

# UNLOCKING PAYOR RATE TRANSPARENCY

HOW TO BENCHMARK CONTRACTS, STRENGTHEN MARKET  
ACCESS, AND IMPROVE FINANCIAL OUTCOMES WITH  
STRATEGIC PRTM INSIGHTS

# Speakers



**Clarisa Blattner**  
Sr. Director of  
Revenue and Payor  
Optimization  
XiFin, Inc.

Clarisa Blattner, Senior Director of Revenue and Payor Optimization at XiFin, leverages 25+ years of experience to drive payor strategy, prior authorization, coding, and denial management recommendations for XiFin customers. She specializes in RCM for diagnostics, molecular, and DME, with advanced training from USC and Harvard.



**Debbie Windsor**  
VP of Market Access

Debbie has over two decades of experience in the healthcare industry, having held various sales, market access, and leadership roles in diagnostic, pharmaceutical, and medical device organizations. She is an established team leader with deep expertise in all facets of market access and reimbursement, including navigating medical policy and payor contracting. Her experience includes leadership roles at Mayo Collaborative Services, GeneDx, Exsome Diagnostics, and Quest Diagnostics. She holds a Master's in Healthcare Leadership from Capella University.

# What We Will Cover



Why Payor Rate Transparency Matters Now

Introducing the XiFin Payor Rate Transparency Monitor

Benchmarking Contracted Rates

Market Access Strategy

Data-Driven Negotiation Strategies

Internal Decision Support

Coding & Reimbursement Strategies

Executive Takeaways

Stay Connected, Learn More & Q&A

# Why Traditional Approaches to Payor Contracting Fall Short Today

## 4 Pressures Reshaping Reimbursement Strategy



Rising Denials



Margin Compression



Automated Payor Edits



Outcomes-Based Scrutiny

**Many organizations are still negotiating contracts without clear visibility into how their rates compare in the market.**

