Online Webinar
CAREER INSIGHT: A DAY IN THE LIFE OF A FIELD REIMBURSEMENT MANAGER

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FIELD REIMBURSEMENT MANAGER,
SYNEOS HEALTH

MODERATED BY KIANA DIXSON,
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ASSOCIATE DIRECTOR OF EDUCATIONAL PROGRAMS

JUNE 19, 2024
1 PM EST
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AGENDA

The Field
Reimbursement Manager Role: An Overview

Building a Career as an FRM

FRM Skills for Success

Future of the FRM Role
Ask the Expert

The Field
Reimbursement Manager Role: An Overview

Building a Career as an FRM

FRM Skills for Success

Future of the FRM Role
The FRM Role – An Overview

A field-based pharma professional who leverages their expertise in insurance coverage and reimbursement practices to help HCPs navigate the complexities of patient access.

Key Responsibilities of an FRM:

- Help providers navigate reimbursement issues
- Leverage expertise in insurance coverage, patient assistance, and local reimbursement practices
- Make the reimbursement process easier for providers and patients
The FRM Role – An Overview

A Typical Day in the Life of an FRM

- 50% or more field-based travel, typically 3–4 days per week
- Working directly with HCPs and specialty pharmacies to address access escalations
- Educating on billing, coding, claims submissions, co-pay assistance, prior authorizations, payer policies, and reimbursement
- Tracking fulfillment delays, payer trends, HCP activity, and patient interactions using data platforms
- Driving prescription conversion, reducing time to fill, and ensuring patient therapy continuity
Ask the Expert

- The Field Reimbursement Manager Role: An Overview
- Building a Career as an FRM
- FRM Skills for Success
- Future of the FRM Role
Building a Career as an FRM

Essential Skills and Knowledge for FRMs

- Understanding of buy and bill process, coding, coverage, and reimbursement
- In-depth knowledge of the payer landscape (Managed Care, Commercial, Government, Federal)
- Strong communication, relationship-building, and collaboration skills
- Flexibility, problem-solving ability, and adherence to compliance standards
- Prior Authorization Certified Specialist (PACS) competencies
Building a Career as an FRM

Common Career Paths

- Background knowledge in payer landscape, coverage policies, and reimbursement processes
- Understanding of operations for pharmacies and provider offices
- Managed care experience
- Prior authorization experience
EXCELLENCE
Streamline the reimbursement and prior authorization process

ACREDITED
NBPAS is the only IACET/ANSI Accredited Organization focused on prior authorization

Kelly Johnson, LPN, PACS
Curriculum Key Areas

- Technical Competencies
- Clinical Understanding
- Regulatory & Compliance
- Minimizing Denials

Processes
Ask the Expert

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FRM Skills for Success

Staying Up to Date on the Reimbursement Landscape

Continuous self-education
- Research
- Industry Publications
- Collaboration with Clients

Leverage tools and platforms to stay informed on payer policy updates and trends
- MMIT
- Policy Reporter
- ReimbursementAI
FRM Skills for Success

Key Stakeholders for FRMs

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<th>Internal Stakeholders</th>
<th>External Stakeholders</th>
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<tr>
<td>• Hub</td>
<td>• Healthcare Providers (HCPs)</td>
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<tr>
<td>• Patient Support Services</td>
<td>• Specialty Pharmacies</td>
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<tr>
<td>• Field Sales Team</td>
<td>• Hospitals and Clinics</td>
</tr>
<tr>
<td>• Marketing</td>
<td>• Payer Organizations</td>
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<td>• Medical Affairs</td>
<td>• PBMs</td>
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Ask the Expert

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Prior Authorization Certified Specialist Program

Industry Recognition for Professionals

Online, self-paced program

Accredited by IACET/ANSI
Industry Acknowledged Leadership

I had a great experience! In terms of the program and design, the content is great. I am already seeing benefits in my role. There are things that I learned in the PACS program that I'm using in my conversations with the physicians and nurses. There is tremendous value in the PACS program.

Anil Bulchandani, MBA, LSSBB, PACS
Field Reimbursement Manager
Industry Acknowledged Leadership

It was a really good overview of the entire process. I liked the opportunity to review other areas of the process, not just prior authorization. There are so many aspects of the access and reimbursement role and everyday is different, so this **helped to broaden my knowledge more**… It's a great opportunity to be certified in the PACS program. It reinforces the valuable work that we're doing and it credentials us.

Sharon Walker, PACS
Specialty Field Reimbursement Manager
Ask the Expert

1. The Field
   Reimbursement Manager Role: An Overview

2. Building a Career as an FRM

3. FRM Skills for Success

4. Future of the FRM Role
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Question and Answer
Prior Authorization Certified Specialist Program

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<th>FORMAT</th>
<th>TARGET AUDIENCE</th>
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<tr>
<td>✔ Accredited</td>
<td>✔ Reimbursement &amp; Sales Teams</td>
<td>✔ 12 E-Modules</td>
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<td>✔ Self-Paced</td>
<td>✔ Clinics/Hospitals</td>
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<td>✔ Allied Health Providers</td>
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<td>✔ Simple Interface</td>
<td>✔ Market/Patient Access</td>
<td>✔ Knowledge Checks</td>
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<td>✔ Easy Navigation</td>
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<td>✔ Final Assessment</td>
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Choosing a location for infusion
Ideally, the patient and their physician would share in joint decision-making to ensure the facility is the best choice for the patient’s needs. While insurance policies may come into play, a patient should still consider the following:

1. Safety of the facility
2. Convenience for the patient
3. Expertise of the infusion specialists
4. Cost of care
5. Setting of infusion