



2SDAY
International

**KNOWLEDGE & EXPERIENCE
MAKES ALL THE DIFFERENCE**

2SDAY International Healthcare
Consulting Services

www.tuesdayinternational.com





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ABOUT US: OVER TWO-DECADES OF HEALTHCARE POLICY & REIMBURSEMENT EXPERTISE

2SDAY International, LLC was founded in 2014 by Tuesday Williams after a successful sixteen-year career with a Fortune 500 international healthcare/pharmaceutical company. We offer our consulting services to government agencies, healthcare consulting firms, emerging biotech organization, pharmaceutical and medical device manufacturers. 2SDAY International offers better ways to ensure that the right care is accessible and delivered to the right person at the right time, every time. Our consultants deliver smart counsel and develop pragmatic solutions to the many challenges facing healthcare agencies

Our firm can help coordinate the efforts to promote innovation in healthcare by improving the quality of care through new payment models to reduce unnecessary spending.

TEAM OF EXPERTS:



Policy Analyst



Medical Experts



Healthcare Attorney



Research Analyst



MARKET ACCESS

Breaking boundaries and eliminating barriers

We combine a highly skilled team with cutting-edge technology to deliver specific solutions for your payer landscape, ultimately speeding access to therapy. Our tech-enabled processes utilize a state-of-the-art technology ecosystem to make benefit verification, reverification, prior authorization, and reporting more seamless than ever.

Developing an effective strategy for negotiating with payers and getting on formularies begins with understanding how payers think and what motivates them.

SERVICES:



Patient Access/Hub Services



Payer Strategies



Program Management



PATIENT ASSISTANCE/HUB SERVICES



Finding the right partner that demonstrates a dynamic and effective commitment to ethical and regulatory guidelines is essential.



Increased complexity has also led manufacturers to devote significant human capital resources and investment in patient services, including Hub-provided prior authorization support, coverage investigations, and copay support.



It is essential to partner with a Hub that has robust data gathering and analytical skills in order to leverage that knowledge base in support of an ongoing commitment to compliance.



01. Provide better and more comprehensive patient services.
02. Single point of contact for patients, providers, and patients.
03. Patient-centric approach to remove barriers to quality healthcare using research analysis, reviewing coverage determinations, and standardizing healthcare policy procedures.
04. Adherence to government compliance programs.





PROGRAM MANAGEMENT

- 1) Effective methods of delivering services within cost, schedule, and resource constraints.
- 2) Customize strategic marketing plans, including branding initiatives, creating public awareness of products, services.
- 3) We collaborate with your teams to implement and manage your program or project through online and in-person interface using constant communication, effective team allocation and seamless integration.
- 4) We offer comprehensive, customized program and project support for many disciplines including, but not limited to, call center support, reimbursement and policy training, content development.



PAYER STRATEGIES

- 1) Focused on helping our clients to create, refine, and implement third- party payer strategies, including public and private health plans, that support their overarching business strategy.
- 2) Facilitate competitive positioning and messaging of your products with your brand, clinical and strategic accounts teams.
- 3) Payer mix analysis to determine key payers for client products and services by setting of care.
- 4) Our consultants bring deep experience and understanding of the healthcare payer landscape.





HEALTHCARE CONSULTING SOLUTIONS



ORGANIZATION DEVELOPMENT focused on systematic change in the attitudes, beliefs, and values of employees through the creation of reinforcement of long-term training programs



PATIENT ASSISTANCE/HUB SERVICES a patient-centric approach to remove barriers to quality healthcare using research analysis, reviewing coverage determinations, and standardizing healthcare policy procedures.



MARKET RESEARCH using customized strategic marketing plans, branding initiatives, and creating public awareness of products and services.



TRAINING AND DEVELOPMENT tailored to the educational process of sharpening of skills, concepts, changing of attitude and gaining more knowledge to enhance the performance of employees to maximize human capital.



