# LEARNING CATALOG

Course Descriptions

# COURSE DESCRIPTIONS

Explore courses designed to strengthen practical reimbursement and market access skills for professionals working across the MedTech industry.

**RAMPSociety Learning Catalog courses have no formal prerequisites**, but they are designed for professionals with some foundational RMA knowledge or experience who are ready to deepen their understanding, expand their capabilities, and apply RMA concepts in real-world settings.

| COURSE NAME | DESCRIPTION | CEUs |
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| **CMS New Tech Payment Programs** | This module provides Reimbursement and Market Access (RMA) professionals with a practical understanding of CMS New Technology Payment Programs and their role in supporting access to innovative medical technologies. Learners will explore how programs such as NTAP, TPT, and NT-APC are designed to bridge gaps between innovation, coding, and sustainable payment during early market adoption. The module emphasizes when these programs are appropriate, how they are evaluated by CMS, and what evidence and strategy are required to pursue them successfully. These temporary payment mechanisms are designed to bridge gaps between existing reimbursement structures and emerging clinical innovation. They are a critical strategic consideration for reimbursement and market access professionals.<br>**The learning objectives focus on developing the RMA professional's ability to:**<br>Identify the 3 special payment programs for new technologies and the settings of care in which they apply.<br>Understand the FDA regulatory classification framework for devices and FDA's Breakthrough Device Designation (BDD), and,<br>Explain the  impact of BDD on CMS's new technology payment program opportunities.<br>Apply The strategic importance of leveraging these pathways to enhance market access for new medical technologies. | 1 CRMA |

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| **Conducting the Landscape Analysis** | RMA is not a downstream function — it is a cross-functional integrator. The Landscape Assessment or Analyses is the key first step to providing input early and developing the roadmap for product market access success. Conducting the Landscape Assessment provides a practical framework for assessing the clinical, competitive, reimbursement, coverage, payment, and market environment surrounding a MedTech technology. Learners will explore how to structure a landscape assessment, identify and evaluate relevant evidence and stakeholders, recognize market opportunities and barriers, and translate research findings into meaningful market access and commercialization insights.**By the end of this course, the RMA professional will be able to:**<br>Identify The key components of a reimbursement and market access landscape assessment, including coding, coverage, payment, stakeholders, and competitive positioning.<br>Analyze How landscape assessment findings inform strategic decision-making, and influence product development, evidence generation, and commercialization planning.<br>Apply Assessment insights to design actionable strategies that anticipate barriers, highlight opportunities, and support earlier and broader market adoption of new medical technologies. | 1 CRMA |
| **Cost Data Utility and Methods** | Examine facility finances, how facility cost data is captured and reported, and how understanding the true cost of procedures informs device pricing and payment strategies ensures alignment with hospital financial realities and supporting successful market adoption. Procedural and supply cost data, collected at the facility level, flow into claims data and influence payment rates, which ultimately shape pricing and reimbursement strategies. Understanding procedural costs, and applying this data to pricing and the setting of fee schedules, supports sustainable technology adoption and market growth.<br>**By the end of this course, the RMA professional will be able to:**<br>Identify key components of procedural cost data — including direct and indirect costs — and how they are captured, allocated, and reflected in claims and billing systems.<br>Understand How facility cost data influences device pricing strategies, payer fee schedules, and reimbursement models.<br>Apply Cost insights to gain appropriate rate setting in CMS new technology payment applications and beyond. | 1 CRMA |

