



CASE STUDY

Uncovering Hidden Opportunities with MMIT's Real-World Data



How KORU Medical Systems Used Payer Policy and Claims Data to Reveal the Nuances of Reimbursement

Navigating the complexities of reimbursement can be especially challenging for medical technology (MedTech) companies, as coding is opaque. Yet understanding how reimbursement functions—for both pharmacies and patients—is critical for successful commercialization.

When KORU Medical Systems needed greater transparency into the reimbursement process for its devices, the company partnered with MMIT for a holistic analysis of market trends, payer coverage and patient access.



Scenario

KORU Medical Systems develops subcutaneous infusion devices that deliver life-saving immunoglobulin therapies to patients living with a variety of chronic immune deficiency diseases. The company's medical devices are designed for easy administration in the home, hospital, or ambulatory care setting.

Incorporated in 1980, KORU is a long-time veteran of the MedTech space, yet its leaders had little transparency into the reimbursement process. While it's relatively easy to track reimbursement for the therapies themselves, understanding payer policies for devices required a level of analysis that the KORU team couldn't complete on its own.

"In our business, you have to know the patients, the specialty pharmacies, and the payers very well," said Brent Rutland, vice president of Medical Affairs at KORU Medical Systems. "We didn't have enough information about how reimbursement functioned for our patients or customers, which made it difficult to be proactive in our market strategy."

For a more holistic understanding of how its business functioned, KORU's leadership team sought the help of a market access data and analytics partner. The company wanted to improve its relationships with drug manufacturers and payers, and ultimately, ease patient access to its subcutaneous pumps.



Solution

KORU's leadership team reached out to MMIT, explaining the gaps in their knowledge and what they hoped to accomplish. The MMIT team was engaged to conduct a custom [Coverage and Reimbursement Report](#) in a few months, using payer medical policy and restriction data paired with comprehensive claims data.

First, MMIT's clinical team combed through payer reimbursement policies for infusion pumps for the top 50 payers, collating this data into digestible trends. Next, they used [real-world claims data](#) to conduct a quantitative analysis, which uncovered how the reimbursement process worked in reality for specific patients.

By better understanding data points such as the average cost of a claim, payer reimbursement policies for replacement pumps, and payer site-of-care preferences, KORU was able to get a complete picture of how, when, and why its devices were—or were not—covered.

"Now we know which policies are set in stone to dictate how these pumps and supplies are reimbursed," said Rutland. "After showing us data at the claims level, the MMIT team took it a step further and shared a few examples of the individual patient's journey. Having a complex, A- to-Z view into the patient access process, from the macro level to the micro level, really helped us understand our market."

The KORU team discovered that while commercial payers loop in pump reimbursement under a cumulative code, which covers all infusion supplies, billing for Medicare is more complex, involving several durable medical equipment codes in addition to pump-specific codes. Knowing these reimbursement details will help KORU have more nuanced conversations with its customers.

"For some of the specialty pharmacies we work with, we had assumed there were restrictions in place which aren't actually there," said Rutland. "Now we can focus on those pharmacies who have a high concentration of insurance providers without restrictions, and we can help all of our clients navigate the reimbursement process."



Success

Although data analysis is ongoing, the team has already benefitted from its new knowledge of market trends, payer policies, and the patient landscape. For example, now that KORU knows which codes are used by each type of insurance plan, they can educate prescribers on how to achieve accurate, prompt reimbursement.

The team is especially excited about insights they gained into payers' site-of-care optimization efforts and the trend toward home administration. Several payers have site-of-care policies that suggest a strong preference for at-home administration of subcutaneous immunoglobulin therapies.

As many patients are transitioning from intravenous immunoglobulin therapy to subcutaneous therapy, KORU has a golden opportunity to educate payers about the suitability of its pumps for home-based infusions. KORU can target specific payers for inclusion on their medical policies, removing access barriers for patients.

"This data will help us in so many ways, from sales forecasting to determining how we bring new pumps to market or how frequently we can make design changes to our devices," said Rutland. "As they say, knowledge is power. And now we have more knowledge than we've ever had before."

As KORU refines its commercial strategy, the company plans to tap MMIT as its analytics partner for future initiatives, Rutland said. "MMIT was the most responsive vendor that we've ever worked with. At times I felt like we were asking too much, but the team always put their heads together to deliver what we were asking for, and they met their deadlines. They were amazing."

"We could not have done this without a partner like MMIT. This would've taken an entire year of work by a department we don't even have. **Being able to get a fast analysis with this level of detail—without using up our own limited bandwidth—is a game-changer for us.**"

— Brent Rutland, Vice President of Medical Affairs

KORU Medical Systems

Integrated Data for Transformative Insights

MMIT solves the what and why of market access, helping to move therapies from pipeline to patients.

Learn more about MMIT's extensive [real-world data capabilities](#) and see how our [RWD Visualizations](#) solution can help you better understand payer and prescriber behavior.