

# Health Payer/Provider Relations

Payor entities, including commercial, government (Medicare Advantage and Part D, Medicaid, Affordable Care Act), third-party administrators, medical services organizations, and pharmacy benefit managers, regularly turn to EBG Advisors for support with regulatory compliance, operations, disputes, investigations, transactions, and due diligence.

Clients benefit from EBG Advisors' payor team of professionals with extensive compliance, operations, audit, clinical coding, data analytics, financial, and valuation experience. Our professionals also possess deep investigation consulting and forensic accounting skills. We strategize with clients and their counsel to efficiently integrate complex data management and analysis with an in-depth understanding of the highly complex world of health care transactions, reimbursement rules, regulations, compliance, and business practices.

Clients also value our extensive experience working with the leadership of several strategically important components of the Centers for Medicare & Medicaid Services ("CMS"), including the Coverage and Analysis Group, the Hospital and Ambulatory Policy Group, the Provider Enrollment Group, the Office of General Counsel, and the Health care Common Procedure Coding System Workgroup.

We provide the following services:

- Valuation and transactions:
  - Provide fair market valuation opinions
  - Assist with transaction fraud and abuse compliance
  - Prepare pricing analysis and financial reports
- Product innovation:

## Contact



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## Team

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Lynn Shapiro Snyder

- Work with product development
  - Evaluate new market entry strategy
  - Design a population health program
  - Conduct member segmentation studies
  - Manage pharmacy benefits
  - Review and develop behavioral health strategy
- Disputes and forensics:
  - Resolve payment disputes
  - Create risk assessment payment models
  - Conduct federal and state investigations
- Operations and systems:
  - Perform operations due diligence
  - Design and implement corrective action plans
  - Conduct risk adjustment end-to-end process reviews and clinical coding assessments
- Payor reimbursement, coverage, coding, and payment:
  - Develop payor engagement strategy
  - Advise on product commercialization
  - Address telehealth issues
  - Counsel on payor adoption and engagement
- Policy and regulatory matters:
  - Handle provider partnerships and joint ventures
  - Counsel on CMS and state regulator engagement
  - Prepare federal and state filings
  - Conduct risk analysis

- Mergers and acquisitions:
  - Provide contract valuation, and assess medical economics
  - Design care models and integration
- Medicare and Medicaid strategy:
  - Provide risk-based and value-based payment economics and structural analysis

## Projects

Integrated Delivery System for Dual Eligibles  
October 10, 2016

Medicare Advantage Post-Payment Audit of Medical Device  
July 9, 2021

Medicare Compliance for DMEPOS Supplier  
December 31, 2021

Transformation to MCO  
March 29, 2023

Medicare Advantage Market Analysis  
December 23, 2021

Medicare Claims Assistance for Medical Device Developer  
November 1, 2022

## Media

The PACE Program: What Changes May Be Coming Soon?

## Insights

Insulin as Preventive Care: Why Not Eliminate Patient Cost Sharing?  
Media Coverage | *Health Affairs* | March 24, 2023

Clifford Barnes Featured in *Follow the Brand* Podcast: "Wise Counsel"  
Media Coverage | *Follow the Brand* | December 29, 2022

Philo Hall Quoted in "Puerto Rico: The 'Canary in the Coal Mine' for Medicare Advantage Growth"  
Media Coverage | *Modern Healthcare* | July 19, 2022

Kevin Malone Quoted in “Employers on Hook for Mental Health Parity Despite New Target”  
Media Coverage | *Bloomberg Health Law & Business* | September 22, 2021

## Contact

EBG Advisors is prepared to assist you with undertakings ranging from launching products to obtaining regulatory approval and legal representation. Please provide us with an overview of how we may be of service, or, if you have any questions, let us know and we'll direct them to the right consultant.

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