

# InnovaMatrix® Product Family

## 2024 Reimbursement Guide



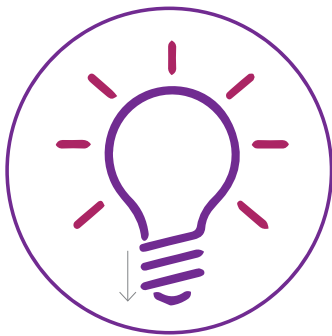
*Wound Care Reimbursement Support by:*



— forever caring —

**The InnovaMatrix® Technology Platform from Convatec offers next generation** extracellular matrix (ECM) products that increase the options for wound management, burn care, and surgical care by combining the technological advantages of a regulated medical device - reliability, reproducibility, and a rigorous safety profile - with the inherent structural benefits found within the placenta.

Convatec is dedicated to increasing patient access to innovative, reliable, and affordable technologies that address complex surgical wounds, hard-to-heal wounds, burns, and other regenerative dermal applications.\*



### **Innovative.**

The InnovaMatrix® Platform offers the first and only placental-derived medical device technology on the market that addresses the specific limitations of human placental grafts.<sup>1,2</sup>

This technology provides an array of new, exciting opportunities and is the foundation for Convatec's robust product development pipeline.



### **Reliable.**

The InnovaMatrix® Platform products are regulated medical devices, unlike human cells, tissues and cellular and tissue-based products (HCT/Ps). Produced under Current Good Manufacturing Practice (CGMP) with a consistent source material, the InnovaMatrix® Platform products ensure our customers are provided with reliable and reproducible ECM products for wound management.



### **Affordable.**

Our goal is to provide safe, cost-effective wound care solutions for patients. To that end, our operations maximize efficiency and create economic benefits for patients, healthcare providers, and payors.

\*See instructions for use for full list of indications.

1. Cardinal, L. J. (2015). Central tendency and variability in biological systems. *J Community Hosp Intern Med Perspect*, 5(3), 27930. doi:10.3402/jchimp.v5.27930

2. O'Huallachain, M., Karczewski, K. J., Weissman, S. M., Urban, A. E., & Snyder, M. P. (2012). Extensive genetic variation in somatic human tissues. *Proc Natl Acad Sci U S A*, 109(44), 18018-18023. doi:10.1073/pnas.1213736109

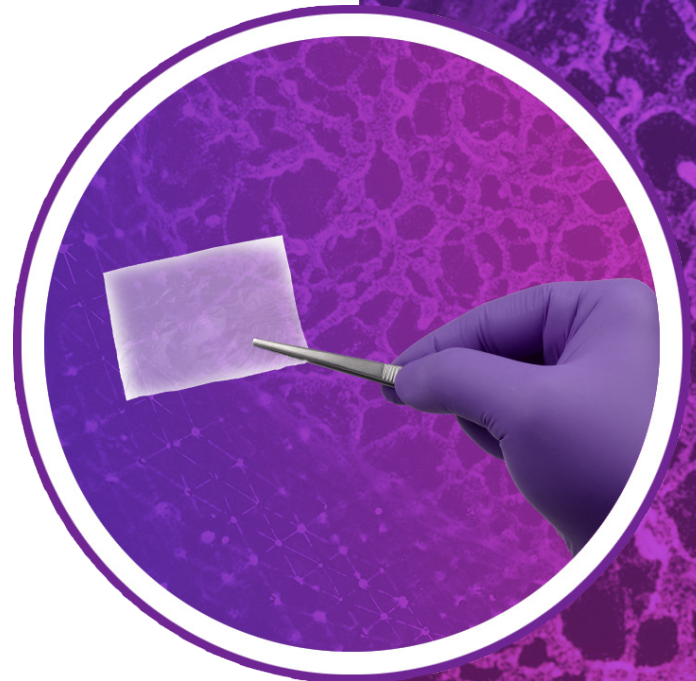
## Section 1: Introduction

# Reimbursement Support for InnovaMatrix® Products

Convatec aids patient access to our products through reimbursement support, including insurance verifications, payor trends, and claims/appeals process information.

