



Medical technology reimbursement consulting firm celebrates 11 years of success

GIRS plans to expand, launch rebranding campaign



Sajini Thomas is the founder and CEO of GIRS, a global reimbursement services firm. (PRNew sFoto/Global Integrated Reimbursement)

MEMPHIS, Tenn., April 30, 2014 /PRNewswire-iReach/ -- Global Integrated Reimbursement Services, Inc., (GIRS), a woman and minority-owned small business with offices in Tennessee and Maryland is celebrating more than a decade of developing successful reimbursement strategies for medical technologies in the U.S. and globally with a new look and aggressive expansion.

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"We are not only celebrating 11 years of success for GIRS, most importantly, we are celebrating the achievements of our clients." said founder and President Sajini Thomas. "Our team is fortunate to partner with pharmaceutical, biologics, medical device, and diagnostic companies that are producing breakthrough products that have a significant impact on the quality of life for patients around the globe."

GIRS helps clients successfully manage their market access needs with a broad range of services, from payer advocacy to billing guides, customer service/reimbursement hotlines, and comprehensive reimbursement strategies. With the launch of its rebranding campaign featuring a new logo design and marketing materials, the company plans to expand its presence in key regional markets in the U.S. and internationally.

Investing significantly in the education of life sciences companies about the essentials and the value of reimbursement initiatives, GIRS sponsors market access forums in Spain, Brazil and Paris. As a sponsor of the 2014 NextLevel Pharma's PharmAccess Leaders Forum in Paris, France May 19 to May 21, Sajini Thomas will present case studies of success for payer advocacy and medical technology hotline services. These cases will be presented to emphasize key considerations for overcoming reimbursement obstacles in the U.S. As a partner with industry groups, including the Memphis Bioworks Foundation and BioHouston, Inc, GIRS has educated members on important reimbursement considerations for patient access and market uptake.

Due to a successful business model, intent and capacity for growth, and service to external markets outside of Memphis and Shelby County, GIRS was acknowledged by the City of Memphis and Shelby County and selected this year to participate in the Economic Gardening Trial Program through the Mayor's Innovation Delivery Team and its Economic Development Growth Engine (EDGE).

As the desire for extensive complimentary services grows the need for integrated reimbursement strategies increase globally.

However, even the greatest healthcare innovation will have limited success without patient access and affordability. GIRS helps medical technology companies get their products accurately coded and paid appropriately by facilitating the navigation of the complex reimbursement landscape in every stage of product development to improve market uptake.

"Our breakthrough oncology imaging agent is such a different technology that we weren't sure how it would be priced through Medicare. There weren't many comparables," said Terry Colip of Denver-based Cell>Point, LLC, a biotech company. "There are thousands of codes in the Medicare system. It's a difficult process. We needed to know where our pricing was going to be as we raised capital to finish out our trials. So, we turned to GIRS. They met our tight deadline and came up with a strategy that worked."

GIRS also has expanded its client base to include government services and is now certified as a small business by the Small Business Administration (SBA). The company is working towards being certified as a woman-owned and minority-owned small business.

"Revenues have grown almost fourfold since the company was founded primarily through word of mouth and website traffic. To accommodate the growth, GIRS has invested in a state of the art call center system, encrypted servers, and expanded staffing," Thomas said. "We are projecting a 30 percent growth in the next two years. Strong, long-term relationships with key clients have sustained us over the past 11 years. Medical technology manufacturer clients who are new market entrants and diversification of our call center and IT service solutions to the government sector and non-healthcare markets will account for further expansion that is being planned now.

"As we celebrate 11 years in business, I am grateful for our professional staff and network of expert consultants who have a passion for what we do. This dedication guides our client's products toward market success, and show cases our expertise to see projects through," Thomas said.

About GIRS

Global Integrated Reimbursement Services is a Memphis, TN-based woman and minority owned small business company that provides a range of strategic, integrated, and cost-effective reimbursement services in the U.S. and globally to support the market success of innovative medical devices, diagnostics, and pharmaceuticals. From its headquarters in Memphis and the office in Maryland just outside Washington, D.C., GIRS can meet the demands of any organization from Dallas and San Francisco to London and Rio de Janeiro. The strength of the GIRS team's relationships with key stakeholders in the payer, professional societies, review organizations, and regulatory arenas helps make them highly effective advocates for clients seeking appropriate coding, coverage, and reimbursement for innovative products. Since 2003, GIRS has consistently maintained a perfect record for obtaining and verifying appropriate billing codes. GIRS has a solid track reputation for helping companies integrate reimbursement strategies with regulatory, clinical, and marketing strategies by coordinating these initiatives and aligning them with payer requirements, stakeholder needs, and regulations. Financial projections are estimations that could be influenced by multiple factors out of GIRS control. GIRS is a private company founded by President/CEO Sajini Thomas, a 20-year veteran in reimbursement consulting. For more information on GIRS, its services, or questions about financial projections, please call 1-844-514-4477 or 901-834-9119 or visit www.girsinc.com.

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