Pricing Drivers in Medical Device: What’s Your View?

by Jenna Dudevoir

You might recall Brian Sharp recently published a viewpoint on five pricing and value management challenges that were identified by over 500 medical device professionals by asking one question: “What is the biggest pricing and value management challenge facing the medical device industry?” While this provided us with a look at pricing and value management opportunities and the general state of value capture, of course it raised additional questions.

So, we framed those up in a quick, 5-minute follow-on survey to help us further understand pricing and value management drivers and strategies in the medical device industry, and to be able to offer up practical recommendations for improvement.

With the help of SurveyMonkey, you can share your view right here on this very blog page below. Your participation will be rewarded with the resulting findings and recommendations in a white paper. Thanks in advance for your participation.

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What’s your view? Add your question or comment
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