Convatec is committed to providing customers with a best-in-class experience. As such, we are proud to offer the following reimbursement support programs designed to assist during the reimbursement process:

- Access to experienced reimbursement specialists
- Comprehensive overview of patient-specific benefits including out-of-pocket cost, prior authorization requirements, and other key payor insights
- Verification of benefits typically returned within 24 to 48 hours



### Reimbursement Support

888.767.4849  
reimbursement.wound@convatec.com

1770 Moriah Woods Blvd., Suite 18  
Memphis, TN 38117  
www.InnovaMatrix.com

### How to Order

Contact your local rep or  
Customer Service

**Phone:** 901.333.6000

**Email:** us.customerservice.memphis@convatec.com

## Section 2: Coding

### InnovaMatrix® AC Product Code

\*See Package Insert for Indications for Use

HCP Code	Description	Medicare Payment Rate
A2001	InnovaMatrix® AC, Per Square Centimeter	Varies based on Medicare Administrative Contractor (MAC)

- The reimbursement rates vary by MAC. Contractors may use Wholesale Acquisition Cost (WAC) + a percentage, the invoice cost, or CMS published average sales price (ASP) rates where available.
- To determine the rates specific to your MAC, please contact the Convatec Reimbursement Team by phone at 888-767-4849 or by email at reimbursement.wound@convatec.com.

### Billing Unit Information

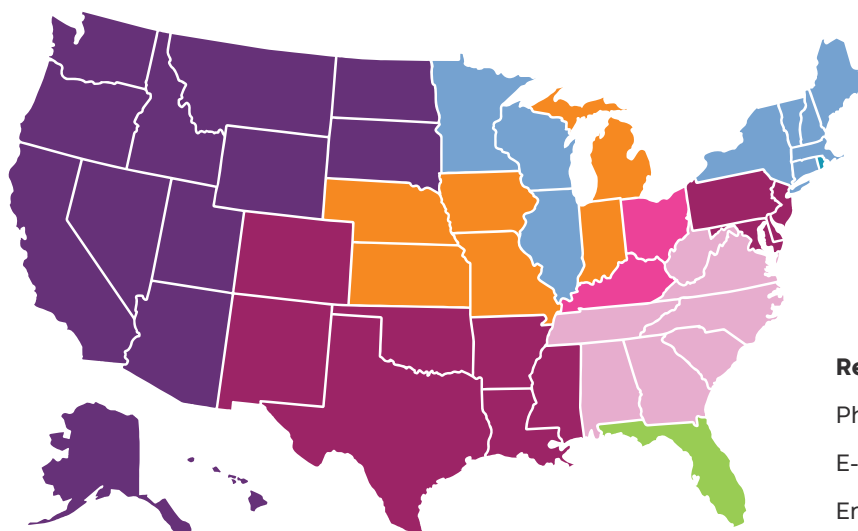
Dimensions	Wound Area Covered	Billing Units	Product
15 mm	IMX-15MM-01	2	InnovaMatrix® AC
2 cm x 2 cm	IMX-0202-01	4	InnovaMatrix® AC
4 cm x 4 cm	IMX-0404-01	16	InnovaMatrix® AC
4 cm x 6 cm	IMX-0406-01	24	InnovaMatrix® AC
5 cm x 5 cm	IMX-0505-01	25	InnovaMatrix® AC

**Per the 2024 Physician Fee Schedule Final Rule, A2001 is contractor priced and will be paid separately in addition to the skin substitute application code (15271-78).**

### Diagnosis Codes (ICD-10 Codes)

- Review your Local Coverage Determination (LCD) for potentially covered ICD-10 codes.
- Policies may vary by MAC; see the map below to identify your MAC region.

