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*Strategic Pricing for Medical Technologies Modified Image Original Image©NEC Corporation of America via flicker.com. My colleague Kirk Jackisch and I attended the 2nd Annual Medical Device Strategic Pricing Conference in Atlanta this past week. There were over 100 attendees from various medical device, product and technology companies.*

*Medical Device Pricing Strategy - SlideShare 5 keys to hospital pricing ... primary care medical societies, nursing homes and patients. In a letter to Congress, ... and an understandable pricing strategy. People need to plan to be able to ...*

*Planning for Successful Medical Device Reimbursement*

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*Presenting a price to the market requires both astute communication with it and patience. It can be especially hard to explain the value and benefits of revolutionary products to often-skeptical buyers, but whatever conditions a new product may face, a faulty pricing strategy shouldn't be allowed to undermine its value message.*

*Amazon.com: Customer reviews: Strategic Pricing for ...  
Medtech Price Strategies: Who Is Going to Pay for It?  
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*Digital readiness in medtech - Strategy & Outside of the development process, reimbursement and pricing are two of the most difficult challenges faced by medical device manufacturers. Unfortunately, many companies are not able to allocate resources to either issue until they are faced with a sales crisis. And often, that crisis can be traced back to their reimbursement or pricing strategy.*

*Strategic Pricing For Medical Technologies  
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*

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*times.” Kevin Mitchell, President – The Professional Pricing Society, Inc. "Pricing is often overlooked as a strategic capability.*

*Medical Devices Pricing Strategy | Medical Technology ... 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.*

*Pricing and reimbursement strategies for diagnostics FINAL a great technology is not just available for use but is actually*

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*used, and used by patients who can most benefit from it. By planning ahead you can maximize clinical activities and physician relationships while maintaining high ethical and regulatory standards. Planning for Successful Medical Device Reimbursement: So Your Device is Cleared, Now ...*

*Medical Technology Consulting, Medical Device Consulting ... Why Every Medtech Company Needs a Value-Based Strategy. ... therefore, medical technology—is growing rapidly in these markets. But two factors—the lack of well-developed health care infrastructures and, in particular, the absence of a critical mass of highly trained clinicians, who have been the traditional customers for medtech products ...*

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*Medical Technology - Homburg & Partner | Strategy, Sales ... 4 Strategy& Executive summary The innovations in digital technology and smart connections that have led to what is commonly known as Industry 4.0 — or the fourth industrial revolution — hold tremendous potential for the medical*



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*Medtech Price Strategies: Who Is Going To Pay For It ...*

*Specializing in medical devices pricing strategy, and pricing consulting services for the medical technology (medtech) industry. Our strategies leverage the World Class Pricing methodology combining Pricing Strategy, Research, Analytics and Training to develop a custom pricing strategy solution. Request a consultation.*

*5 keys to hospital pricing - Becker's Hospital Review  
Homburg & Partner supports medical technology and diagnostic consumer and capital goods suppliers on a global level with dedicated teams specialized in the industry. We advise listed and medium-sized companies as well as start-ups. We have many years of experience and excellent*

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*expertise in medical technology, especially in the following key areas:*

## *Reimbursement and Pricing: The Need for a Consistent Strategy*

*Much like pharmaceutical companies, medical technology companies face profit pools shifting away from the historically-innovative players to lower-margin sectors. While a few sectors of stability remain, the majority of the medical technology industry's tried-and-tested formula for success is fundamentally changing.*

## *Pricing in the Medical Device Industry*

*commonly used pricing strategy is value based pricing, while*

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*for a product using entirely new technology the most commonly used strategy is a premium pricing strategy. Considering how important the role of reimbursements is for the new product to be successful in the US and European markets, the OEMs apart from focusing on product*

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*Pricing new products | McKinsey  
The only certainty is that entrepreneurs must answer the pricing question far sooner than most expect; price is top of*

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*mind for investors and strategic partners alike. This seminar offers a practical perspective on pricing of new medical technologies in the current and future healthcare marketplace.*

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*Why Every Medtech Company Needs a Value-Based Strategy*

*Less reported are the implications for medical technology*

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*companies, which are arguably feeling the biggest squeeze from customers' growing purchasing power. The reason: While other health-care segments are combating pricing pressure through consolidation, medical device companies have less leeway to acquire competitors or complementary ...*

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