

Strategic Pricing For Medical Technologies: A Practical Guide To Pricing Medical Devices Diagnostics

Evidence suggests that medical innovation is becoming increasingly dependent on interdisciplinary research and on the crossing of institutional boundaries. This volume focuses on the conditions new medical technologies and suggest that the boundaries between disciplines, institutions, and the private and public sectors have been redrawn and reshaped. Individual essays explore the nat management of interdisciplinary R&D in medicine; the introduction into clinical practice of the laser, endoscopic innovations, cochlear implantation, cardiovascular imaging technologies, and synthe of innovating labor in biotechnology; the government- industry-university interface; perspectives on industrial R&D management; and the growing intertwining of the public and proprietary in med Japan Investment and Business Guide Volume 2 Business, Investment Opportunities and Incentives

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The Strategic Application of Information Technology in Health Care Organizations

Assessing Medical Technologies

Medical technology under proposals to increase competition in health care.

A Guide to the Recent Literature of Trends, Forecasts, and Policy Proposals

Strategies, Gameplans & Resources for Successful Product Management

Technology is essential to the delivery of health care but it is still only a tool that needs to be deployed wisely to ensure beneficial outcomes at reasonable costs. Among various categories of health technology, medical equipment has the unique distinction of requiring both high initial investments and costly maintenance during its entire useful life. This characteristic does not, however, imply that medical equipment is more costly than other categories, provided that it is managed properly. The foundation of a sound technology management process is the planning and acquisition of equipment, collectively called technology incorporation. This lecture presents a rational, strategic process for technology incorporation based on experience, some successful and many unsuccessful, accumulated in industrialized and developing countries over the last three decades. The planning step is focused on establishing a Technology Incorporation Plan (TIP) using data collected from an audit of existing technology, evaluating needs, impacts, costs, and benefits, and consolidating the information collected for decision making. The acquisition step implements TIP by selecting equipment based on technical, regulatory, financial, and supplier considerations, and procuring it using one of the multiple forms of purchasing or agreements with suppliers. This incorporation process is generic enough to be used, with suitable adaptations, for a wide variety of health organizations with different sizes and acuity levels, ranging from health clinics to community hospitals to major teaching hospitals and even to entire health systems. Such a broadly applicable process is possible because it is based on a conceptual framework composed of in-depth analysis of the basic principles that govern each stage of technology lifecycle. Using this incorporation process, successful TIPs have been created and implemented, thereby contributing to the improvement of healthcare services and limiting the associated expenses. Table of Contents: Introduction / Conceptual Framework / The Incorporation Process / Discussion / Conclusions

Technology is indispensable for the delivery of health services even in the poorest and most remote areas of the world. Drugs, implants, disposable products, and medical equipment are major contributors to the fantastic progress of healthcare in the last 100 years when compared to the preceding thousands of years. Unfortunately, technology also is a significant contributor to the fast and steady rise of healthcare costs. This book covers the process of planning and acquiring technology with the goal of maximizing benefits (clinical outcomes and financial returns) and lowering costs (both investment and recurring). This book is a compilation of many years of work performed in developed and developing countries. It provides a rational and organized approach to technology incorporation, with heavy emphasis on medical equipment. It is hoped that readers can take advantage of what is presented to develop their own and better practice and contribute to best practices for the benefit of patients worldwide.

EU Healthcare Sector Organization, Management and Payment Systems Handbook - Strategic Information, Programs and Regulations

The Process of Innovating Medical Technologies

EU Healthcare Sector Organization, Management and Payment Systems Handbook Volume 1 Strategic Information, Programs and Regulations

Next Generation Business Models and Strategies

Future Survey Annual 1983

Hearing Before the Joint Economic Committee, Congress of the United States, One Hundred Eighth Congress, First Session, July 9, 2003

Sources of Medical Technology

Recognize market opportunities, master the design process, and develop business acumen with this 'how-to' guide to medical technology innovation.

Outlining a systematic, proven approach for innovation - identify, invent, implement - and integrating medical, engineering, and business challenges

with real-world case studies, this book provides a practical guide for students and professionals.

