

## **Victoria M. Wallace**

Partner

Washington, D.C.

### **Biography**

Victoria Wallace understands that health care innovation is most useful when patients can access it. With a practice focused on coding, coverage and payment, Victoria assists clients with obtaining and maintaining appropriate reimbursement for innovative medical device, pharmaceutical, and digital health technologies. With a particular focus on artificial intelligence (AI)-based health technology, and extensive experience with gene and cellular therapies, she works at the forefront of complex reimbursement issues.

Victoria has significant experience applying for and obtaining Healthcare Common Procedure Coding System (HCPCS) and Current Procedural Terminology (CPT) codes. She successfully secures special payment status under the Medicare Inpatient Prospective Payment System (IPPS), Outpatient Prospective Payment System (OPPS), and Physician Fee Schedule (PFS), including New Technology Add-on Payment (NTAP), New Technology Ambulatory Payment Classification (APC), and drug and device pass-through payment. She advises clients seeking coverage and payment under the Medicare Durable Medical Equipment, Prosthetic, Orthotic, and Supplies (DMEPOS) benefit category, including for digital health manufacturers. She regularly facilitates meetings with the Centers for Medicare & Medicaid Services (CMS) on behalf of clients who face reimbursement challenges that need to be brought to the Agency's attention for resolution.



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### **Practices**

Health

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### **Industries**

Insurance

Life Sciences and Health Care

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### **Areas of focus**

Digital Health

Telehealth Services

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### **Education and admissions**

### **Education**

She works with clinical laboratories and developers of sophisticated diagnostic tests to secure Proprietary Laboratory Analysis (PLA) codes, navigate coverage with MoIDx, and ensure compliance with the Clinical Laboratory Improvement Amendments of 1988 (CLIA).

Underlying all this work is Victoria's dedication to understanding the ins and outs of reimbursement pathways and turning them into actionable strategies for clients. When problems arise, Victoria leans into this knowledge to solve issues and develop innovative solutions.

## Latest thinking and events

- News
  - Breaking News for Breakthrough Devices: CMS Finalizes Transitional Coverage for Emerging Technologies Pathway
- News
  - Tortoise and Hare: Congress may overtake CMS in years-long race to set Medicare breakthrough device coverage
- News
  - Reform urged to facilitate payment & coverage of AI medical services in the U.S.
- Hogan Lovells Events
  - AI Health Law & Policy Summit
- News
  - Public comment period reopened for Proposed Rule on No Surprises Act's IDR Operations
- News
  - A Break for Breakthrough Devices? CMS Issues Transitional Coverage for Emerging Technologies Notice

J.D., Syracuse University College of Law, summa cum laude, Order of the Coif, 2014

M.P.A., Maxwell School of Citizenship and Public Affairs, Syracuse University, 2014

B.F.A., New York University, 2011

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## Memberships

Member, American Health Lawyers Association

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## Bar admissions and qualifications

District of Columbia

Virginia

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