RI provides unbiased, independent advisement based upon our in-depth analysis. RI senior staff are highly experienced in most product markets and can provide immediate valuable insights to the due diligence process.

### ***MARKET RESEARCH AND ANALYTICS***

The RI analytics team will focus on identifying the reimbursement landscape for the product or technology by speaking with Managed Care experts from Medicare, Medicaid and Commercial plans. We have the pulse of the market and have several unique services unparalleled in the industry.

### ***BUSINESS AND PROMOTIONAL PLANNING***

RI's planning services will precondition managed care decision makers to embrace your product and its unique value proposition. We will also ensure that your business plan and strategies are flexible enough to respond to the changing environment within Medicare, Medicaid and commercial health plan benefit designs.

### ***DIRECT ACCESS TO THE EXPERTS***

RI has built and maintains strong relationships with the top executives from managed care plans throughout the country, covering more than 30 million lives. Our initiatives give our clients unparalleled access to discuss and present their products and solidify a true "value" story for feedback.

### ***EDUCATIONAL PRESENTATIONS***

The old managed care saying, "If you know one plan...you know one plan" sums up the variation in coverage policies and product coverage from plan to plan, state to state and even within a single plan. To help biocapitalists understand the most important aspects of the managed care environment, RI offers customized educational programs covering a variety of topics.

### ***REIMBURSEMENT HOTLINE AND SUPPORT SERVICES***

Biologics and other expensive therapies face more and more challenges to access including prior authorization, step therapy and high co payments. Reimbursement Intelligence provides a "concierge" level of service that works with all key parties, payors, patients and physicians, to achieve successful prescription fulfillment.

### **Reimbursement Intelligence**

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**Rhonda Greenapple**  
President and Founder

## Company Description

Reimbursement Intelligence provides an array of strategic services to get the managed care knowledge and assessment you need to turn high science into highly successful investments.

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