# Internal Data Shows Performance – Transparency Reveals Market Position



## What Internal Data Can Show

- Paid claims
- Denials
- Historical trends
- Test volume

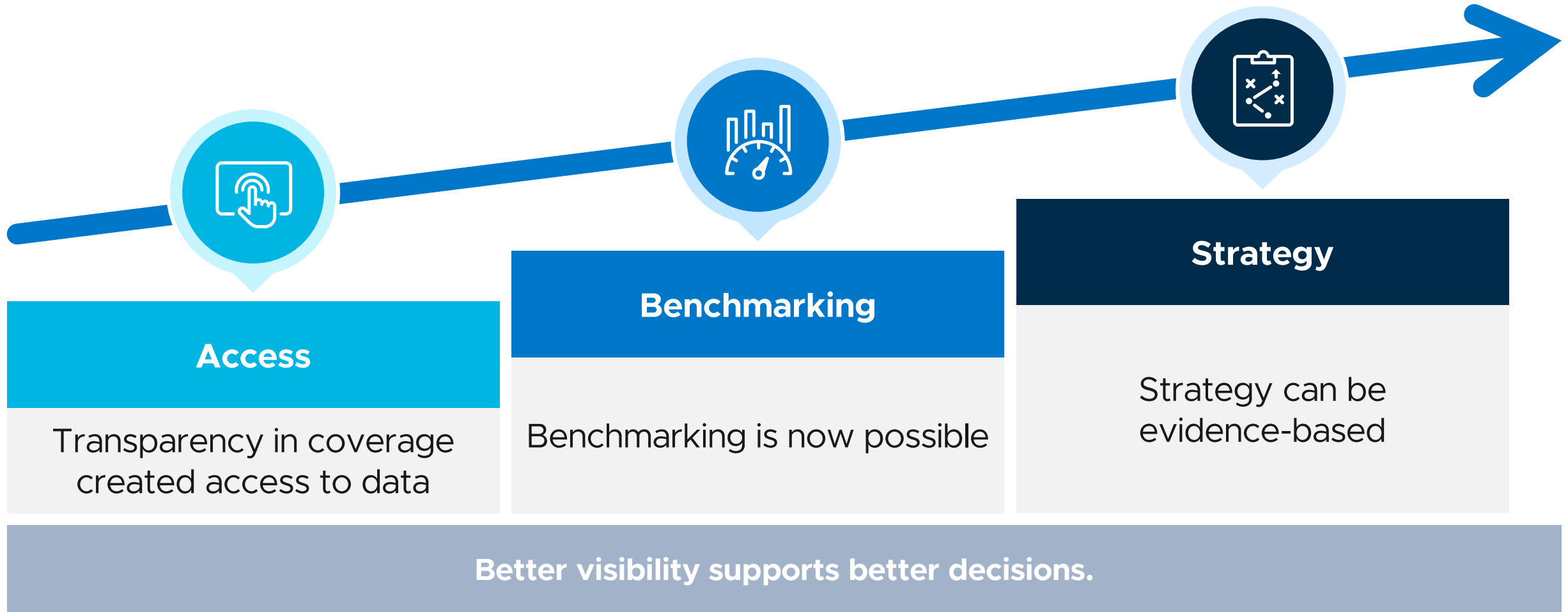


## What You Still Cannot See Without Transparency

- Competitive contracted rates
- Market benchmarks
- Pricing defensibility
- Negotiation leverage

Operational data explains what happened. Transparency helps explain how you compare.

# Why Payor Rate Transparency Matters Now

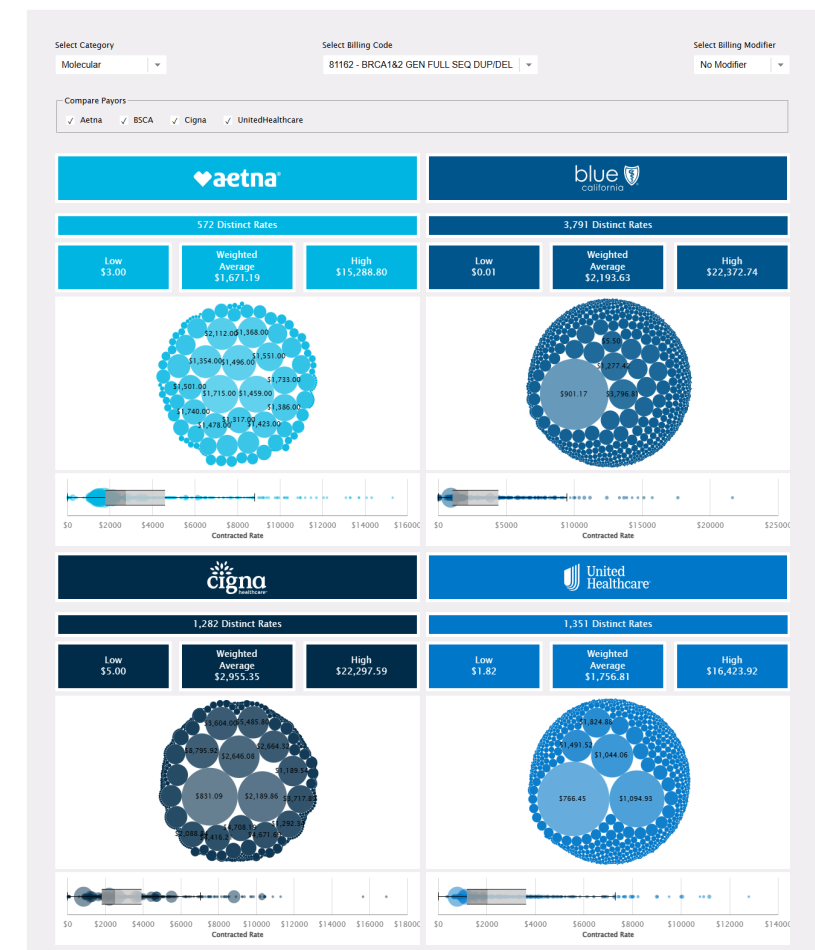


# Introducing XiFin's Payor Rate Transparency Monitor (PRTM)



## A Practical Way to Turn Transparent Rate Data Into Strategic Insight

- Access nationwide contracted reimbursement data
- Benchmark CPT and HCPCS codes across payors
- Compare rates across markets and plans
- Support a more informed contracting strategy



