

## WOMEN'S HEALTH WHITE PAPER

# Coding, Coverage, and Reimbursement: Considerations for Women's Health Access

In July 2025, AdvaMed's Women's Health Initiative released this white paper in conjunction with Health Management Associates to **assess the research and development landscape for medical technology used in the women's health space.**

Innovating women's health products can be particularly challenging. Pulling data from a variety of sources, the paper focuses on challenges in the areas of funding, coding, coverage, and reimbursement. Findings suggest gaps in each of these areas.

### KEY TAKEAWAYS INCLUDE:



Women's health is among the most **underfunded investment sectors**, with venture capital in women's health cited at 2 percent of capital markets.



Historically, federal funding for women's health research is minimal relative to total budgets (less than 10%) and **funding patterns favor the study of male-dominant conditions**; insufficient funding results in less evidence generation and affects coding, coverage, and reimbursement for medical services.



Analysis of different payer datasets found evidence of **differential reimbursement for male-centered services** relative to the (potentially) analogous female procedure.

### HOW TO TAKE ACTION:

- ✓ Review and share the paper with your colleagues and networks.
- ✓ Use the paper to inform discussions with investors, funders, policymakers, payers, and others.

It is our expectation that the findings and recommendations will help:

- ✓ **Advance changes** to improve the innovation landscape for women's health products.
- ✓ **Provide access** to the women who need them.
- ✓ **Improve women's health** and outcomes across the country.

To learn more about AdvaMed, visit our website at [www.advamed.org](http://www.advamed.org).

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