

Business Considerations for Emerging Treatments

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ASRS Business of Retina
March 29, 2025

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Financial Disclosures

- Regeneron: Consultant/Advisor
- **Notal Vision: Consultant/Advisor**
- Regeneron: Consultant/Advisor
- Ocular Therapeutix: Consultant/Advisor

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Implementation Strategies

Practice strategy Phased Implementation Prepare to appeal Keep current on coding Monitor payer policies

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Outline – Emerging and Evolving Tech



1. PDT Laser



2. Home OCT



3. Photobiomodulation (PBM)

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Photodynamic Therapy



- Previously Practices Purchased the Equipment
- Newer Lasers Offer Click Fee per use
- Challenges:
 - \$854 Click Fee Per Treatment
 - \$276 Novitas Reimbursement
- Solution:
 - ~~Charge Patients Click Fee~~

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Photodynamic Therapy



- Business Challenges:**
- Awareness of when Advanced Beneficiary Notices (ABN) should be used
 - Educate the companies on billing limitations
 - Advocacy to reimbursement increases where appropriate

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Home OCT



- Dosing Regimen: PRN, Fixed, Treat & Extend/Maintain
- Newer Regimen: Treat with Home Monitoring?
- Reimbursement (Category 3):
 - Carrier Priced
 - 0604T – initial device set-up (labor)
 - 0605T – remote surveillance with support (equip)
 - 0606T – professional component for interpretation

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Home OCT



- Implications**
- Potentially reduce visits for patients
 - Help with any real/perceived retina specialist shortages
- Challenges**
- As category 3 code – carrier priced (or not covered depending on the carrier)
 - With continued use – likely to progress to a category 1 code – increased easy of use

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Photobiomodulation



- LumiThera – Lightsite IIIII Completed
- Other products: Diopsys ERG, Dark adaptation
- FDA – authorization granted November 4, 2024
- Treatment for Dry AMD
- Regimen: 9 treatments repeated every 4 months
- Mean gain of 5.4 letters Treat vs 3.0 letters Untreated
- Vas Satta Article in JAMA:
 - Differences in Age of Groups, Placebo Effect, Reversion to Mean, Trial Size, Drop Out Rates, etc

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Photobiomodulation



Reimbursement Issues

- Category 3 Code (0936T)
- Cost of Laser vs Click fee approach
- Inability to use ABN once this is a covered diagnosis
