

Laboratory Success: Increased Reimbursement

Start-Up Lab Launches Proprietary Test

A West Coast molecular/genetic start-up lab was preparing to launch a new, proprietary and was facing significant challenges from payer securing reimbursement. With limited recognition of their test and a complex appeals process, they needed a strategic partner to help navigate the reimbursement landscape and support their market access strategy.

The lab was facing these challenges:

- Low reimbursement rates due to lack of payer recognition and understanding of the new test.
- High frequency of claim denials along with a complex appeals process.
- Limited resources and expertise to develop payer-specific strategies for market access.

Upon their transition to TELCOR RCM enterprise solution, the lab gained the tools and expertise to drive reimbursement success and expand test adoption.

Key strategies to success:

- Leveraged TELCOR RCM to automate and streamline appeals, manage payer-specific documentation, and track reimbursement trends.
- Developed tailored appeal packages by payer including documentation demonstrating medical necessity and test efficacy.
- Automated the delivery of appeal packages through fax and direct upload to payer portals.
- Equipped the market access team with detailed reimbursement data to strengthen payer negotiations and support ongoing efforts to increase recognition and coverage.

Measureable Successes

250%

An increase of more than 250%
in reimbursement per test.



Significant growth in test
volume and adoption.

