



2026 BioMarketSA:PayorReady featuring

***Built to Matter* by Chris Hanna from Walnut Hill Medical**

Applicant Information

- Name
- Email address
- Job title

Company Information

- Company name
- Company URL
- Street address, city, state, zip code
- Founding date
- Number of employees
- Number of 1099 staff

Application

- Why are you applying to this program? What are the goals you want to achieve?
(max. 100 words)
- What is the current stage of development? Check all that apply.
 - Prototype developed
 - Initial testing
 - Verification
 - Clinical trial
 - FDA submitted

- FDA approved
 - Post-market surveillance
- What clinical need does your product address, and what is the scope of the problem in the US? (max. 350 words)
- Please describe your core product or technology. (10 insurance companies, Medicare, others) (max. 350 words)
- What is the value proposition that your product offers to payors? (max. 350 words)
- How is your product different than the current standard of care/existing technology? What is the reimbursement for the current standard of care? (max. 350 words)
- What is your reimbursement strategy?
 - Existing CPT code
 - New CPT code needed
 - Patient out of pocket
 - HCPCS code
 - Not yet determined
- What are your barriers or challenges to the reimbursement pricing you need?
- Please describe your anticipated revenue model, e.g., (capital, sales of disposables, subscription, rental, etc)
- What is the estimated size of your US addressable market? Please answer using metrics like patients, hospitals or another appropriate metric. Do not reply with the financial size of the market.
- Have you started any commercialization activities? If so, what? If not, when do you want to start commercial sales (mo/yr)?