# Why PRTM Is Different from Raw Transparency Files



## Raw Files

- Massive data sets
- Hard to interpret
- Inconsistent formats
- Data overload



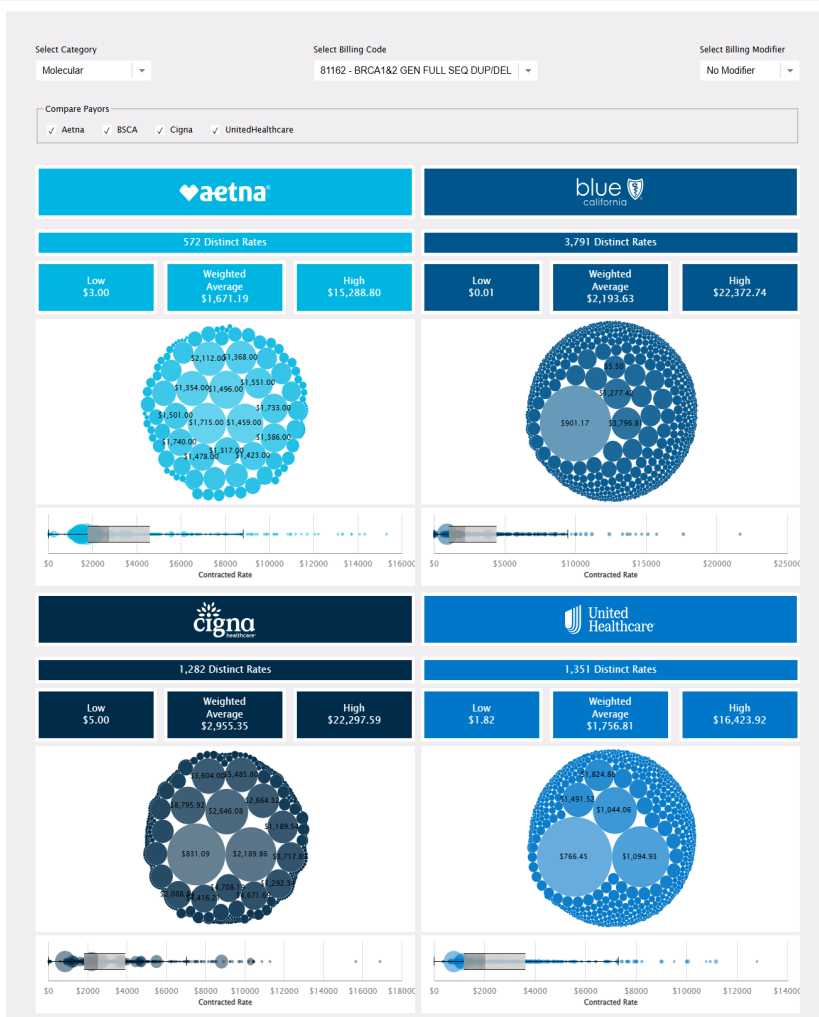
## XiFin PRTM

- Ready-to-use intelligence
- Clear visual outputs
- Normalized comparisons
- Better decision support

