

## Dignitana launches new initiatives to support reimbursement and market access

**Dignitana**, world leader in scalp cooling innovation, announced today the launch of two key initiatives to support reimbursement and insurance appeals for U.S. providers of The DigniCap Scalp Cooling System. The company has engaged two Minneapolis-based organizations, medical device consulting firm [JD Lymon Group](#) and market access specialists [JDL Access](#), to launch a reimbursement hub and an appeal support program. JDL Access will be working directly with providers and payors to facilitate reimbursement for patient treatments using DigniCap. Patients using DigniCap will continue to receive personalized assistance navigating reimbursement through the DigniCap Patient Support Center.

"The JD Lymon team are recognized experts in reimbursement. As we approach the July 1 introduction of CPT codes for scalp cooling, we are acutely aware of the complexities of the reimbursement landscape. Our partnership with JD Lymon and JDL Access is a demonstration of our commitment to our customers to achieve and maintain access to DigniCap for patients in need," said William Cronin, Dignitana CEO. "When the AMA announced the CPT codes for scalp cooling last fall, we initiated a plan to do our part to help the oncology community establish appropriate reimbursement. JDL Access and JD Lymon are the ideal partners to help us achieve that."

Julie Grimme, President of JDL Access along with Jolayne Devers, Partner at JD Lymon, state, "We are honored to be selected by Dignitana to support their market needs. Emerging technologies face special challenges in reimbursement. We understand these challenges and look forward to a beneficial collaboration and increased access to The DigniCap Scalp Cooling System."

With more than 70 combined years of medical device and pharmaceutical experience across the firm's partners, JDL Access and JD Lymon focuses on accelerating market access through multi-disciplinary strategies that address the complex interrelationship between policy, evidence, and practice to optimize the market position of emerging therapies.

Cronin continued, "We have recently seen an accelerated pace in new providers signing on for DigniCap. With this increased activity and the developments in reimbursement, I believe awareness of scalp cooling and utilization of DigniCap will continue to grow, further advancing our company's overall strategic objectives and mission."

The DigniCap Scalp Cooling System received FDA clearance in 2015 to minimize hair loss from chemotherapy in patients with solid tumors. DigniCap is [available](#) in 34 U.S. states and in 40 countries around the world.

### For More Information Contact

Melissa Bourestom, VP Corporate Communications, [melissa.bourestom@dignitana.com](mailto:melissa.bourestom@dignitana.com) +1 469-518-5031

### About Dignitana

Dignitana AB is the world leader in clinically superior scalp cooling technology. The company produces The DigniCap Scalp Cooling System, a patented medical cooling device that offers cancer patients the ability to minimize hair loss during chemotherapy. FDA cleared since 2015, DigniCap provides continuous cooling with high efficacy, safety and patient comfort. Hailed internationally as a life-changing medical advancement for cancer patients, The DigniCap Scalp Cooling System was invented in 1999 by a Swedish Oncology nurse and has been available in Europe since 2001. Dignitana AB is listed on Nasdaq First North Growth Market in Sweden with headquarters in Lund, Sweden and operations based in Dallas, Texas in the United States. Company subsidiaries are Dignitana, Inc. in the United States and Dignitana S.r.l. in Italy. Certified Adviser is Redeye AB +46 8 121 576 90, [certifiedadviser@redeye.se](mailto:certifiedadviser@redeye.se). Learn more at [www.dignitana.se](http://www.dignitana.se) or [www.dignicap.com](http://www.dignicap.com).

### About JD Lymon

Founded by three highly respected healthcare strategists with more than 70 years of combined experience, JD LYMON creates strategic, integrated, multidisciplinary pathways that help medical device and biopharmaceutical companies understand their unique value proposition and optimize their market potential. At every stage of development - from an idea on a napkin to your company's next acquisition - JD LYMON serves as a collaborative partner dedicated to accelerating market access for groundbreaking medical and biopharmaceutical technology. [jdlymon.com](http://jdlymon.com)

#### **About JDL Access**

JDL Access was founded by industry experts with proven success in reimbursement, strategy, compliance, regulatory and customer service. They partner with innovators of medical technologies to support their customers and create access to novel therapies. [Jdlaccess.com](http://Jdlaccess.com)