HEALTHCARE POLICY AND STRATEGY DEVELOPMENT to guide our clients of the importance and impact of public policy and legislation on the health and wellbeing at individual, local, national, and global levels.



PROJECT MANAGEMENT with effective methods of delivering services within cost, schedule, and resource constraints.



PAYER STRATEGIES is focused on helping our clients to create, refine, and implement third-party payer strategies, including public and private health plans, that support their overarching business strategy.



CAPABILITY STATEMENT

2SDAY International, LLC is a consulting agency specializing in the global healthcare strategies in the public and private third-party reimbursement arena. With a strong focus on forward moving and progressive strategies designed to decrease the cost of healthcare, we are positioned to be responsive and flexible to assure the needs of the client are well served. We do this by providing high impact, high value services and solutions-maximizing our Clients' Return on Investment (ROI) in Healthcare Consulting.

CORE COMPETENCIES



OUR CONSULTING FOCUS

- ❖ Business Intelligence, Analytics, and Reporting Solutions
- ❖ Fraud, Waste and Abuse Prevention
- ❖ Reimbursement Strategies
- ❖ Coding, Coverage and Payment Assistance
- ❖ Payer Insight on New Payment Models
- ❖ Data Utilization to Drive Cost Containment
- ❖ Litigation Guidance on Policy Regulations



ADVANTAGES

- ❖ Responsive, innovative, and cost-effective solutions for our clients
- ❖ We ensure our client success by focusing their resources on the integration of qualified people, efficient business process and proven strategies
- ❖ We constantly strive to set ourselves apart by reaching the highest industry standards in technical competency, integrity, commitment, and performance
- ❖ Experienced and multi-faceted executive-level staff with functional and technical expertise
- ❖ 20 years of uncompromising commitment to excellence in providing quality services
- ❖ Certified SBA 8(a) Program, WOSB, MBE/DBE



HOW WE CAN HELP

- ❖ Technical and Implementation Support
- ❖ Customized Protocols and Resources
- ❖ Policy Development and Integration
- ❖ Managed Services and Contract Staffing
- ❖ Project Management
- ❖ Develop Short- and Long-Term Strategies



COMPANY SNAPSHOT

BUSINESS CLASSIFICATIONS



Woman-Owned Small Business (SBA)



SBA 8(a) Program



Small Business Enterprise



Baltimore City Woman-Owned Business





Minority-Owned Business/Maryland Department of Transportation





Goldman Sachs 10000 Small Business Graduate


DUNS NUMBER:	06-648-1092
CAGE Code:	6ZNG6
8(a) Certification:	307061
MDOT MDE/DBE:	15-099
















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541611: Administrative Management and General Management Consulting Services

541612: Organization Development Consulting Services

541613: Customer Service Management Consulting Services

541614: Process, Physical, Distribution and Logistics Consulting Services

541690: Other Scientific and Technical Consulting Services

524298: All Other Insurance Related Activities

611430: Professional and Management Development Training



OUR MISSION AND CORE VALUES



VISSION:

Our vision is to proactively identify solutions to healthcare challenges to ensure the coordination of high- quality healthcare services are accessible to patients and providers through a measurable integrated and accountable health delivery system.



MISSION:

Our mission is to provide innovative, cost-effective policy and reimbursement products and services to support the ever-changing landscape of how healthcare is delivered and paid for by public and private insurance agencies. We serve each customer by identifying their business needs to create long-lasting partnerships.

CORE VALUES

ETHICAL - We act with integrity, honesty, and respect



PEOPLE - We value, develop, and reward the contributions and talents of all of our employees



INNOVATION - We encourage creative thinking and intelligent risk taking



TRAINING - Coaching and feedback with competency-based development



COMMITMENT - Working with urgency and commitment to be successful from individual and company perspectives



PROCESS - We take ownership of our customer's needs and being accountable to delivering friendly and professional services



TEAMWORK - Listening to and respecting each other while working together to achieve mutually beneficial results





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THANK YOU

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