### U.S. Regional MAC Map



### Regions by Color

- CGS Medicare
- First Coast Service Options
- Palmetto GBA Medicare
- NGS Medicare
- Noridian Healthcare Solutions
- Novitas Solutions
- WPS Medicare

### Reimbursement Support Contact

Phone: 888.767.4849

E-fax: 888.980.1176

Email: reimbursement.wound@convatec.com

## Application Codes

The application codes are subject to the multiple procedure reduction rule if billed on the same day as the surgical site preparation code.

CPT Code <sup>1</sup>	Medicare Non-Facility (Office) Rate <sup>2</sup>	CPT Description
15271	\$151.61	Application of skin substitute graft to trunk, arms, legs, total wound surface area up to 100 sq. cm; first 25 sq. cm or less wound surface area
+15272	\$24.23	Application of skin substitute graft to trunk, arms, legs, total wound surface area up to 100 sq. cm; each additional 25 sq. cm wound surface area or part thereof
15273	\$303.21	Application of skin substitute graft to trunk, arms, legs, total wound surface area greater than or equal to 100 sq. cm; first 100 sq. cm wound surface area or 1% of body area of infants and children
+15274	\$79.57	Application of skin substitute graft to trunk, arms, legs, total wound surface area greater than or equal to 100 sq. cm; each additional 100 sq. cm wound surface area, or part thereof, or each additional 1% of body area of infants and children, or part thereof (List separately in addition to code for primary procedure)
15275	\$156.19	Application of skin substitute graft to face, scalp, eyelids, mouth, neck, ears, orbits, genitalia, hands, feet, and/or multiple digits, total wound surface area up to 100 sq. cm; first 25 sq. cm or less wound surface area
+15276	\$31.76	Application of skin substitute graft to face, scalp, eyelids, mouth, neck, ears, orbits, genitalia, hands, feet, and/or multiple digits, total wound surface area up to 100 sq. cm; each additional 25 sq. cm wound surface area, or part thereof (List separately in addition to code for primary procedure)
15277	\$334.65	Application of skin substitute graft to face, scalp, eyelids, mouth, neck, ears, orbits, genitalia, hands, feet, and/or equal to 100 sq. cm; first 100 sq. cm wound surface area, or 1% body area of infants and children
+15278	\$92.99	Application of skin substitute graft to face, scalp, eyelids, mouth, neck, ears, orbits, genitalia, hands, feet, and/or multiple digits, total wound surface area greater than or equal to 100 sq. cm; each additional 100 sq. cm wound surface area, or part thereof, or each additional 1% of body area of infants and children, or part thereof (List separately in addition to code for primary procedure)

1. CPT is a registered trademark of the American Medical Association (AMA)

2. <https://www.cms.gov/Medicare/Medicare-Fee-for-Service-Payment/PhysicianFeeSched>, rates are national averages

## Surgical Site Preparation Codes

Code	Description
15002	Surgical preparation or creation of recipient site by excision of open wounds, burn eschar or scar (including subcutaneous tissues), or incisional release of scar contracture, trunk, arms, legs; first 100 sq. cm or 1% of body area of infants and children
+15003	Each additional 100 sq. cm, or part thereof, or each additional 1% of body area of infants and children (List separately in addition to code for primary procedure)
15004	Surgical preparation or creation of recipient site by excision of open wounds, burn eschar or scar (including subcutaneous tissues), or incisional release of scar contracture, face, scalp, eyelids, mouth, neck, orbits, genitalia, hands, feet, and/or multiple digits; first 100 sq. cm or 1% of body area of infants and children
+15005	Each additional 100 sq. cm, or part thereof, or each additional 1% of body area of infants and children (List separately in addition of code for primary procedure)

- Coverage for the surgical site preparation codes varies. Please review payor guidelines.
- Per coding guidelines, site preparation codes may be billed once per wound.

### Helpful Guidelines

- When billing for InnovaMatrix® AC, the CPT Codes and the application codes are based on anatomical site and wound surface area. Be sure to review the definitions of each application code and to use the appropriate code for the wound size.
- Review the add-on codes for wounds larger than 25 square centimeters.
- When setting your billed charge for InnovaMatrix® AC, review applicable allowables and cost. Utilize the methodology you employ for other products and services.
- Do not append modifiers to A2001. In some situations, it may be necessary to append a modifier to the CPT application code. Always refer to payor guidelines and modifier/code definitions.

