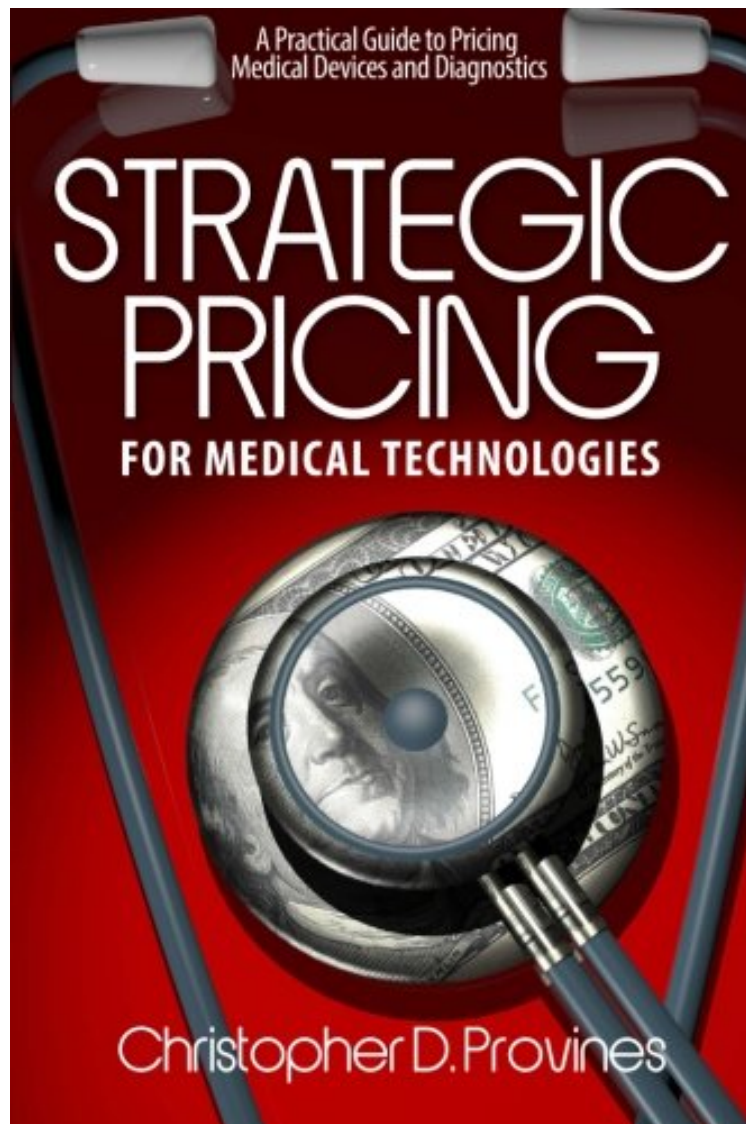


[Mobile book] Strategic Pricing for Medical Technologies: A Practical Guide to Pricing Medical Devices Diagnostics

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

Christopher D Provines

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Christopher D Provines : Strategic Pricing for Medical Technologies: A Practical Guide to Pricing Medical Devices Diagnostics before purchasing it in order to gage whether or not it would be worth my time, and all praised Strategic Pricing for Medical Technologies: A Practical Guide to Pricing Medical Devices Diagnostics:

1 of 1 people found the following review helpful. Great decision making toolBy S.A.G.Chris Provines shares his vast

experience in the area of strategic pricing of medical technologies in a brilliantly organized, easy-to-read format. Compiled literature about the commercial aspect of the medical devices business and its intricacies is hard to come by; this book goes way beyond its title and explains pricing with the big picture in mind. The many internal and external factors to consider when defining a pricing strategy are thoroughly examined and put together in a clear and concise way. Anybody interested in improving his or her understanding of the overall medical device business will find in this book an invaluable tool. In particular, executives, consultants, entrepreneurs and middle managers working in the Medical Technology field, whether in General Management, Domestic or International Marketing, Sales, Business Development, Finance, Market Access, Pricing, Reimbursement or Health Economics roles, will be glad to find an outstanding framework to enhance their contribution to the financial health of the organizations they serve. 1 of 1 people found the following review helpful. Straight forward By IT Setup Guy for Small Company Straight forward treatment of this niche marketplace. Focused on providing a frame work of known unknown questions to be answered and considered. Futher has ways to quickly determine if prospective projects may be dead on arrival as well as giving a full perspective of what may be necessary to actually run a successful product introduction. 2 of 3 people found the following review helpful. A Must Have Reference for Anyone in the Medical Technology Industry By pbv This is the best text on the topic because it covers the real life issues, complexities and challenges of pricing medical devices. Honestly, I've seen a lot of people struggle with pricing medical technologies. Sometimes, they turn to other pricing books only to find them too generic. This book deals with real life issues a sales marketing executive will see in the med tech industry. First, the overall framework for thinking about pricing is clear and complete. It addresses the core pricing/marketing activities such as quantifying value, determining a pricing strategy, and communicating value. Next, there are many frameworks, tools and examples that help illustrate "how to" price a medical technology. Finally, the book covers a wide breadth of issues global med tech execs will see such as international pricing, pricing innovations, contracting and tendering strategy, and reimbursement evidence. The chapter on strategy is worth the price of the book alone! It's well written, clear and comprehensive. I'll put it to use right away.

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.

"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 "Provines brings his vast knowledge to bear in dissecting the intricacies of medical technology pricing. A must read for practitioners. Brilliant!" Lakshman Krishnamurthi, Northwestern University, co-author of "Principles of Pricing: An Analytical Approach," (Cambridge University Press, 2012)