



5 June 2023

## ASX ANNOUNCEMENT

### IMPEDIMED ANNOUNCES FIRST PUBLISHED MEDICAL POLICY FROM A BLUE CROSS BLUE SHIELD HEALTH PLAN COVERING L-DEX

ImpediMed Limited (ASX.IPD) is pleased to announce the first published medical policy by a Blue Cross Blue Shield health plan, Florida Blue, covering bioimpedance spectroscopy (BIS) testing using ImpediMed's L-Dex<sup>®</sup> technology for lymphoedema assessment.

#### Key Points

- **Florida Blue<sup>1</sup> is the first Blue Cross Blue Shield (BCBS) health plan to publish a medical policy covering BIS testing using L-Dex for lymphoedema assessment.**
- The policy specifically names L-Dex and identifies L-Dex and BIS as medically necessary.
- Florida Blue amended an existing lymphoedema policy to now allow for broad coverage of L-Dex:
  - The policy is not limited to breast cancer and includes all FDA-cleared indications for L-Dex.
  - The reimbursement rate under this policy is expected to be in excess of rates seen under previously reported medical policies and further supports the Private Payor payment and testing protocol assumptions used in customer return on investment (ROI) models for SOZO.
- Coverage by Florida Blue is consistent with the domino effect of Private Payor coverage policies we expect to see in the coming weeks and months.
  - Florida Blue is the first of the 34 BCBS companies to publish a medical policy for L-Dex.

#### Reimbursement Strategy

- Large regional Payors, like Florida Blue, are a key step in gaining broad national coverage and this published medical policy continues the domino effect we expect to see in the coming weeks and months.
- Since Florida Blue is part of the BCBS Association of 34 BCBS companies, it has the potential to impact positive medical policy decisions by other BCBS companies, which collectively insure 1 in 3 Americans.
- The Company projects nearly 50% of Private Payors to publish coverage by the end of the calendar year 2023 and nearly all Private Payors to publish coverage by the end of the fiscal year 2024.<sup>2</sup>

#### About Blue Cross Blue Shield

- For more than 90 years, Blue Cross and Blue Shield companies have provided quality health care coverage to people in communities across the United States.
- BCBS is an association of 34 independent and locally operated BCBS companies, covering approximately 115 million people, equivalent to 1 in 3 Americans<sup>3</sup>.
- BCBS contracts with more than 1.8 million doctors and hospitals across the U.S.<sup>3</sup>

<sup>1</sup> Florida Blue, owned by GuideWell, is the top Regional Payor in Florida with nearly 4 million members.

<sup>2</sup> Projected timing based on a combination of direct correspondence from private payors to ImpediMed or to our provider partners, as well as publicly available BIS medical policy publishing updates.

<sup>3</sup> Blue Facts Sheet 2023: [https://www.bcbs.com/sites/default/files/file-attachments/page/Blue\\_Facts\\_Sheet-2023.pdf](https://www.bcbs.com/sites/default/files/file-attachments/page/Blue_Facts_Sheet-2023.pdf)

For personal use only



The amended medical policy, titled *Surgical Treatments for Lymphedema and Lipedema*, was published online on 1 June 2023 with an effective date of 23 May 2023.

The policy, which outlines surgical treatment for lymphoedema, now includes BIS L-Dex testing as a diagnostic criterion for patients to qualify for treatment. This policy is supportive of testing patients prior to the development of lymphoedema in order to establish baselines, tracking for increases in L-Dex over time, and intervening with conservative treatments such as compression therapy in order to stop lymphoedema from getting worse.

A link to the medical policy may be found here:

<http://mcgs.bcbsfl.com/MCG?activity=openSearchedDocMcg&imgId=765RV5J1354FBB2VSWH>

Commenting on the published medical policy, ImpediMed Managing Director and Chief Executive Officer, Richard Valencia said, "Achieving coverage for our BIS technology by a Blue company is a significant milestone for the Impedimed. We continue to see the response and action by payors accelerate on an almost daily basis and a new BCBS policy will no doubt further accelerate payor momentum."

"Reimbursement in the U.S. is typically a binary outcome. You either have it or you don't. When one domino falls, the rest inevitably fall, as well. We continue to expect to achieve critical mass of covered lives throughout the U.S. in short order. Even in advance of critical mass, our sales pipeline is the strongest it has ever been, and we are already reaping some short-term rewards in sales this quarter," he continued.

"The work the Company has done to date to get our technology in the hands of our hundreds of customers, many of whom are advocates of our technology, is a key factor in our recent success with payors. We cannot undervalue the impact that our coalition of dedicated physicians is having on the reimbursement process. We share a common goal of demanding that the quality of life of patients at risk of limb lymphoedema be improved, and I am thrilled that these physician advocates will now be able to increase patient access to L-Dex testing with expanded reimbursement coverage," he concluded.

**Approved for release by the Managing Director & CEO, Richard Valencia.**

#### **Contact Details**

##### **Investor Relations Contact:**

Hannah Howlett

WE Communications

T: +61 450 648 064

E: [hhowlett@we-worldwide.com](mailto:hhowlett@we-worldwide.com)

E: [investorrelations@impedimed.com](mailto:investorrelations@impedimed.com)

For personal use only



### **About ImpediMed**

Founded and headquartered in Brisbane, Australia with US and European operations, ImpediMed is a medical technology company that uses bioimpedance spectroscopy (BIS) technology to generate powerful data to maximise patient health. ImpediMed produces the SOZO® Digital Health Platform, which is FDA-cleared, CE-marked, and ARTG-listed for multiple indications, including lymphoedema, heart failure, and protein calorie malnutrition and sold in select markets globally.

In March 2023, the NCCN Clinical Practice Guidelines In Oncology (NCCN Guidelines®) for Survivorship were updated and reference bioimpedance spectroscopy as the recommended objective tool to screen at-risk cancer patients for early signs of lymphoedema. With the SOZO Digital Health Platform and L-Dex®, ImpediMed is the only company to offer FDA-cleared technology that uses bioimpedance spectroscopy for the clinical assessment of lymphoedema. The connected digital health platform and large, attractive cancer-related lymphoedema market present an opportunity for continued strong growth through ImpediMed's SaaS subscription-based business.

For more information, visit [www.impedimed.com](http://www.impedimed.com).

### **Forward-Looking Statements**

This announcement contains or may contain forward-looking statements that are based on management's beliefs, assumptions and expectations and on information currently available to management.

All statements that address operating performance, events or developments that we expect or anticipate will occur in the future are forward-looking statements, including without limitation our expectations with respect to our ability to expand sales and market acceptance in the US and Australia including our estimates of potential revenues, costs, profitability and financial performance; our ability to develop and commercialise new products including our ability to obtain reimbursement for our products; our expectations with respect to our clinical trials, including enrolment in or completion of our clinical trials and our associated regulatory submissions and approvals; our expectations with respect to the integrity or capabilities of our intellectual property position.

Management believes that these forward-looking statements are reasonable as and when made. You should not place undue reliance on forward-looking statements because they speak only as of the date when made. ImpediMed does not assume any obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. ImpediMed may not actually achieve the plans, projections or expectations disclosed in forward-looking statements. Actual results, developments or events could differ materially from those disclosed in the forward-looking statements.

For personal use only