The information in this document is not an affirmative instruction as to which codes and modifiers to use for a particular service, supply, procedure, or treatment. It is the provider's responsibility to determine and submit the appropriate codes and modifiers for any service, supply, procedure, or treatment rendered. Actual codes and/or modifiers used are at the sole discretion of the treating physician and/or facility. Local payors and physician specialty societies should be contacted for specific coding guidelines. Convatec cannot guarantee medical benefit coverage or reimbursement with the codes listed in this document.

## General Documentation Guidelines

Always verify MAC-specific guidelines and applicable Local Coverage Determinations (LCDs).

Documentation should always reflect the procedures performed.

- Establish and document baseline measurements of the wound prior to initiation of treatment.
- Document types of conservative treatment over specific time with limited progress towards healing.
- Ensure adequate blood flow to wound site.
- Note presence or absence of infection and document treatment and response.
- Monitor and document diabetic patients' glucose levels.
- Verify that the wound was debrided and cleaned, ensuring it was free of exudate and/or necrotic tissue.
- When documenting the application of InnoMatrix® AC, be sure to note size/dimensions and lot number; include fixation method if required by your local policy.
- Include wound description prior to and after application of product.
- Track the amount of product used and the amount discarded.
- Document frequency and dates of wound dressing changes as well as patient compliance information, such as utilization of off-loading foot apparel.

## Section 3: Insurance Verification

Instructions for completing Convatec's IVR and submitting for insurance verification:

- Indicate if the request is new, for a re-verification, or for additional product applications.
- Complete patient section or include demographic sheet with insurance information.
- Complete the physician and facility sections of the form. Be sure to include Tax ID and NPI numbers.
- Include the diagnosis code(s).
- Populate requested number of product applications and wound size(s).
- Check to make sure you have the proper patient release form on file to release patient-specific information. For information concerning our privacy practices, please visit <https://www.Convatecgroup.com/privacy-policy/>.
- Sign and date the form.
- Incomplete forms can lead to processing delays.
- Once complete, fax the form to the Reimbursement Team at 888-980-1176.

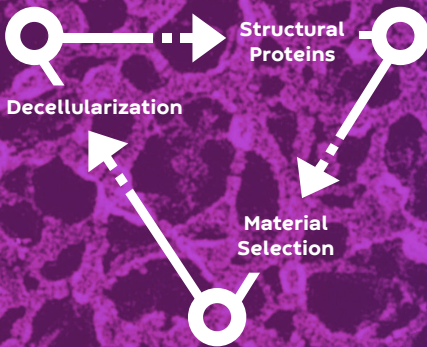


We are dedicated to increasing patient access to innovative, reliable and affordable technologies that address acute, traumatic, and hard-to-heal wounds, surgical applications, soft tissue injuries, and other regenerative applications.

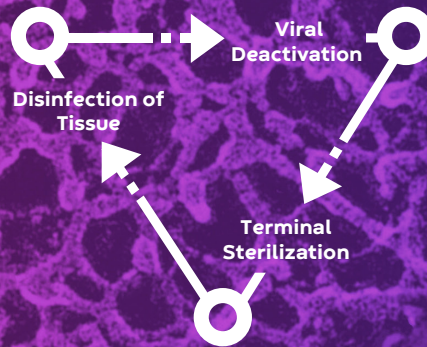
# The InnovaMatrix<sup>®</sup> Equation

First placental-derived medical device for surgical and hard-to-heal wounds

## Performance



## Safety



+

=

## InnovaMatrix<sup>®</sup> Platform

- Innovative
- Consistent
- Affordable



**convatec**

— forever caring —

Convatec Triad Life Sciences, LLC  
1770 Moriah Woods Blvd., Suite 18, Memphis, TN 38117