

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

The practical guide to using pricing and profitability management to build a better business A comprehensive reference for any business professional looking to understand the capabilities and competencies required for effectively managing pricing and profitability, Pricing and Profitability Management explains how to determine the right approach, tools, and techniques for each of six key categories (pricing strategy, price execution, advanced analytics and optimization, organizational alignment and governance, pricing technology and data management, and tax and regulatory effectiveness). Exploring each category in detail, the book addresses how an integrated approach to pricing improvement can give a sustainable, competitive advantage to any organization. The ultimate "how to" manual for any executive or manager interested in price management, the book presents a holistic, comprehensive framework that shows how integrating these pricing categories into a cohesive program leads to impressive gains that cannot be achieved through a single-pronged approach. Presents a comprehensive framework for more effectively managing pricing and profitability Identifies the six key categories of pricing and profitability management Shows you how to gain a competitive edge by managing pricing and profitability Taking a comprehensive view of pricing, companies can position themselves to tap a vast source of shareholder value—the ability to set and enforce profitable prices, not just once, but again and again in response to marketplace changes and evolving business needs—and this book will show you how.

The health systems inherited by transition countries of Europe and Central Asia (ECA) are changing in response to fundamental and unprecedented challenges. Although the desired shape of future health systems in many ECA countries is discernible, the process for getting there must be invented along the way. 'A Health Sector Strategy for the Europe and Central Asia Region' reviews substantive issues facing health policymakers in ECA. It summarizes the World Bank's experience so far in this arena and the lessons it suggests. Furthermore, it outlines both an external strategy by which the Bank's ECA health staff could assist countries to restructure their health systems and an internal strategy by which the staff could organize their own activities to achieve this result. The publication offers those outside the Bank a basis for professional dialogue to foster constructive change in the Bank's approaches.

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

Modern Methods of Clinical Investigation

Long-term Strategies for Health Care

Be Your Own Incubator

Taming the Beloved Beast

The Changing Economics of Medical Technology

Change in Firm Technology Strategy in Response to a Disruptive Event

Policy Directions for Effective Evaluation and Management

If a new medical device is to succeed, it must deliver both superior clinical outcomes and economic advantage. A new device must be better for the patient and the physician—and its proven clinical benefits must translate into financial savings for the hospital and the healthcare system. This book, by seasoned

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veterans of many successful product launches, helps marketing professionals master the eight simple, proven steps that will guarantee a world-class product launch.

*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.*

Medical device professionals encounter numerous challenges from successfully developing a medical device company to understanding and navigating the various intellectual property issues that arise as they seek to protect and commercialize their inventions. This is an essential resource for understanding the nuances of protecting and launching a medical device in the United States and abroad. Written by IP and patent attorneys with experience representing the unique business needs of startups, entrepreneurs, and early-stage companies, this guide covers creating and leveraging patent portfolios; freedom to operate; limiting risk of infringement; trademarks in the context of medical devices; strategies for licensing and monetizing patents; and more.

Strategic Pricing for Medical Technologies

Medical Technology Under Proposals to Increase Competition in Health Care

Managing Health Care Business Strategy

Product Launch

Medical technology under proposals to increase competition in health care.

A Practical Guide to Pricing Medical Devices and Diagnostics

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

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." The objectives of this study are to describe experiences in price setting and how pricing has been used to attain better coverage, quality, financial protection, and health outcomes. It builds on newly commissioned case studies and lessons learned in calculating prices, negotiating with providers, and monitoring changes. Recognising that no single model is applicable to all settings, the study aimed to generate best practices and identify areas for future research, particularly in low- and middle-income settings. The report and the case studies were jointly developed by the OECD and the WHO Centre for Health Development in Kobe (Japan).

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.

