

Rebuilding Market Access Strategy for a Wound Care DME Provider

HOW A WOUND CARE DME PROVIDER RESTORED STRATEGIC ALIGNMENT AND ACCELERATED REIMBURSEMENT GAINS

The Challenge

A vertically integrated wound care DME provider lost critical institutional knowledge due to staff turnover. Outdated assumptions about pricing, payer strategy, and operations hindered growth and market response, and prevented the business from scaling effectively.

The Reality Check:

- Payer strategy hadn't been reassessed in over 4 years
- Misaligned pricing led to denials and underpayments
- Internal confusion around authorization workflows
- Investor pressure to define the market opportunity

The Accelerator Solution

Over several strategic growth cycles, the Accelerator helped rebuild internal infrastructure, realign go-to-market strategy, and restore payer and investor confidence.

Immediate Market Access:

- Conducted a payer-specific strategy audit and repriced to benchmarks
- Triaged and resolved high-friction claims to reduce aging, accelerate payment, and flag systemic issues
- Halted pricing-related revenue leakage and aligned cross-functional leaders around strategic rate-setting

Regulatory Fast-Track:

- Re-engaged payers with refreshed messaging and structured data
- Supplied actionable insights to private equity stakeholders
- Reconnected cross-functional teams to support sustainability



The Results That Matter

Top Payer Reimbursement: ↑ 76% from baseline

Aged AR Recovery: 50% of receivables aged 365+ days recovered

Institutional Knowledge: Rebuilt and embedded into operations

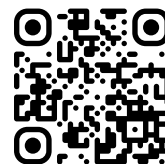
Positioning: Competitive standing clarified for strategic growth

"They helped us see ourselves the way payers do—resetting expectations and focusing our strategy on what was actually possible."

— VP of Strategy, Client Organization

Ready to break through the insurance wall?

Contact us for a confidential market access assessment.



Contact us