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| **CRMA Certification** | Certified in Reimbursement and Market Access (CRMA) Program provides professionals focused in the MedTech space with a strong foundation in reimbursement and market access. Participants will gain practical knowledge of coding, coverage, and payment pathways; learn how to develop value and evidence strategies that support adoption; and understand the policies and compliance requirements that shape market entry. Designed to meet industry standards, this program equips professionals with the expertise to navigate complex healthcare systems, demonstrate value to stakeholders, and advance their careers in reimbursement and market access. **SEE ALSO the FREE Learn About the CRMA Program course for more information.** | 6 CRMA, 6 AAPC |
| **Medicare Advantage: Implications for RMA** | This course provides Reimbursement and Market Access (RMA) professionals with a practical understanding of how Medicare Advantage (MA) plans operate and how they influence MedTech adoption. Learners will explore MA plan structures, dynamics, and prior authorization requirements that directly impact coding, coverage, and payment strategies. By the end of the module, RMA professionals will understand how to engage MA plans effectively, anticipate access barriers, and support providers in navigating MA-specific reimbursement challenges for new medical technologies. **By the end of this course, the RMA professional will be able to:**<br>Differentiate Medicare Advantage plans from traditional Medicare in terms of structure, benefits, and reimbursement mechanisms.<br>Analyze How Medicare Advantage policies influence coverage and adoption of new medical technologies.<br>Navigate Coverage conflicts between MA Plans and Original Medicare with provided tools and resources.<br>Apply Strategies to align evidence, value messaging, and engagement approaches with Medicare Advantage payer requirements. | 1 CRMA |

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| **Price Setting Using Cost Data** | Learn the various types of cost data, why cost data is a factor in setting device price and the impact on reimbursement rates. **By the end of this module, the RMA professional will be able to:**<br>Understand how accurate cost data collection informs price-setting decisions and supports defensible value communication with stakeholders.<br>Identify the types of procedural cost data that influence pricing and reimbursement decisions.<br>How procedural cost analysis connects to price setting and payer value assessments.<br>Apply cost data insights to develop a balanced pricing approach that supports adoption, market access, and long-term commercial success. | 1 CRMA |
| **Prior Auth and Denial Management** | This module provides reimbursement and market access professionals with a practical understanding of the processes that influence patient access to care. Participants will learn how prior authorizations function, why denials occur, and how effective denial management strategies can reduce barriers. The module also covers best practices for writing strong appeal letters and emphasizes the role of collaboration between manufacturers, providers, and payers to support appropriate coverage and payment decisions. **By the end of this module, the learner will be able to:**<br>Explain The role of prior authorization in payer reimbursement processes and its impact on market access.<br>Identify Common reasons for claim denials and apply strategies to minimize them.<br>Develop Evidence-based approaches to crafting successful prior-auths and appeals that support patient access. | 1 CRMA |

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| **Reimbursement Essentials for MedTech Innovators** | Bringing a medical technology to market requires more than achieving regulatory approval—it requires an understanding of how the U.S. healthcare system determines coverage, payment, and access.<br><br>Reimbursement Essentials for MedTech Innovators provides a foundational understanding of the reimbursement and market access concepts that influence technology adoption and commercialization. Designed for MedTech innovators, entrepreneurs, and cross-functional teams, this course explores the fundamentals of healthcare payment, coverage, coding, and the U.S. payer landscape.<br><br>Through this program, learners will gain insight into how reimbursement considerations impact commercialization strategy, evidence generation, provider adoption, and investment decisions. While participants are not expected to become reimbursement experts, they will develop the knowledge needed to recognize key market access considerations and make more informed decisions throughout the innovation lifecycle.<br><br>This 4-module course is ideal for innovators developing new medical technologies who want to better understand the reimbursement environment and build a stronger foundation for successful market entry. **SEE ALSO the FREE "About" course for further information.** | 1 CRMA |
| **Reimbursement Essentials for Sales Professionals** | Reimbursement Essentials for Sales Professionals is designed to provide medtech sales professionals with a foundational understanding of the healthcare reimbursement landscape and key compliance principles that impact customer interactions and technology adoption. Participants will explore the basics of coding, coverage, payment, and market access, while also learning how to recognize and navigate common compliance risks in a dynamic healthcare environment. This 4-module course equips sales professionals with the knowledge and confidence to engage customers ethically, compliantly, and effectively. **SEE ALSO the FREE "About" course for further information.** | 1 CRMA |