Pricing and Profitability Management

A Primer for Clinical Engineers

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

Medicare's Prospective Payment System

Strategic Management of Healthcare Organizations

Characteristics, Effectiveness and Implementation of Different Strategies

Healthcare Informatics

Technological innovation is deeply woven into the fabric of American culture, and is no less a basic feature of American health care. Medical technology saves lives and relieves suffering, and is enormously popular with the public, profitable for doctors, and a source of great wealth for industry. Yet its costs are rising at a dangerously unsustainable rate. The control of technology costs poses a terrible ethical and policy dilemma. How can we deny people what they may need to live and flourish? Yet is it not also harmful to let rising costs strangle our health care system, eventually harming everyone? In *Taming the Beloved Beast*, esteemed medical ethicist Daniel Callahan confronts this dilemma head-on. He argues that we can't escape it by organizational changes alone. Nothing less than a fundamental transformation of our thinking about health care is needed to achieve lasting and economically sustainable reform. The technology bubble, he contends, is beginning to burst. Callahan weighs the ethical arguments for and against limiting the use of medical technologies, and he argues that reining in health care costs requires us to change entrenched values about progress and technological innovation. *Taming the Beloved Beast* shows that the cost crisis is as great as that of the uninsured. Only a government-regulated universal health care system can offer the hope of managing technology and making it

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affordable for all.

Few industries are buffeted from as many strong forces as healthcare. The industry is highly regulated, thus dramatically increasing costs and sometimes even interfering with the ability to deliver healthcare. New drugs, treatments, and medical technologies are so common that keeping track of them can be overwhelming, and incorporating them into patient care or administration can be costly and complicated. This book lays a stakeholder foundation for managing a healthcare organization strategically. It contains step-by-step tactics as well as examples of HCOs that are having success with various aspects of the stakeholder approach in their organizations. As any experienced healthcare executive knows, making changes to a healthcare delivery system is like trying to modify an aircraft while it is in flight. The process is complicated and the consequences of mistakes can quickly lead to disaster. With this book, you ' ll get a new approach to managing healthcare within your organization, an approach that will unlock innovation and create more value for a broad group of industry participants.

The rapid growth of home health care has raised many unsolved issues and will have consequences that are far too broad for any one group to analyze in their entirety. Yet a major influence on the safety, quality, and effectiveness of home health care will be the set of issues encompassed by the field of human factors research--the discipline of applying what is known about human capabilities and limitations to the design of products, processes, systems, and work environments. To address these challenges, the National Research Council began a multidisciplinary study to examine a diverse range of behavioral and human factors issues resulting from the increasing migration of medical devices, technologies, and care practices into the home. Its goal is to lay the groundwork for a thorough integration of human factors research with the design and implementation of home health care devices, technologies, and practices. On October 1 and 2, 2009, a group of human factors and other experts met to consider a diverse range of behavioral and human factors issues associated with the increasing migration of medical devices, technologies, and care practices into the home. This book is a summary of that workshop, representing the culmination of the first phase of the study.

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

The Implications of Cost-effectiveness Analysis of Medical Technology

A Stakeholder Management Approach

Biodesign

The Three Rules

Price Setting and Price Regulation in Health Care

The Promises and Perils of Digital Strategies in Achieving Health Equity

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

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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)

A data-driven assessment of what enables some companies to outperform over the long term in spite of comparable constraints analyzes the practices of thousands of high- and low-performing companies over a 45-year period to reveal unique thinking habits and counterintuitive strategies.

Preceded by: Cost-effectiveness in health and medicine / edited by Marthe R. Gold ... [et al.]. New York: Oxford University Press, 1996.

Practical Guide to Launching Medical Device Products

The Strategic Application of Information Technology in Health Care Organizations
An Analytical Approach

intersections between public health, intellectual property and trade

Workshop Summary

Medical Device Marketing

How Medical Technology Costs Are Destroying Our Health Care System

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 governing the supply of 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 nature, organization, and management of interdisciplinary R&D in medicine; the introduction into clinical practice of the laser, endoscopic innovations, cochlear implantation, cardiovascular imaging technologies, and synthetic insulin; the division 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 medical technology.