Technology innovation has resulted in improved productivity and lower costs in many sectors of the US economy. In the medical field however technology advances have often been viewed as a major cost driver. The objective of this project has been to identify those technologies and technology-related policies with the potential for reducing health care costs while maintaining or improving quality. This document details eight technology and policy roadmaps that provide guidance for future development and introduction of cost-effective technologies and technology-related policies for the US health care delivery system. Roadmaps are strategic plans for the development and introduction of technologies and policies into an essential economic or system area to maximize the valued outputs of the system. Outputs can be cost quality performance or any other featured system product. Roadmaps provide important planning guidelines for the development and introduction of technologies and technology-related policies. They identify a common vision for timely solutions of fundamental system problems that are 'needs' driven rather than solutions' driven. Each roadmap is designed to be a working document and maybe updated as required.

In *The Three Rules*, Michael E Raynor and Mumtaz Ahmed provide the answer to the ultimate business question: how do some companies manage to keep excelling, year after year after year? 'The objective is to deliver the best possible performance and sustain it for as long as possible' In every sector there's an outlier. An exceptional company that faces the same difficulties as competitors, but constantly delivers superior results. What are they doing differently? And what can they teach us? Michael E. Raynor and Mumtaz Ahmed analysed 25,000 companies spanning forty-five years to find the answers. What they discovered were three clear rules that the most exceptional companies follow when faced with the most difficult decisions. With a powerful combination of detailed case studies and rigorous data analysis, reading, learning and applying *The Three Rules* will help your organization become truly exceptional. Michael E. Raynor is a director at Deloitte Services LP, where he explores corporate strategy, innovation, and growth with clients in a variety of industries. He is the coauthor, with Clayton Christensen, of *The Innovator's Solution*, and the author of the bestselling and critically acclaimed *The Strategy Paradox* and *The Innovator's Manifesto*. Mumtaz Ahmed is a principal in Deloitte Consulting LLP and the chief strategy officer of Deloitte LLP, responsible for the U.S. firm's strategy, corporate development, innovation, eminence, and brand.

Medical Device Marketing

The Practice and Ethics of Health and Safety Communication

Biodesign

The Implications of Cost-effectiveness Analysis of Medical Technology

The Culprit Behind Health Care Costs? : Proceedings of the 1977 Sun Valley Forum on National Health

Hearing Before the Subcommittee on Technology, Environment, and Aviation of the Committee on Science, Space, and Technology, U.S. House of Representatives, One Hundred Third Congress, Second Session, March 17, 1994

Strategic Pricing for Medical Technologies A Practical Guide to Pricing Medical Devices and Diagnostics

A step-by-step, full-color guide to successful medical technology innovation with a new focus on value-based innovation and global opportunities. New drugs, new devices, improved surgical techniques, and innovative diagnostic procedures and equipment emerge rapidly. But development of these technologies has outpaced evaluation of their safety, efficacy, cost-effectiveness, and ethical and social consequences. This volume, which is "strongly recommended" by The New England Journal of Medicine "to all those interested in the future of the practice of medicine," examines how new discoveries can be translated into better care, and how the current system's inefficiencies prevent effective health care delivery. In addition, the book offers detailed profiles of 20 organizations currently involved in medical technology assessment, and proposes ways to organize U.S. efforts and create a coordinated national system for evaluating new medical treatments and technology.

Technology, Innovation, and Health Care Costs

Strategies for Medical Technology Assessment

Case Studies of Medical Technologies

Summary

Universities and Industry

An Analysis of the Relevant Factors Influencing the Supplier Selection in the Procurement Process and the Effects on Pricing Strategies for Medical Technology Companies

This new edition of *The Strategic Application of Information Technology in Health Care Organizations* offers a peerless guide for health care leaders to understand information technology (IT) strategic planning and implementation. Filled with illustrative case studies, the book explores the link between overall strategy and information technology strategy. It discusses organizational capabilities, such as change management, that have an impact on an organization's overall IT effectiveness, and a wide range of IT strategy issues. The book covers emerging trends such as personalized medicine; service-oriented architecture; the ramification of changes in care delivery models, and the IT strategies necessary to support public health. "Health information technology sometimes masquerades as an end in itself. The reality is that IT is a means to an end, an enabler of the strategic goals of health care organizations. This volume reminds us that shaping IT strategy and implementation to an organization's goals is the key to generating both

economic returns and safer care for patients. You don't need an engineer to understand how to use IT to advance a health care organization's strategic agenda. You just need to read this book."— Jeff Goldsmith, PhD, president of Health Futures, Inc. "In this time of health care reform, nothing is more front and center than health IT. This book is an exceptional blueprint for the future, with a focus on the essential measures of success for any system implementation." – Stephanie Reel, MBA, vice provost for information technology and chief information officer, The Johns Hopkins University "In this book, the authors answer the question that every health care leader should be asking: How do we unlock the promise of health information technology and fundamentally reshape our industry? This is a must-read for every person who wants to improve American health care." – David Brailer, MD, PhD, chairman of Health Evolution Partners

This study has emerged from an ongoing program of trilateral cooperation between WHO, WTO and WIPO. It responds to an increasing demand, particularly in developing countries, for strengthened capacity for informed policy-making in areas of intersection between health, trade and IP, focusing on access to and innovation of medicines and other medical technologies.

