

# Payer Communication Program

## Solution Overview

Connect with the Health Plan Decision-Makers that Matter



## RJ Health Supports Manufacturers

- Increasing market awareness of a new drug, new indication, new code and/or new pricing to our healthcare subscribers.
- Leveraging our relationships within payer accounts to get critical coding information to the right billers/coders and claims personnel.

## How It Works

Our **Payer Communication Program** allows you to create customized emails sent from RJ Health, an MMIT company, directly to health plan decision-makers, billers and coders, representing 70% of covered lives. This communication ensures they are informed of any upcoming updates to your brand.

### Use the Payer Communication Program to:

- ✓ Reduce denials through clear messaging on product pricing, coding or reimbursement updates.
- ✓ Manage competitive pricing trends and how this intersects with product access in your landscape.
- ✓ Ensure timely and appropriate reimbursement for HCPCS and CPT coded products.



“Having a very professional communication sent out by a recognized and respected company like RJ Health helped build credibility among our customers. The RJ Health communication was a means of opening doors.”

— Vice President of Market Access

224 contacts representing the top 10 PBMs

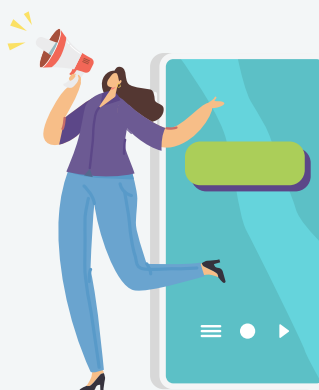
1200 unique Hospital Systems/Health Systems/IDNs

323 unique Specialty Pharmacies

600 Infusion Providers

24,000 contacts representing over 500 Health Plans

600 contacts at over 200 EMR/EHR vendors



Interested in learning more? Connect with MMIT today to learn more about our **Payer Communication Program**.

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