This thoroughly revised and updated second edition of The Strategic Application of Information Technology in Health Care Organizations

offers health care executives and managers a balanced analysis of health care information systems. Written by John Glaser-a renowned expert in the field of health care information technology-this important resource shows health care professionals how to use IT to reduce costs, respond to the demands of managed care, develop a continuum of care, and manage and improve the quality of service to patients, payers, and physicians. Management of Medical Technology: A Primer for Clinical Engineers introduces and examines the functions and activities of clinical engineering within the medical environment of the modern hospital. The book provides insight into the role that clinical engineers play in the management of medical technology. Topics covered include the history, job functions, and the professionalization of clinical engineering; safety in the clinical environment; management of hospital equipment; assessment and acquisition of medical technologies; preparation of a business plan for the clinical engineering department; and the moral and ethical issues that surround the delivery of health-care. Clinical engineers and biomedical engineers will find the book as a great reference material.

IP Strategies for Medical Device Technologies

Clinical Engineering Handbook

Case Studies of Medical Technologies

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

Technology and Health Care in an Era of Limits

A Health Sector Strategy for the Europe and Central Asia Region

The very rapid pace of advances in biomedical research promises us a wide range of new drugs, medical devices, and clinical procedures. The extent to which these discoveries will benefit the public, however, depends in large part on the methods we choose for developing and testing them. Modern Methods of Clinical Investigation focuses on strategies for clinical evaluation and their role in uncovering the actual benefits and risks of medical innovation. Essays explore differences in our current systems for evaluating drugs, medical devices, and clinical procedures; health insurance databases as a tool for assessing treatment outcomes; the role of the medical profession, the Food and Drug Administration, and industry in stimulating the use of evaluative methods; and more. This book will be of special interest to policymakers, regulators, executives in the medical industry, clinical researchers, and physicians.

The U.S. health care system is in a state of flux, and changes currently under way seem capable of exerting sizable effects on medical innovation. This volume explores how the rapid transition to managed care might affect the rate and direction of medical innovation. The experience with technological change in medicine in other nations whose health care systems have "single-payer" characteristics is thoroughly examined. Technology and Health Care in an Era of Limits examines how financing and care delivery strategies affect the decisions made by hospital administrators and physicians to adopt medical technologies. It also considers the patient's stake in the changing health care economy and the need for a stronger independent contribution of patients to the choice of technology used in their care. Finally, the volume explores the impact of changes in the demand for medical technology in pharmaceutical, medical device, and surgical procedure innovation.

Managing Health Care Business Strategy is the definitive textbook on strategic planning and management for healthcare organizations. It offers all the basic information on strategic planning and management within the unique context of organizations concerned with the delivery and financing of health care. It does this by noting the singular strategic environment in health care, explaining the special procedures and options available to health care organizations, and providing real-life examples in the form of case studies. It includes not only a description of the basic multi-step process of creating and then managing a strategic plan, but also a detailed look at the role played by the key business functions (finance, marketing, human resources, information technology, and law) as well as specific strategic options (merger/acquisition, reorganization, joint venture) and some of the popular tools for analyzing strategic situations (balanced scorecard, Six Sigma, SWOT).

Medical technology and costs of the Medicare program.

