



Strategic Pricing for Medical Technologies: A Practical Guide to Pricing Medical Devices Diagnostics (Paperback)

By MR Christopher D Provines

Christopher Provines, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. 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...



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