

Avania Market Access

Comprehensive strategy for diagnostics coverage, coding, and payment

Why Do Diagnostics Demand Customized Strategies?

- Market access and reimbursement for in vitro, imaging, and digital diagnostics require focus and evidence of clinical utility, in the target setting of care
- Diagnostic value depends heavily on measurable changes in the patient treatment pathway and outcomes and, in today's cost constrained environments, manufacturers need to arrive fully prepared upon launch
- Our Market Access team can provide support throughout the product life cycle to design the studies needed for coverage and execute optimal coding and reimbursement strategies
- In the USA, we actively engage with the American Medical Association to secure appropriate codes for novel diagnostics
- For digital technologies, we have extensive experience in guiding companies so they can achieve reimbursement accounting for the product's added value
- We provide a fully integrated approach in guiding companies, including employing LDT strategies and various coding options to optimize product positioning, coverage, and price

Avania Market Access Is Active in 22 Geographies Around the World

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**When you need a comprehensive strategy
for diagnostics coverage, coding, and payment,
It Takes Avania.**

Let's Talk

Avania is an integrated global, full-service CRO with specialized expertise in medical device, novel technology, and combination products. They advance products from feasibility all the way through post-approval in analytics, clinical trials, consulting, medical writing, quality management, regulatory, reimbursement, and more.