Fiscal Year 1986 DOE Budget Authorization

The Process of Innovating Medical Technologies

Strategies for Medical Technology Assessment

Strategies for Evaluating Cost, Quality, and Medical Technology

Improving Healthcare Quality in Europe Characteristics, Effectiveness and

Implementation of Different Strategies

Strategies for the Digital Era

Technology in American Health Care is a comprehensive, multidisciplinary guide to understanding how medical advances -- new drugs, biological devices, and surgical procedures -- are developed, brought to market, evaluated, and adopted into health care. Cost-effective delivery of evidence-based health care is the sine qua non of American medicine in the twenty-first century. Health care decision makers, providers, payers, policymakers, and consumers all need vital information about the risks, benefits, and costs of new technologies in order to make informed decisions about which ones to adopt and how to use them. Alan B. Cohen and Ruth S. Hanft explore the evolving field of medical technology evaluation (MTE), as well as the current controversies surrounding the evaluation and diffusion of medical technologies, including the methods employed in their assessment and the policies that govern their adoption and use. The book opens with an introduction that provides basic definitions and the history of technological change in American medicine, and a second chapter that explores critical questions regarding medical technology in health care. Part I discusses biomedical innovation, the development and diffusion of medical technology, and the adoption and use of technology by hospitals, physicians, and other health care organizations and professions under changing health care market conditions. Part II examines the methods of MTE -- including randomized controlled trials, meta-analyses, economic evaluation methods (such as cost-benefit, cost-effectiveness, and cost-utility analyses), and clinical decision analysis. Part III focuses on key public policy issues and concerns that affect the organization, financing, and delivery of health care and that relate importantly to medical

technology, including safety, efficacy, quality, cost, access, equity, social, ethical, legal, and evaluation concerns.

"This book addresses how health apps, in-home measurement devices, telemedicine, data mining, and artificial intelligence and smart medical algorithms are all enabled by the transition to a digital health infrastructure.....it provides a comprehensive background with which to understand what is happening in healthcare informatics and why."—C. William Hanson, III, MD, Chief Medical Information Officer and Vice President, University of Pennsylvania Health System. "This book is dedicated to the frontline healthcare workers, who through their courage and honor to their profession, helped maintain a reliable service to the population at large, during a chaotic time. These individuals withstood fear and engaged massive uncertainty and risk to perform their duties of providing care to those in need at a time of crisis. May the world never forget the COVID-19 pandemic and the courage of our healthcare workers".—Stephan P. Kudyba, Author Healthcare Informatics: Evolving Strategies in the Digital Era focuses on the services, technologies, and processes that are evolving in the healthcare industry. It begins with an introduction to the factors that are driving the digital age as it relates to the healthcare sector and then covers strategic topics such as risk management, project management, and knowledge management that are essential for successful digital initiatives. It delves into facets of the digital economy and how healthcare is adapting to the geographic, demographic, and physical needs of the population and highlights the emergence and importance of apps and telehealth. It also provides a high-level approach to managing pandemics by applying the various elements of the digital ecosystem. The book covers such technologies as: Computerized physician order entry (CPOE) Clinical Information Systems Alerting systems and medical sensors Electronic healthcare records (EHRs) Mobile healthcare and telehealth. Apps Business Intelligence and Decision Support Analytics Digital outreach to the population Artificial Intelligence The book then closes the loop on the efficiency enhancing process with a focus on utilizing analytics for problem solving for a variety of healthcare processes including the pharmaceutical sector. Finally, the book ends with current and futuristic views on evolving applications of AI throughout the industry.

Americans praise medical technology for saving lives and improving health. Yet, new technology is often cited as a key factor in skyrocketing medical costs. This volume, second in the Medical Innovation at the Crossroads series, examines how economic incentives for innovation are changing and what that means for the future of health care. Up-to-date with a wide variety of examples and case studies, this book explores how payment, patent, and regulatory policies--as well as the involvement of

numerous government agencies--affect the introduction and use of new pharmaceuticals, medical devices, and surgical procedures. The volume also includes detailed comparisons of policies and patterns of technological innovation in Western Europe and Japan. This fact-filled and practical book will be of interest to economists, policymakers, health administrators, health care practitioners, and the concerned public.

Principles of Pricing

Cost-Effectiveness in Health and Medicine

How Exceptional Companies Think

Universities and Industry

Promoting access to medical technologies and innovation

Strategies for Evaluating Cost, Quality and Medical Technology

A Practical Guide for Business Leaders

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.