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| **Strategic Tools 1** | RMA professionals rely on a suite of strategic tools to bridge clinical innovation and commercial success. This 2-module curriculum will focus on the strategic tools of the Value Proposition and the CMS new technology payment programs. Learn the why and how of leveraging these tools for reimbursement and market access success. The Learner will be guided through the Value Proposition stakeholders and development and then will build the RMA professional's foundational understanding of Medicare's payment programs for new technologies.<br>Through guiding learners through the key aspects of these programs, RMA professionals will understand the strategic importance of leveraging these tools to enhance market access for new medical technologies. | 2 CRMA |
| **Strategy Development** | When developing the strategy, it is sometimes hard to know where to start. From R&D and M&A to Regulatory, Clinical, Reimbursement and Market Access, the course outlines the steps. Learn how to align the Landscape Assessment with each function partner in order to ensure RMA strategic success. Once the Landscape Analysis has been completed, the Reimbursement and Market Access Professional will next turn their attention to constructing the strategy.<br>This module will expand the RMA professional's appreciation for the role of a reimbursement and market access Strategy.<br>**By the end of this module, learners will** understand the elements in defining the strategy for introducing a medical technology to the US Healthcare System. We will highlight:<br>The importance of developing the RMA strategy concurrently with the strategies for R&D, Regulatory and Clinical.<br>How and where the strategies for R&D, Regulatory and Clinical intersect with the RMA strategy and execution.<br>The framework of a successful RMA strategy and its foundational metrics. | 1 CRMA |

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| **The Facility Chargemaster and New Technology Pull-through** | This module highlights how accurate integration of a new medical technology into the hospital Chargemaster (CDM) directly supports reimbursement, billing accuracy, and financial sustainability. It demonstrates the critical connections between charge amounts, revenue codes, and cost-to-charge ratios, while outlining the role MedTech organizations play in equipping facilities with the data, coding guidance, and economic justification needed to ensure successful billing and reimbursement. The session illustrates how effective Chargemaster strategy enables consistent pull-through of new technology from adoption to claims submission. **By the end of this session, the RMA professional will be able to:**<br>Understand the basic structure, and function of the Chargemaster, in aligning CPT and hickpicks codes with reporting on claims.<br>Identify how Chargemaster accuracy affects downstream claims processing, denials management, and payer reimbursement outcomes.<br>Explain how the Chargemaster impacts pricing transparency & payer negotiations, and ensures appropriate integration of devices.<br>Apply chargemaster pricing methods, which support adoption, market access, and long-term commercial success. | 1 CRMA |

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| **Understanding and Leveraging Clinical Evidence** | Understanding and collaborating with clinical partners on evidence generation is a critical RMA capability. This module will enable you to provide meaningful guidance and input into evidence generation planning to meet key stakeholder needs. Learn the types of clinical evidence, the hierarchy of evidence, how to read and interpret published evidence, and more! **By the end of this module, the RMA professional will be able to:**<br>Explain the types of clinical evidence and the Oxford hierarchy of clinical evidence.<br>Understand clinical trial phases and apply basic statistical concepts in medical device clinical trials.<br>Identify the parts of a clinical publication and resources where the articles are published. | 1 CRMA |

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| **Value Proposition Development** | This learning module guides reimbursement professionals through the process of creating a compelling value proposition for MedTech. Participants will learn how to identify unmet needs, align clinical and economic benefits with stakeholder priorities in order to communicate the technology's value. The module emphasizes cross-functional collaboration and evidence-based messaging to support successful market access and reimbursement outcomes. **By the end of this module, the RMA professional will be able to:**<br>Define The Value Proposition in Healthcare and its role in driving Reimbursement and Market Access.<br>Identify The components of a Strong Value Proposition: Clinical, Economic, and Strategic.<br>Align value with Stakeholder value drivers and needs, in order to inform evidence generation plans.<br>Build a value proposition framework by following a step-by-step process. | 2 CRMA |