

OFFICE STAFF RESOURCES GUIDE

An important step in integrating the Acesa procedure to your practice includes educating office staff & providing resources to notify the patients already in your practice.

Staff Education:

Build your staff's confidence in speaking with patients about the Acesa procedure. A great way to do this is by scheduling time with your local Hologic sales representative to provide your entire staff with an overview of what the procedure is and how it works. That way they can respond positively when patients ask about the procedure. Nothing builds more patient confidence in what your offer than your staff knowing about it. You can also take advantage of the following resources:

- **Acesa Procedure Overview:**
 - Provide a high-level overview of how the procedure works, and what patients can expect during surgery.
- **Patient Frequently Asked Questions:**
 - Provide your staff with the Acesa Frequently Asked Questions so they can respond to patient questions, as well as be educate themselves.
- **Physician Finder Overview:**
 - Now that you are offering the Acesa procedure, you will be added to our website's Physician Finder. As a result, you may notice that patients will call and ask to learn more about the Acesa procedure because they were directed to your office as a provider.

A best practice is to designate one person to be the "expert". Your Hologic Sales rep can meet with that person and provide more in-depth training and info to answer frequently asked questions.

Patient Education Materials:

In order to set up your office for success with the Acessa procedure, you will want to have patient education resources available throughout your waiting room and exam rooms.

To build awareness right in your office we recommend the following:

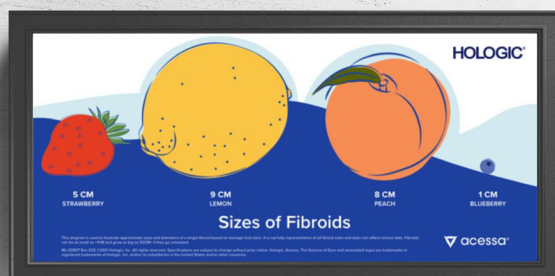
- Place table-top displays and or banner in your lobby to make patients aware of this option.
- Place patient brochures in each exam room, or have your office staff hand them out to each patient as they check in. While the Acessa procedure may not be right for every patient, this will open up the door to conversation.
- Place the patient flip book in each exam room and use it as a guide to position all of the treatment options to your patients.



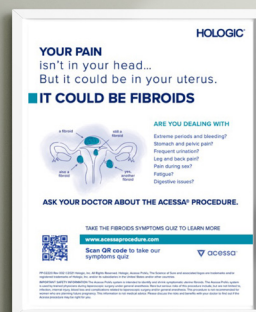
Patient Brochure



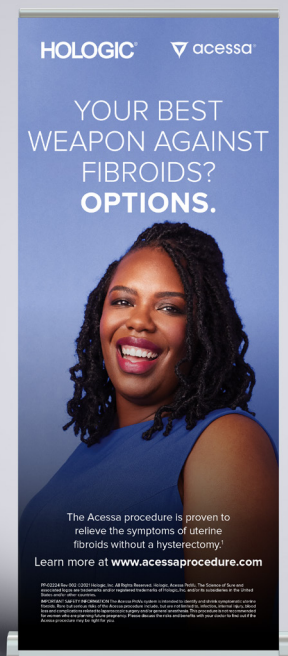
Fibroid flipbook



Educational Fruit Sign



Wall Poster



In Office Banner

Order Now at GYNMarketing.com



Billing and Prior Authorization:

Hologic offers a comprehensive Insurance Support Program intended to accelerate and increase a patient's access to the Acesa procedure. The program incorporates a dedicated case management team who support authorization and patient-based appeals to ensure appropriate documentation of patient coverage. Using our insurance support program, 73% of patient cases submitted that go through the entire appeals process are approved.

INCREASING YOUR PATIENT'S ACCESS TO ACESSE

The Acesa Insurance Support Program will assist to increase patient access to the Acesa procedure through submission of thorough and well-documented patient requests for prior authorization and patient-based appeals. These services benefit Acesa candidates whose health benefits are provided through health plans, which generally require prior authorization services.

The Acesa Insurance Support Program will provide the following:

- Secure online portal for prior authorization and appeal requests
- Electronic Benefits Verification
- Prior Authorization, Level 1 and Level 2 Authorization Appeal Submissions
- External Reviews/IRO
- Post-Service Claims Appeal Submissions
- Real-time case updates and streamlined communications

STEP 1:

Enroll online at:

www.priahealthcare.com/acessa

OR complete the New Office Registration Form
(included in packet)

STEP 2:

Send registration form to the Acesa Insurance Support Team at acessa@priahealthcare.com or fax to 860-261-0463

STEP 3:

Once the Acesa Insurance Support Team receives your enrollment form you will receive a welcome email that includes the following:

- Portal guide and login instructions
- Patient fax intake form
- Submission checklist
- Patient consent and eligibility forms

STEP 4:

You are now ready to submit cases online at:
<https://priahealthcare.force.com/acessa>

PROGRAM SUPPORT:

MONDAY–FRIDAY | 8:30AM–5:00PM EST

PHONE: (860) 266-2538 | **FAX:** (860) 261-0463 | **EMAIL:** ACESSA@PRIAHEALTHCARE.COM

Marketing & Therapy Awareness Resources:

When integrating the Acesa procedure into your practice, it can be worthwhile to spread the word both to your current patients, as well as more broadly to both patients outside of your practice and non-surgeon clinicians.

- Educate referring physicians that you are offering the Acesa procedure, and when it may be smart to consider the Acesa procedure as an option for their patients.
 - ▶ Send a referral letter or email blast
 - ▶ Host a learning lunch, dinner, or webinar
- Build patient awareness within your practice
 - ▶ Complete and ICD-10 search of your patients for the fibroid diagnoses codes, and send an email blast or newsletter out.
 - ▶ Patient Intake Forms: The patient intake form will help to identify patients experiencing symptoms that Acesa has been proven to treat! You can have your office staff provide one of these each time a patient checks in, and if they answer 'yes' to many of the questions, they may be a candidate for the Acesa procedure.
- Raise awareness more broadly to your market through additional community and digital outreach
 - ▶ Host a Facebook or Instagram Live event. There are large communities of women online searching
 - ▶ Host a Facebook or Instagram Live event.
 - ▶ There are large communities of women online searching for answers regarding fibroid related symptoms and relief. Join the conversation by hosting your own educational event.
 - ▶ Publish a Press Release
 - ▶ Host a patient awareness dinner or webinar
 - ▶ Add Acesa to your website + Social Media channels

Hologic provides extensive resources in our Digital + Social Media Kit that make it easy for you to complete the suggestions above.

Acesa Media Kit