**The challenge is no longer access to data — it's turning data into usable insights.**

# Benchmarking Contracted Rates with Confidence

## How do your rates compare?

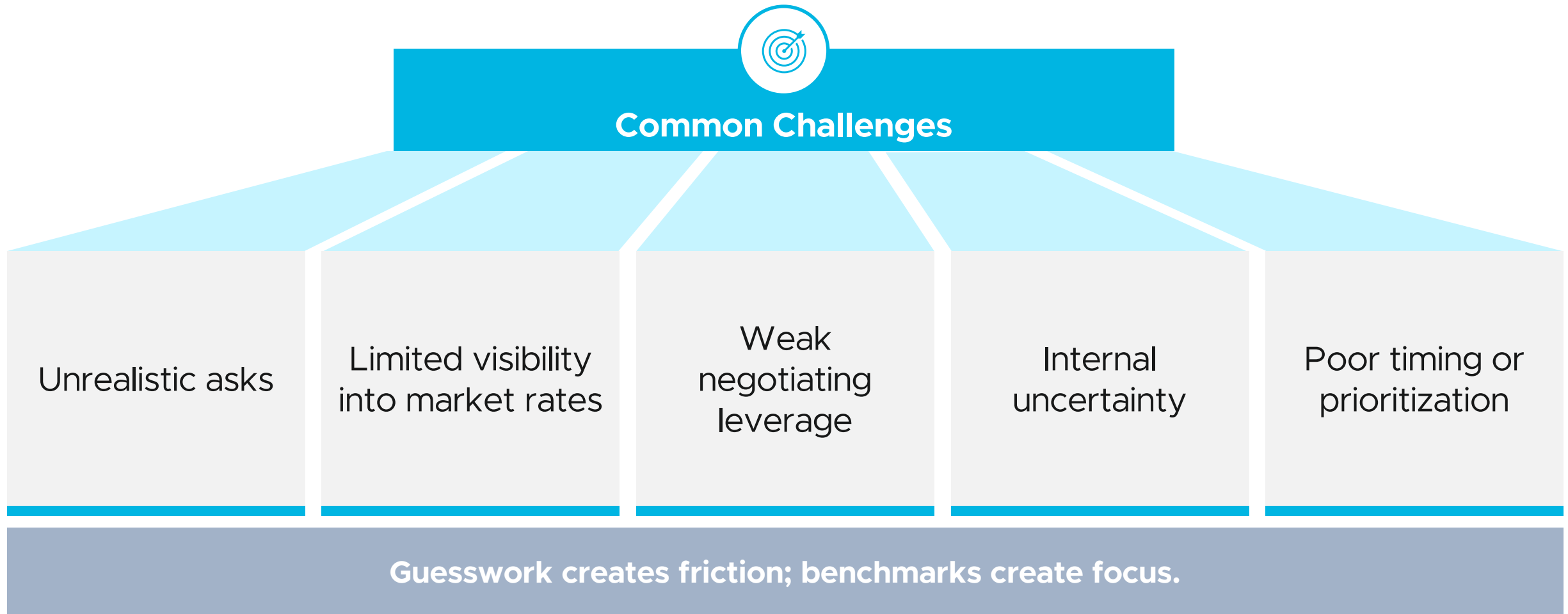


Molecular	Billing Code 81162 (BRCA1&2 GEN FULL SEQ DUP/DL)
Payor	Weighted Average
Cigna	\$2,955.35
Blue Shield of California	\$2,193.63
UnitedHealthcare	\$1,765.81
Aetna	\$1,671.19

### Key Market Findings

- Highest weighted average exceeds lowest by **~77%**
- Significant reimbursement variability exists for the same molecular test across major payors
- Strong indication of contract benchmarking opportunity and negotiation leverage.
- Same CPT code does not guarantee the same reimbursement outcome

# Before Transparency, Negotiations Often Started at a Disadvantage



# Market Access Requires More Than Participation



## Payors Increasingly Ask:

- What unmet need are you solving?
- Why does this test deserve premium reimbursement?
- How do outcomes improve?

# Modern Negotiation Strategies Start with Better Data

## Traditional Approach



“We need higher rates.”



Emotion-based ask



Internal assumptions



Limited external proof

## Strategic Approach



“Here is how our rates compare.”



Market-based evidence



ROI and value-based rationale



Benchmark-supported negotiation

**Stronger negotiations begin with defensible data, not just internal pressure.**

# Transparency Strengthens Internal Decision-Making



## Internal Impact Areas

Revenue forecasting

Pricing validation

Budget planning

Strategic prioritization

Leadership alignment

The value of transparency extends beyond negotiation into planning, alignment, and decision support.

