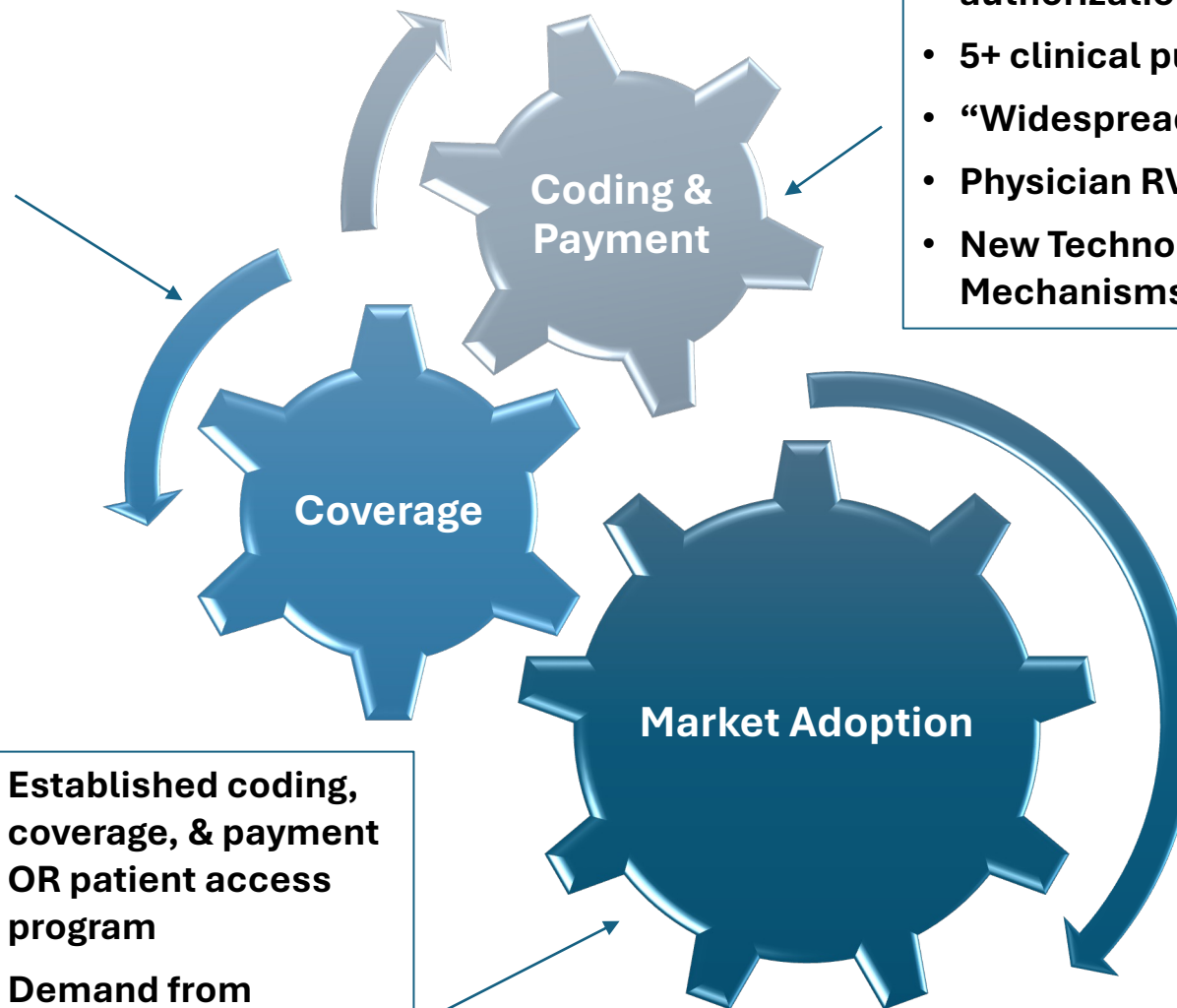


The Payer as a Customer: Creating a Market Access Function That Drives Commercial Success

