



ABOUT US

The Deerborne Group is a boutique management consulting firm comprised of industry leading consultants from across the globe focused exclusively on the global biotechnology, in-vitro diagnostics, and life sciences markets.

Our primary focus is advising corporations, venture capital, and private equity firms on commercial, operations, and corporate strategy. We partner with our clients to develop insight-driven business solutions to help them better identify opportunities, minimize risks, and navigate their most difficult management challenges.

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The Deerborne Group
MANAGEMENT CONSULTING

"Helping Clients Accelerate Insights Into Value"

CASE STUDY

THE STARTUP PARADOX: HOW DO EARLY-STAGE COMPANIES MAKE THE MOST WITH LIMITED RESOURCES.

Genomics and precision diagnostics are some of the most ambitious, innovative, and fastest growing sectors in the broader life sciences market. However, startups in this field can be both risky and expensive and thus are constantly looking for ways to preserve capital. One way to mitigate this is to explore and adopt an increasingly popular strategy and outsource specific functions in the company that need to get done. Hiring a fractional or contract employee has become very popular in the life sciences. According to a survey conducted by Clutch in 2019, more than half of small businesses (52%) were planning to outsource their business processes.

A small, venture-backed molecular diagnostic company had recently received a positive reimbursement coverage determination from Palmetto, a Medicare Administrative Contractor (MAC) responsible for administering the Molecular Diagnostic Exchange (MoDx) program. While this local coverage determination (LCD) ensured that claims submitted to Medicare where medically necessary and that they would be paid, it did nothing however to address the majority of their claims that were being submitted to the commercial payors.

The Deerborne Group was retained, on a fractional basis, to develop this company's reimbursement strategy and thereafter secure for them positive medical policy and reimbursement from national and regional commercial payors. In developing the initial reimbursement strategy, a thorough claims analysis was performed which revealed a number of actionable insights that were immediately remedied. Next, in addition to the large national commercial payors, smaller regional payors were identified and targeted based on the company's commercial footprint.

In the end, medical directors, at both national and regional payors, were targeted resulting in hundreds of scientific and policy engagements, discussions, and positive coverage determinations.