

MA360i – Clinical Evidence & Coverage Implications Assessment for MRD Testing



1. Overview of MA360i

Market Access 360 Insights (MA360i) is a strategic intelligence platform focused on helping diagnostics companies navigate clinical evidence requirements and payer expectations for high-impact, innovative tests. We use AI-driven tools and expert analysis to synthesize clinical data, guideline alignment, and payer coverage trends.

2. Featured Report

Title: *Clinical Evidence & Coverage Implications for Minimal Residual Disease (MRD) Testing in Solid Tumors*

Summary:

This report delivers a clear, actionable view of the clinical and policy landscape surrounding MRD testing for solid tumors—a rapidly advancing area in precision oncology. It includes:

- Synthesis of clinical studies, professional guidelines, and payor policies
- Coverage trends and evidence gaps
- Strategic implications for market access and reimbursement planning

Format: 1-page infographic

Access Link: <https://ma360i.com/download-mrd-testing-infographic/>

3. Target Audience

- Diagnostics & molecular test developers
 - Market access, medical affairs, and reimbursement teams
 - Payers, policy advisors, and health economists
 - Investors and strategists in precision oncology
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4. Key Messages

- MRD in solid tumors is emerging as a key category for early cancer detection, recurrence monitoring, and treatment optimization.
 - Payers are actively shaping policies, but evidence thresholds remain a barrier.
 - This resource helps diagnostic innovators align development with real-world access needs.
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5. Available Assets

- 1-page infographic summary (PDF): <https://ma360i.com/download-mrd-testing-infographic/>
 - Sample slides for partner use (on request)
 - Expert commentary (available for interviews or contributed articles)
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6. Contact

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