# Transparency Supports Coding and Reimbursement Strategy

## Strategic Decision Pathway



# Real-World Use Case: Better Visibility Before Negotiation



**Before**

- High-cost test
- Low reimbursement visibility
- Weak market positioning

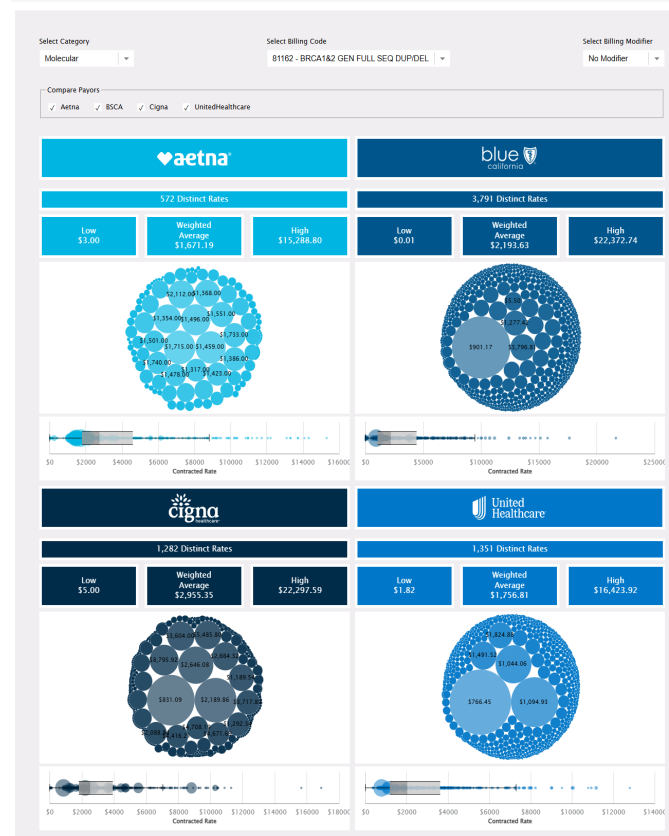


**After**

- Benchmark-informed insight
- Revised pricing strategy
- Better-aligned reimbursement expectations

**PRTM supported smarter decisions before negotiations began.**

# PRTM in Action



Turning transparency into action

# Executive Takeaways: What Leaders Should Remember



Transparency creates leverage

Benchmarking reveals hidden gaps and opportunity areas

Value must be justified, not just priced

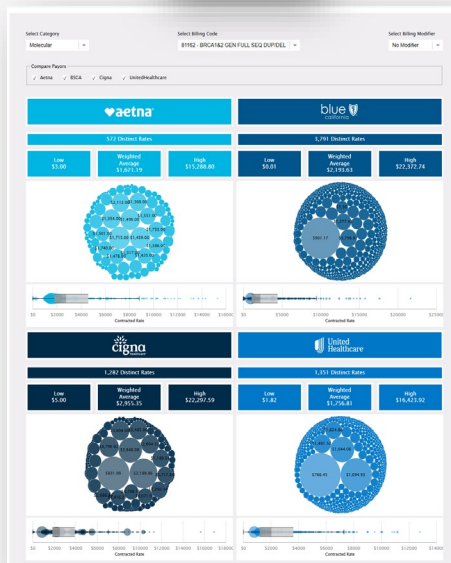
Internal alignment strengthens external strategy

Better data supports more confident negotiation

**Market visibility enables smarter negotiations and stronger reimbursement outcomes.**

# Stay Connected & Learn More

## XiFin PRTM



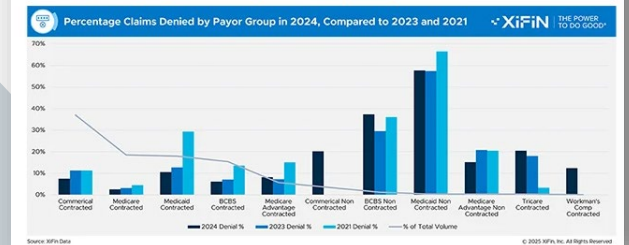
## XiFin Payor Intelligence Hub



### PAYOR BEHAVIOR SPOTLIGHT

### Claims Denied by Payor Group

Averages by Payor Group in 2024, Compared to 2023 & 2021



# QUESTIONS?

# THANK YOU