In Strategic Pricing for Medical Technologies, industry veteran and pricing expert, Christopher D. Provines, provides a comprehensive and practical guide to pricing medical technologies. Medical technologies include medical devices, in-vitro diagnostics, in-vivo diagnostics, combination products, and medical supplies & equipment. The book will help you better quantify, communicate, and capture value in an increasingly challenging environment. Drawing on 20-plus years of experience in the medical technology industry as well as research, the book provides a comprehensive strategic framework for pricing medical technologies. It specifically addresses, among other things, quantifying the value of medical technologies, setting pricing strategy, communication value, developing offering strategies, understanding buying groups and the buying center, the role of evidence and reimbursement, pricing innovation, and international pricing. It is filled with real case studies, useful frameworks, and detailed explanations of how to think about the unique issues and challenges of pricing medical technologies. Here's what the experts are saying... "All companies need to get their pricing right, but few do. Provines lays out how to develop the right pricing strategy in an easy and highly readable format. This is a must read for every executive and practitioner!" Jason Aroesty, Vice President - Siemens Diagnostics, Head of Northern Europe "Chris Provines has written a clear and intelligent book on the pricing of medical technologies. With a background of more than twenty-three years in the field, Provines brings his vast knowledge to bear in dissecting the intricacies of medical technology pricing which involves stakeholders such as the manufacturers, the payors, the government, the hospitals, patients, and society. The backbone of the book is value pricing, but it addresses reimbursement and contracting issues and the complexities of international pricing as well. A must read for practitioners and academics interested in medical technology pricing. Brilliant!" Lakshman Krishnamurthi, Northwestern University, co-author of "Principles of Pricing: An Analytical Approach," (Cambridge University Press, 2012) "Chris Provines has a long and distinguished career in medical technology pricing. His experience shines through in the clear manner in which he describes why medical businesses are different and how companies can use value to drive their pricing strategies in this critical arena. Strategic Pricing for Medical Technologies will help you capitalize on your product's innovations across different markets and help your company thrive during these changing times." Kevin Mitchell, President - The Professional Pricing Society, Inc. "Pricing is often overlooked as a strategic capability. In this book, Provines provides a clear and compelling roadmap to navigate the intricacies of pricing decision-making and use it for competitive advantage. A "must read" for marketing leaders from one of the industry's leading experts!" Karl F. Schmidt, Corporate Vice President - Johnson & Johnson (retired)

Healthcare Disrupted

Global Market Strategies

Assessing the Efficacy and Safety of Medical Technologies

What OTA is, what OTA does, how OTA works

Promoting Access to Medical Technologies and Innovation - Intersections between Public Health, Intellectual Property and Trade

Integrating Technology Strategies

Author Joseph Dyro has been awarded the Association for the Advancement of Medical Instrumentation (AAMI) Clinical/Biomedical Engineering Achievement Award which recognizes individual excellence and achievement in the clinical engineering and biomedical engineering fields. He has also been awarded the American College of Clinical Engineering 2005 Tom O'Dea Advocacy Award. As the biomedical engineering field expands throughout the world, clinical engineers play an evermore important role as the translator between the worlds of the medical, engineering, and business professionals. They influence procedure and policy at research facilities, universities and private and government agencies including the Food and Drug Administration and the World Health Organization. Clinical Engineers were key players in calming the hysteria over electrical safety in the 1970's and Y2K at the turn of the century and continue to work for medical safety. This title brings together all the important aspects of Clinical Engineering. It provides the reader with prospects for the future of clinical engineering as well as guidelines and standards for best practice around the world. * Clinical Engineers are the safety and quality facilitators in all medical facilities.