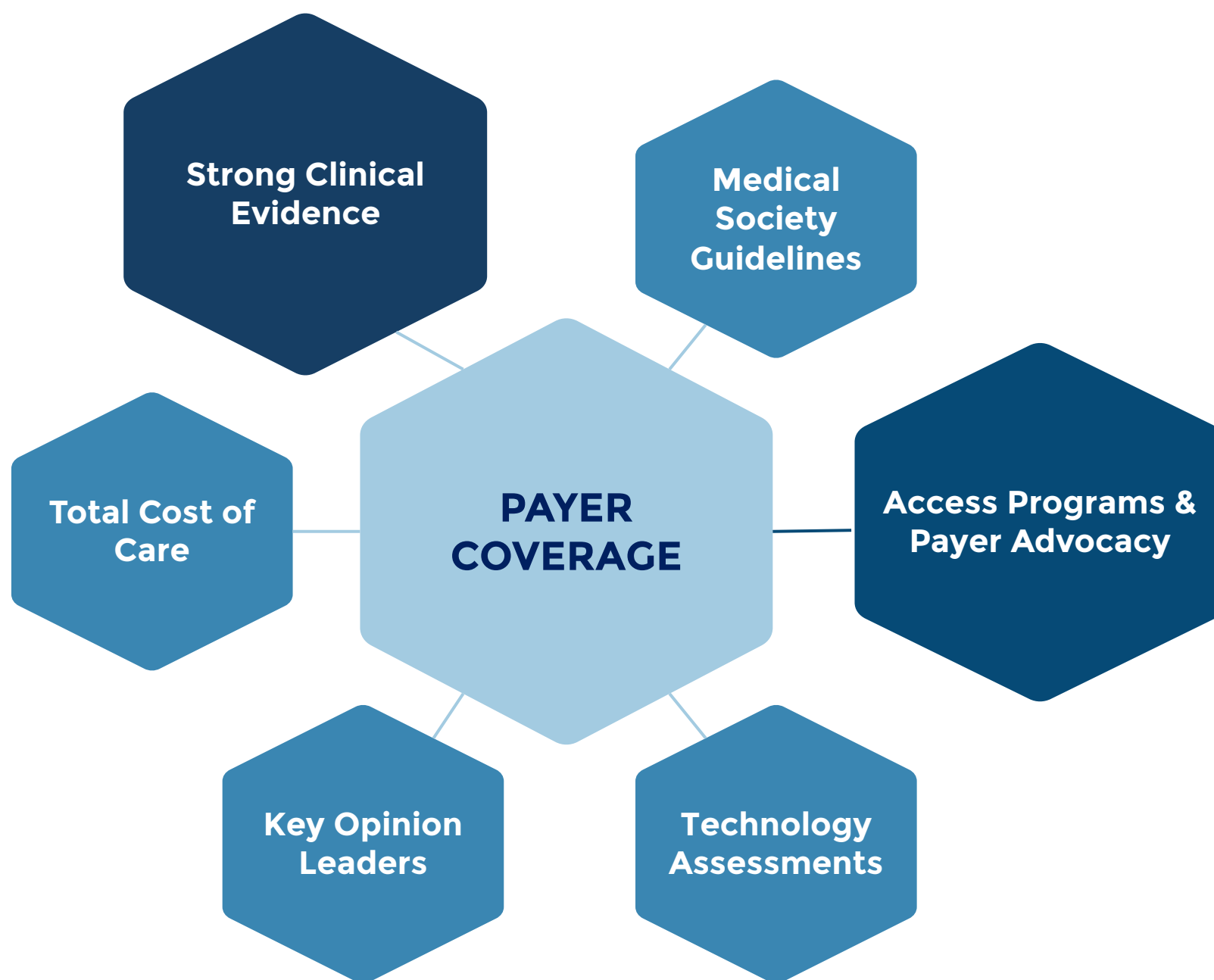
Kimberly Norton
CEO, JDL Access

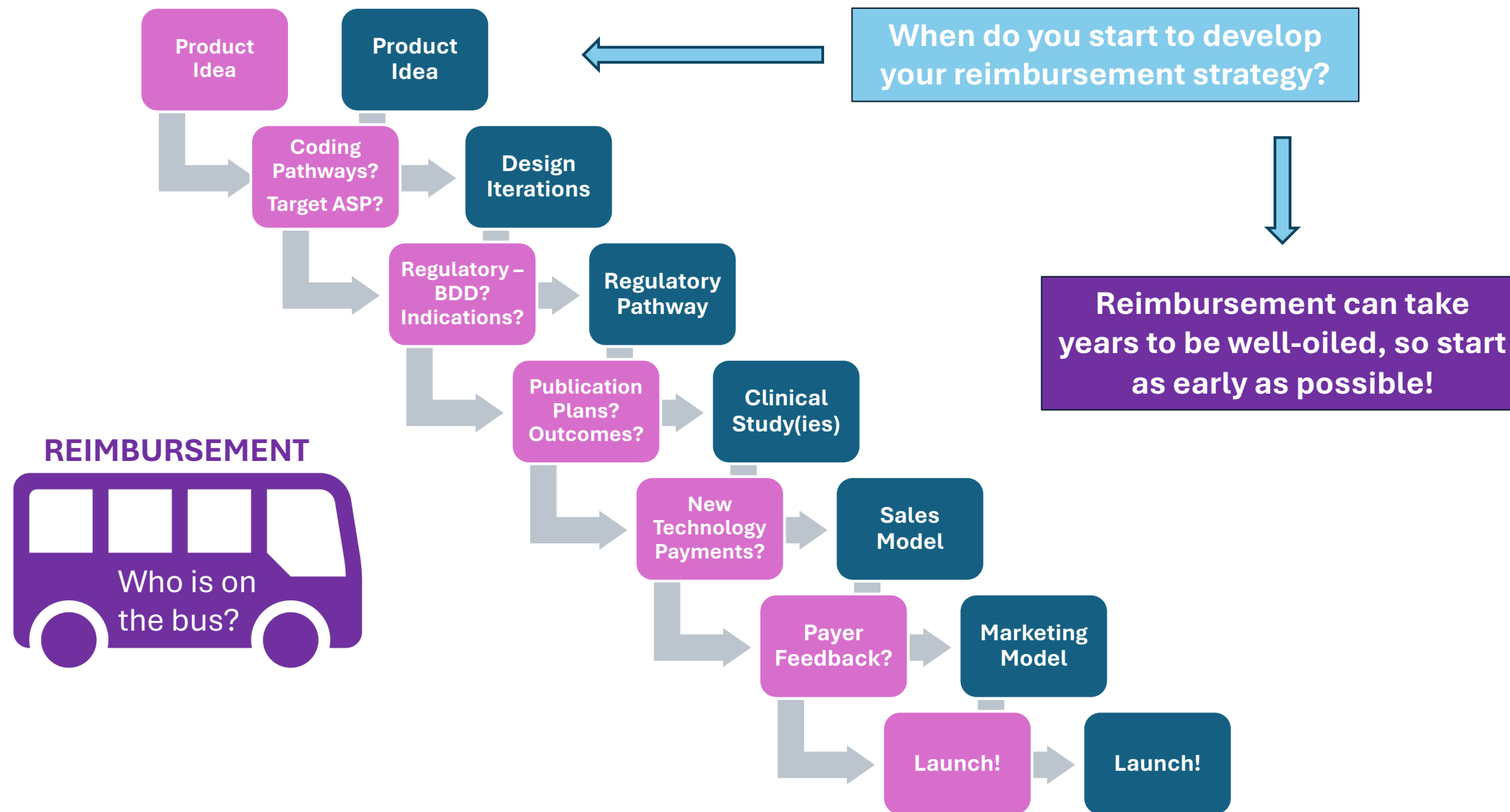
- **FDA marketing authorization / indications for use**
- **Medical society guidelines**
- **Strong published data (short-term safety / long-term effectiveness)**

- **FDA marketing authorization**
- **5+ clinical publications**
- **“Widespread adoption”**
- **Physician RVUs**
- **New Technology Payment Mechanisms**



- **Established coding, coverage, & payment OR patient access program**
- **Demand from patients and providers**





Q&A