

---

# Spring Newsletter 2025 – Q1



**Healthcare Heads GmbH**  
Fleethörn 7 | 24103 Kiel | Germany  
+49 431 800 147 0 | [info@healthcareheads.com](mailto:info@healthcareheads.com)  
[www.healthcareheads.com](http://www.healthcareheads.com)  
CEO: Dr. med. Susanne Habetha MPH, Sven Sauermann  
Sitz: Kiel | Amtsgericht Kiel | HRB 21293 KI

---

## The HcH Spring Letter 2025 -Q1

In the latest edition of the Healthcare Heads Newsletter, we provide an update on key topics that are currently shaping the healthcare sector. The following points are covered:

- Federal prime rate and 2025 reimbursement
- The NUB procedure
- Continuous development of the DRG system and service groups
- Outlook.

## Federal prime rate and 2025 reimbursement

Like in the previous years the German Medical Technology Association (BVMed) has estimated the federal prime rate for the upcoming year. For 2025 it is to be € 4.400. With this notional federal prime rate, it is now possible to determine the reimbursement for 2025 in the DRG system.

This means:

Now is the time to get coding brochures for your product.

Also, with a reimbursement analysis for your therapy you can determine what reimbursement you can expect for the year 2025.

### Digital coding brochures

The new Hospital Care Improvement Act (KHVVG) as well as the somewhat fluid current political situation create a less predictable situation for the German healthcare market than in the previous years. We expect significantly more changes to the key figures that determine reimbursement during this year.

Here digital coding brochures are the solution. You (and your customers) are always up to date as the reimbursement and key-figures are re-calculated repeatedly through our new data portal with the most current key figures.

## The NUB procedure

The InEK has published the list of NUB services for 2025. Has your innovative therapy achieved status 1?

If so, congratulations on this fantastic result. Now is the time to support your customers in negotiating the NUB fee with the insurance companies. We can support you in this. We have a comprehensive list of activities helping your customer to negotiate the appropriate reimbursement.

Were you unable to obtain NUB status 1?

We are happy to take a second look at your NUB application (NUB 2nd-look) to assess how you might be able to achieve reimbursement for your therapy the next round.

In the past we have managed to change a NUB status 2 to a NUB status 1 for several times.

Of course, we also support you in preparing a new NUB application. The time to prepare for 2026 is now!

## Continuous development of the DRG system and service groups

The DRG proposal procedure ends on March 31.

For the first time the InEK also accepts proposals for the new service groups. Those proposals have no deadline and can be submitted even after March 31, 2025.

If you have questions about this new and complex topic, just reach out to us.

## Outlook

What can we expect from the Hospital Care Improvement Act?

While there are many things still in the open, one thing is certain:

In the future we will need to present much more robust clinical and economic data to gain access to the German market. It will be the medical industry's job to gather and prepare the supporting data for their products.

We have developed a register technology with which we can analyze clinical and economic data on the smallest possible scale so that you can successfully present and discuss the results and benchmarks with your customers.

If you have any questions or need support in any of these aspects of market access and reimbursement in Germany, please contact us and ask for a complimentary consultation. We are experts in the intricacy of the German healthcare system with an extensive network and many years of experience.

## HcH is happy to support you with your individual strategy

I am Sven Sauermann, the co-founder and of the CEOs of the consulting agency Healthcare Heads. We are truly experts in what we do: help you to successfully establish your technology and products in the German healthcare market by developing a strategy unique to your needs. And we will also support you in the effective implementation.

Let's work together to secure patients' access to innovative health care technologies in the future.