Using straightforward, accessible language, this groundbreaking resource is a comprehensive primer on the most progressive tools and techniques currently used for assessing healthcare systems and healthcare process effectiveness. Typically these tools are embedded in programs such as Total Quality Management, continuous process improvement, process reengineering, protocol redesign, or most recently, Six Sigma and organizational transformation. Transforming Health Care Management presents an integrated, multi-

disciplinary approach while focusing on fundamental concepts. It will thoroughly prepare the reader to design, implement, manage, operate, monitor or improve technology, processes, and programs and is an ideal text for those studying healthcare information technology, operations research, systems analysis, process improvement, or informatics. Features: Chapters cover highly technical subjects using clear and accessible language. Vignettes from the author's years of professional experience illustrate particularly complex concepts. Focuses on key concepts and applications rather than theory and jargon. Accompanied by a complete package of instructor resources (downloadable Instructor's Manual, TestBank, PowerPoint slides) to facilitate teaching and learning.

Health and safety risk issues such as AIDS, hazardous waste disposal, airline disasters, and health care policy frequently dominate the news and require a new level of sensitivity and expertise on the part of journalists. This volume focuses on a study of the trends in risk reporting and offers guidelines on how to report the dangers of these risks more accurately. It also examines the ethical implications of reporting risks to the public. This work will be of interest to those studying communication, specifically in the areas of ethics in journalism and public health and medical reporting.

Medical Technology Buyer Behaviour in the European Market

Adopting New Medical Technology

Management of Medical Technology

Development of a Technology Development Strategy to Reduce Health Care Costs

Long-term Strategies for Health Care

Transforming Health Care Management: Integrating Technology Strategies

Abstract: This hearing transcript debates the current administration's degree of support for pursuing the problem of freeing the environment of lead, which is poisoning approximately 3 million American each year.

Good international trade relations are a must for any modern enterprise, regardless of its size. But without a sound global market strategy, entry onto the international scene is risky and can at worst lead to a company's demise. In this book, Michael Neubert, a renowned expert in global business strategy, outlines the principles that underlie a successful international venture: development of a custom-fit internationalization strategy; selection of foreign markets and structured market entry processes; design of market growth strategies; intercultural management and international corporate management; and the carrying out of market exits. Supplemented with case studies, the tools and solutions in Global Market Strategies provide international managers with the requisite know-how for success in all markets and industries.

The Insider's Guide to Success in this Unique Industry To make it in the competitive and fast-changing medical device industry, you need to be armed with the best information available. That's where Medical Device Marketing comes in. With more than 20 years' experience in the business, author Terri Wells outlines a complete road map for a successful product cycle—from development to phase-out. You'll learn: How to identify the customer—and why this seemingly simple task is trickier than it sounds. Steps to a winning business plan—from conducting insightful market research to making accurate cost projections. Keys to product development—along with what to do when the unexpected happens. Effective sales support—including what you really need to know about how every sales team operates. How to get product launches right—as well as the communication tips that will make or break a great product. Tactics for managing existing product lines—and how to boost sales during a plateau. Insider advice for a successful career—and the key behaviors you must always, absolutely avoid in order to keep it. Much, much more! Whether you are aiming for a product management position or are a longtime veteran, Medical Device Marketing is the unique and up-to-the-minute guidebook for this exciting business. It's packed with real-life examples, sample charts and marketing plans, and—most importantly—keen insight you won't find anywhere else."

Theory, Practice and Cases

How Exceptional Companies Think

Medical Technology Modernization and Strategic Planning

Shaping Army Health Care

Hearing Before the Committee on Ways and Means, House of Representatives, One Hundred Second Congress, First Session, April 16, 17, 23, 24, and 25, 1991

Fiscal Year 1986 DOE Budget Authorization

This is the second book in the series of books that we edit on the Management of Medical Technology (MMT) published by Kluwer Academic Publishers. The first book Managing Technology in Health Care offered a broad-brushed view of the topics involved in the new and exciting area of MMT that we have launched. A group of distinguished scholars contributed to the first book in the series, and on a variety of articles in MMT, we began to realize that there is an urgent need for a comprehensive and highly focused book which will

define the area of MMT. In addition, we had just completed the two studies of MMT in American hospitals, and had a magnificent database fully analyzed. With three months left in sabbatical, and thanks to the encouragement from our editor at Kluwer, Gary Folven, we took to the task of writing this book. The merging in this book of the description of a new and the write-up of the results from our MMT studies have created a unique blend of very attractive reading material. The reader will find this book to be a fascinating adventure in a created area of intellectual endeavor, coupled with findings about how the health care delivery system manages technology. Regardless of the reader's background, this book will be of interest, as it links the medical and business frameworks.

