

HEALTHCARE & LIFE SCIENCES

Be the first call when the policy moves.

Diagnostic implementation work and lab coverage advisory don't show up on bid platforms. They show up as policy windows, practice consolidations, and grant awards — months before the buying decision. Two sub-profiles cover the consultative motion.

THE COST OF SHOWING UP AT PROCUREMENT

Healthcare buying decisions get made in advisory meetings, policy comment periods, and post-grant planning calls — long before procurement opens. By the time an RFP exists, the consultative relationship has been built by someone else.

WHO THIS IS FOR

Sales and business development professionals at diagnostic implementation firms, lab coverage and reimbursement advisors, clinical and molecular lab service providers, life sciences consultancies, and back-office partners serving practices, labs, federal facilities, and academic medical centers.

Implementation BD | Coverage Advisors | Lab Services BD | Reimbursement Consultants | Clinical Account Mgmt | Life Sciences Partners

WHAT CHANGES FOR YOU

YOUR WEEK

You stop chasing RFPs and start tracking policy windows.

Procurement is the last stage, not the first. ArcReact surfaces NCAs in active comment, LCDs in draft, FDA decisions with reimbursement tails, and practice consolidations — the upstream triggers that determine who gets the consultative seat.

YOUR PIPELINE

You build advisory relationships before the buying decision is made.

The practices, labs, and institutions that match your work are already navigating a policy change, a new clinician hire, or a grant-funded expansion. ArcReact gives you the trigger event with institutional context attached.

YOUR COMPANY

You convert from "vendor in the RFP" to "trusted advisor at the table."

The firms with the highest close rates aren't the ones with the best proposals — they're the ones already in the room when the buying decision forms. ArcReact gives you that seat systematically.

THREE WAYS SELLERS USE IT

USE CASE 01

Catch the coverage window while it's open.

A coverage advisory BD lead configures ArcReact for NCAs in active comment, LCD drafts, and MoDX program updates affecting molecular and pathology labs. Policy events surface with affected lab segments, comment-window timing, and reimbursement-tail context.

RESULT: You're in front of the lab director while the policy is still being shaped — not after the coverage decision has reshuffled the vendor landscape.

USE CASE 02

Find the practice before the procurement.

A diagnostic implementation BD lead configures the profile for clinical practice consolidations, new clinician hires, and institutional diagnostic expansions across her territory. Practices surface with consolidation context, capability gaps, and projected implementation windows.

RESULT: You build the consultative relationship during planning — when the practice is choosing its implementation path, not its purchase order.

USE CASE 03

Track grants into implementation cycles.

A life sciences BD lead configures ArcReact for federal facility and academic medical center grant awards in his service area. Grants surface with award scope, institution profile, and post-award implementation timing attached.

RESULT: You're the partner the institution already knows by the time post-award planning starts — because you saw the funding before the build-out brief was written.

WITHOUT ARCREACT

- You find healthcare opportunities when the RFP arrives — and the advisors are already chosen.
- You chase grant lists and policy news hoping something matches your service line.
- You bid into engagements where the advisory seat was filled months earlier.

WITH ARCREACT

- You see policy comment windows, practice consolidations, and grant awards before procurement opens.
- You open the portal to a list routed to your sub-profile and territory.
- You earn the trusted-advisor seat because the institution knew you early.