

- January
- 2014
- Update



ACCOUNTABLE CARE FORUM

We are working to bring together experts in the emerging world of accountable care to offer our clients and friends of the company an opportunity to learn more in a small, intimate forum. We will announce a date soon, so watch for a Save-the-Date notice. For more information in the meantime, please email Kim: knorton@argentaadvisors.com

New Year, New Team

As we noted in our December letter, 2013 was a year of transition for the company. The New Year has already brought with it a revitalization of the team with three key new hires:

Kim Norton

Kim was one of the original Managing Partners of Argenta. We are delighted to have her back serving in the role of Vice President of Corporate & Business Development. Kim will be coordinating all of our proposals and developing new lines of business for the company. For the past three years, Kim served as Vice President of Reimbursement for DePuy Synthes (a Johnson & Johnson company), gaining important industry experience to bring to our clients. Kim resides outside of Philadelphia. Please don't hesitate to reach out to her at knorton@argentaadvisors.com.

Jessica Holmes

We are thrilled to welcome Jessica as Director of Reimbursement. Jessica joins us from Cepheid, where she served as Director of Managed Care. She has also had experience at Boston Scientific, Accuray, Kyphon, and Genzyme Biosurgery. Jessica will be working in our strategic reimbursement division, assessing reimbursement landscapes and developing strategies for our clients. She is based in the Bay Area and can be reached at jholmes@argentaadvisors.com.





New Team, continued...

Aaron Cohen

We also welcome Aaron to our team as Director of Support Line Services. Aaron comes from a technology consulting background. He has experience developing, expanding and managing call centers. Aaron will be responsible for overseeing Argenta's Support Line Services Division as Argenta looks to expand its offerings. He will also be responsible for overseeing and expanding Argenta's IT infrastructure. He is based in the Boston area and can be reached at aaron@argentaadvisors.com.

Argenta's Capabilities

Argenta continues to focus its expertise on the following services for the life sciences industry:

- **Strategic Reimbursement** – assessing reimbursement landscapes and developing integrated and actionable strategies
- **Market Access** – working directly with providers, facilities, and payers to enhance patient access to novel medical technologies
- **Support Lines** – providing direct customer support, including verifications, pre-authorizations, and appeals, as well as case management
- **TEC** – facilitating the coverage process by providing insights into the technology assessment process, medical director focus groups*, payer advocacy, gap analyses, and value dossiers

* The Focus Group calendar is filling up, so please contact Dr. O'Connell to schedule one soon if that is on your agenda for 2014.

argenta: *advisors*

CONTACT INFORMATION

- Website:** www.ArgentaAdvisors.com (in the process of a major revamp so watch for our announcement of a new and improved website!)
- Phone:** 866.434.6428
- Partners:** Louise Guy, x1001 / Brent O'Connell, MD, x1015