"Many businesses focus on driving volume or reducing costs rather than increasing price under the mistaken belief they have greater control over volume and costs than price. Yet, a 1% increase in price (holding volume fixed) has a greater impact on operating profit than a 1% increase in volume or a 1% decrease in cost. By not seizing the initiative on price, businesses abrogate decisions about price to competitors, customers, and the channel. A careful analysis and understanding of those same actors could help them price in a more profitable manner. Hence, this book, which is designed to communicate the fundamental principles of pricing. In marked contrast to other books on pricing, this one is based on economic theory. This is not to deny the value to be had from looking at pricing through other lenses. It is simply that these other lenses do not yet provide a systematic and organized way to think about pricing. Economic theory does. Its power is not in the provision of to-do lists or the Gradgrind-like accumulation of facts.⁸ Rather, it is in generating the right questions to be asked. Both our own experiences and that related to us by our students who have taken our classes has confirmed us in this view. A second point of contrast with other treatments of pricing is that we convey principles through stylized examples rather than anecdotes"--Provided by publisher.

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.

Management of Medical Technology

The Role of Human Factors in Home Health Care

Sources of Medical Technology

Technology in American Health Care

Strategies, Gameplans & Resources for Successful Product Management

Health care is in the midst of a dramatic transformation in the United States.

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Spurred by technological advances, economic imperatives, and governmental policies, information technologies are rapidly being applied to health care in an effort to improve access, enhance quality, and decrease costs. At the same time, use of technologies by the consumers of health care is changing how people interact with the health care system and with health information. These changes in health care have the potential both to exacerbate and to diminish the stark disparities in health and well-being that exist among population groups in the United States. While the benefits of technology flow disproportionately to those who already enjoy better coverage, use, and outcomes than disadvantaged groups, health disparities could increase. But if technologies can be developed and implemented in such a way that they improve access and enhance quality for the members of all groups, the ongoing transformation of health care could reduce the gaps among groups while improving health care for all. To explore the potential for further insights into, and opportunities to address, disparities in underserved populations the National Academies of Sciences, Engineering, and Medicine held a workshop in October 2014. The workshop focused on (1) how communities are using digital health technologies to improve health outcomes for racial and ethnic minority populations, (2) how community engagement can improve access to high-quality health information for members of these groups, and (3) on models of successful technology-based strategies to reduce health disparities. This report summarizes the presentations and discussions at the workshop.

This volume, developed by the Observatory together with OECD, provides an overall conceptual framework for understanding and applying strategies aimed at improving quality of care. Crucially, it summarizes available evidence on different quality strategies and provides recommendations for their implementation. This book is intended to help policy-makers to understand concepts of quality and to support them to evaluate single strategies and combinations of strategies.

This dissertation examines change in firm technology strategy in response to an industry wide disruptive event. More specifically, this research focuses on how technology strategy changes (as measured by changes in technology investment levels) in response to a downward price shock in the industry. While economic theory would generally suggest that firms would likely reduce their technology investment levels in an industry experiencing significant declining price levels do this outcome occur in all cases? Under what circumstances might firms sustain or increase their technology investment levels in response to a disruptive event that creates significant downward price pressures? Two models are examined. The first evaluates overall industry behavior in response to this type of disruptive event. The second model then examines the association of a set of relevant factors to specific observed changes in firm technology investment levels following the disruptive event. A study was conducted to examine whether significant medical procedure reimbursement reform in the healthcare industry during the 1980s (a significant disruptive event that created downward price pressure on the medical device industry) resulted in a change in technology strategy (increase or decrease in

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technology investment levels) of technology oriented medical device firms. To track changes in technology investment levels U.S. patent data for technology oriented medical device firms was collected for the period 1976 through 1990 (periods before, during, and after the period of the healthcare reimbursement reforms). The results of the study found that overall, contrary to general economic theory and to the predictions of a government sponsored comprehensive research study, technology oriented medical device firms significantly increased their technology investment levels following this disruptive event. Further, firms with high technology intensity prior to the disruptive event were more likely to increase their technology investment levels post the disruptive event while small firms were less likely to increase their technology investment levels post the disruptive event. Firms that were not affiliated with a technology oriented parent firm were more likely to decrease their technology investment level post the disruptive event. Proposed explanations for these findings are presented. The research has potential implications for policy makers evaluating the likely impact of healthcare reforms on medical technology investment levels. Limitations of the study and recommendations for further research are also presented.