Medicare's Prospective Payment System

Strategic Pricing for Medical Technologies and Clinical Procedures

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.

Strategies for Medical Technology Assessment

The Three Rules 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.

Medical Technology Under Proposals to Increase Competition in Health Care

Development of a Technology Development Strategy to Reduce Health Care Costs

The Changing Economics of Medical Technology

Global Market Strategies

Medicare's Prospective Payment System 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)
Medical Device Marketing

Biodesign High quality instruction in an authentic clinical environment is a must for all healthcare programs. Packed with strategies to help clinical instructors develop as educators and strengthen their teaching practice, this text is a key resource for those new to educating in a clinical setting. The first part of this practical book explores becoming a clinical instructor. It looks at the responsibilities of the role as well as the traits of effective clinical instructors. Introducing the concept of teacher identity, it offers suggestions for making the transition from healthcare practitioner to clinical educator. The book’s second part provides information on teaching in the healthcare environment. It introduces principles of curriculum design and planning, pedagogy and teaching strategies, performance assessment, and the delivery of constructive feedback. The final chapter in this part discusses helping students prepare for entry into the healthcare workforce. The book ends with a chapter on ways to support clinical instructors. Including reflective practice exercises, practical tips for dealing with challenging situations, and sample rubrics and templates, this useful book provides a foundation for the healthcare practitioner who is beginning a career in clinical education. It is also a valuable guide for more experienced instructors and those who manage clinical instructors.

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

Taming the Beloved Beast

Healthcare Value Selling Changes in health care are at a breakneck pace. Regardless of the many changes we have collectively experienced, delivering health care has been, is, and will continue to be an enormously information-intensive process. Whether caring for a patient or a population, whether managing a clinic or a continuum, we are in a knowledge exchange business. A major task for our industry, and the task for chief information officers (CIOs), is to find and apply improved strategies and technologies for managing healthcare information. In a fiercely competitive healthcare marketplace, the pressures to succeed in this undertaking-and the rewards associated with success-are enormous. While the task is still daunting, we can all be encouraged by progress being made in information management. There are documented successes throughout health care, and there is growing recognition by healthcare chief executive officers and boards that information strategies, and their deployment, are essential to organizational efficiency, quite possibly organizational survival.
Medical Technology Buyer Behaviour in the European Market 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.

Biodesign 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.

Commercializing Successful Biomedical Technologies Salespeople and commercial leaders face a significant challenge and big opportunity. Purchasing in healthcare is undergoing a fundamental shift. Buying decisions, once driven by individual clinicians, are increasingly being made by data-driven committees, cost-driven administrators, and sophisticated buyers. The hospital supply chain and purchasing organization is growing into a powerful force, and is deploying sourcing tactics to gain unprecedented discounts and bring clearer transparency to value. Selling in this new healthcare market in the same old way is a recipe for price erosion, declining margins, frustrated salespeople, and dissatisfied customers. Based on extensive experience and research, this is a practical guide that provides salespeople and commercial teams with the insights to approach economic buyers with renewed confidence. It provides proven strategies and tools to educate customers, sell your value, and defend your value against tough buyers. This book will prove to be an invaluable source of ideas, strategies and tools for healthcare sales professionals, marketing teams, and executives responsible for leading winning commercial organizations.

Buying Medical Technology in the Dark

Managed Care and the Evaluation and Adoption of Emerging Medical Technologies 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

Medical technology and costs of the Medicare program. “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 Disrupted is an in-depth look at the disruptive forces driving change in 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.

Strategic Pricing for Medical Technologies
Strategic issues of marketing and managing new medical technologies in the small business setting 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.

The Implications of Cost-effectiveness Analysis of Medical Technology : Background Paper #2 This report analyses the present system of identifying and testing medical technologies and of synthesizing and disseminating assessment information. The report focuses on the flow of information 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 are included. 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.

Clinical Engineering Handbook 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 identity 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.

Strategies and Technologies for Healthcare Information

The Strategic Application of Information Technology in Health Care Organizations 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.

Medical Technology Modernization and Strategic Planning 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.

Strategic Health Technology Incorporation 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

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

Medical Technology A step-by-step, full-color guide to successful medical technology innovation with a new focus on value-based innovation and global opportunities.

Strategies for Clinical Teaching in the Health Professions Successful product design and development requires the ability to take a concept and translate the technology into useful, patentable, commercial products. This book guides the reader through the practical aspects of the commercialization process of drug, diagnostic and device biomedical technology including market analysis, product development, intellectual property and regulatory constraints. Key issues are highlighted at each stage in the process, and case studies are used to provide practical examples. The book will provide a sound road map for those involved in the biotechnology industry to effectively plan the commercialization of profitable regulated medical products. It will also be suitable for a capstone design course in engineering and biotechnology, providing the student with the business acumen skills involved in product development.
Healthcare Disrupted

Long-term Strategies for Health Care

North Carolina's Strategic Plan for Advanced Medical Technologies

Modern Methods of Clinical Investigation

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 affordable for all.

Strategic Health Technology Incorporation

Medicare's Prospective Payment System

New medical technologies--pharmaceuticals, medical devices, and procedures--often allow great improvements in the outcomes of medical care, but they are also widely believed to be a major cause of increasing costs. Selective adoption of new technologies is crucial in the quest to control health care costs while preserving or enhancing the quality of care. This report focuses on evaluation and adoption of innovative procedures and medical devices by managed care organizations (MCOs). The project had two primary objectives: (1) to understand current MCO processes for making coverage, medical-necessity, and payment decisions and how device developers and manufacturers prepare for and participate in these processes; and (2) to identify ways that private, voluntary action by the managed-care and medical-device industries might improve--for the benefit of society--these processes. The core data are from confidential interviews with eight companies that develop and manufacture medical devices and medical directors of nine MCOs. The findings should be of interest to medical-device developers and manufacturers, managed care organizations, public-policy makers, and researchers and analysts. A major impediment to socially appropriate adoption of emerging medical technologies is limited information about the performance of these technologies in day-to-day medical practice. The authors discuss prospects for improving four elements of information availability: --Developing better information before market introduction --Learning more from experience after market introduction --Evaluating and synthesizing clinical information --Disseminating information. They also discuss several other issues that warrant consideration: --Aligning private incentives of MCOs and payers with social values --Enhancing MCO capabilities to evaluate technologies and make decisions --Improving decisions by physicians --Reducing use of inappropriate or obsolete technologies --Reducing costs of decisionmaking for manufacturers and MCOs --Improving manufacturer understanding of the market environment --Helping MCOs
and employers anticipate what is in the pipeline.

Medical Technology Under Proposals to Increase Competition in Health Care

Strategies for Medical Technology Assessment

The Implications of Cost-effectiveness Analysis of Medical Technology

Copyright code: d02cf8ceb7f3522a5db7c9998b26ed4b