What information and decisionmaking processes determine how and whether an experimental medical technology becomes accepted and used? Adopting New Medical Technology re-examines strengths and weaknesses of present coverage and adoption practices, highlights opportunities for improving both the decisionmaking processes and the underlying information base, and approaches to instituting a much-needed increase in financial support for evaluative research. Essays explore the nature of technological change; the use of technology assessment by health care providers and federal, for-profit, and not-for-profit payers; the role of the courts in determining benefits coverage; strengthening the connections between evaluative research and coverage decisionmaking; manufacturers' responses to the increased demand for outcomes research; and the implications of health care reform for technology policy.

This report analyses the present system of identifying and testing medical technologies and of synthesizing and disseminating assessment information. The report focuses on the methods that is central to an efficient assessment system. Methods for testing technologies and for synthesizing information are explored, and a compendium of data and bibliographic sources is provided. The report also describes the innovation process for medical technologies, the effects that federal policies have on that process, and the needs those policies generate for technology assessment information. It critiques the current system of assessment and provides policy options, both legislative and oversight, for congress to improve the system.

Interdisciplinary Concepts

Strategic Health Technology Incorporation

The Implications of Cost-effectiveness Analysis of Medical Technology : Background Paper #2

Medical technology and costs of the Medicare program.

Medical Technology

Strategies for medical technology assessment.

"During a time of tremendous change and uncertainty, Healthcare Disrupted gives executives a framework and language to determine how they will evolve their products, services, and strategies to flourish in a increasingly value-based healthcare system. Using a powerful mix of real world examples and unanswered questions, Elton and O'Riordan lead you to see that 'no action' is not an option—and push you to answer the most important question: 'What is your role in this digitally driven change and how can your firm can gain competitive advantage and lead?'"—David Epstein, Division Head, Novartis Pharmaceuticals "Healthcare Disrupted is an inspirational call-to-action for everyone associated with healthcare, especially the innovators who will develop the next generation of therapeutics, diagnostics, and devices."—Bob Horvitz, Ph.D., David H. Koch Professor of Biology, MIT; Nobel Prize in Physiology or Medicine "In a time of dizzying change across all fronts: from biology, to delivery, to the use of big data, Health Disrupted captures the impact of these forces and thoughtfully develops new approaches to value creation in the healthcare industry. A must-read for those who strive to capitalize on change and reinvent the industry."—Deborah Dunsire, M.D., president and CEO, FORUM Pharmaceuticals Healthcare at a Crossroad: Seismic Shifts, New Business Models for Success Healthcare Disrupted is an in-depth look at the disruptive forces driving change in the the healthcare industry and provides guide for defining new operating and business models in response to these profound changes. Based on original research conducted by Accenture and years of experience working with the most successful companies in the industry, healthcare experts Jeff Elton and Anne O'Riordan provide an informed, insightful view of the state of the industry, what's to come, and new emerging business models for life sciences companies play a different role from the past in to driving superior outcomes for patients and playing a bigger role in creating greater value for healthcare overall. Their book explains how critical global healthcare trends are challenging legacy strategies and business models, and examines why historical leaders in the industry must evolve, to stay relevant and compete with new entrants. Healthcare Disrupted captures this pivotal point in time to give executives and senior managers across pharmaceutical, biopharmaceutical, medical device, medical diagnostics, digital technology, and health services companies an opportunity to step back and consider the changing landscape. This book gives companies options for how to adapt and stay relevant and outlines four new business models that can drive sustainable growth and performance. It demonstrates how real-world data (from Electronic Medical Records, health wearables, Internet of Things, digital media, social media, and other sources) is combining with scalable technologies and advanced analytics to fundamentally change how and where healthcare is delivered, bridging to the health of populations, and broadening the responsibility for both. It reveals how this shift in healthcare delivery will significantly improve patient outcomes and the value health systems realize.

Environmental Research and Development : Hearings Before the Subcommittee on Natural Resources, Agriculture Research, and Environment of the Committee on Science and Technology, U.S. House of Representatives, Ninety-ninth Congress, First Session, March 20, 26, 1985

Clinical Engineering Handbook

Health Care Reform and the Role of Medical Technologies, Views of the Administration and of Industry Representatives

Japan Investment and Business Guide Volume 1 Strategic and Practical Information

Strategic Pricing for Medical Technologies
How to Turn Your Company Into a Successful International Enterprise