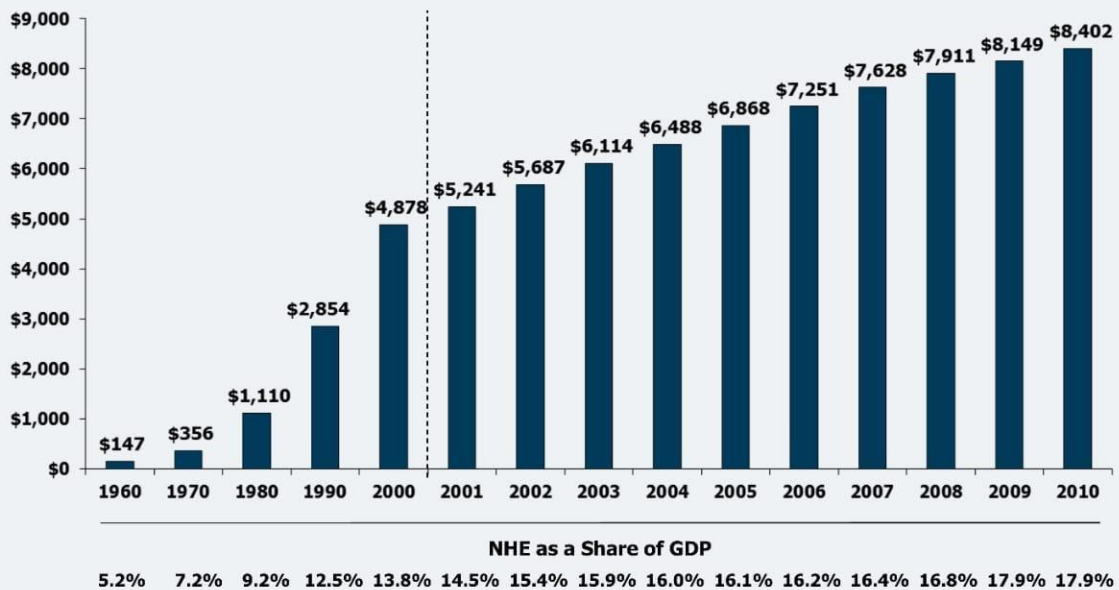


# ASSIGNMENT

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# R&D SPENDING

## National Health Expenditures per Capita, 1960-2010



Notes: According to CMS, population is the U.S. Bureau of the Census resident-based population, less armed forces overseas.

Source: Centers for Medicare and Medicaid Services, Office of the Actuary, National Health Statistics Group, at <http://www.cms.hhs.gov/NationalHealthExpendData/> (see Historical; NHE summary including share of GDP, CY 1960-2010; file nhegd10.zip).

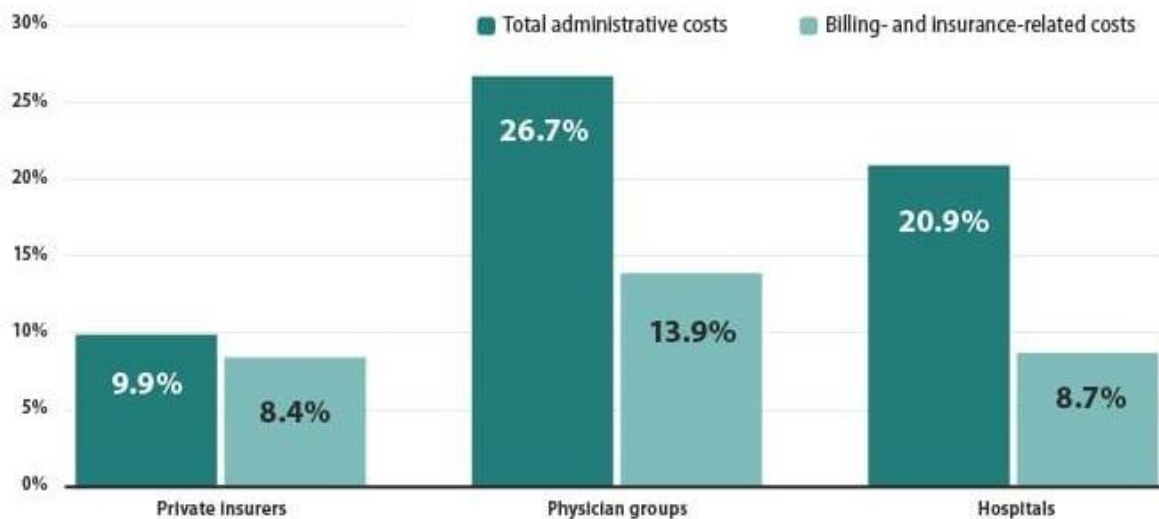


# Administration Spending

FIGURE 2

## About half of providers' administrative costs are billing- and insurance-related expenses

Administrative costs for private insurers, physician groups, and hospitals in California as a share of total revenue



Note: The billing- and insurance-related cost shown for hospitals represents the midpoint of the range reported by Kahn et al.  
Source: James G. Kahn and others, "The Cost Of Health Insurance Administration In California: Estimates For Insurers, Physicians, And Hospitals," *Health Affairs* 2 (6) (2005), available at <https://www.healthaffairs.org/doi/10.1377/hlthaff.24.6.1629>.

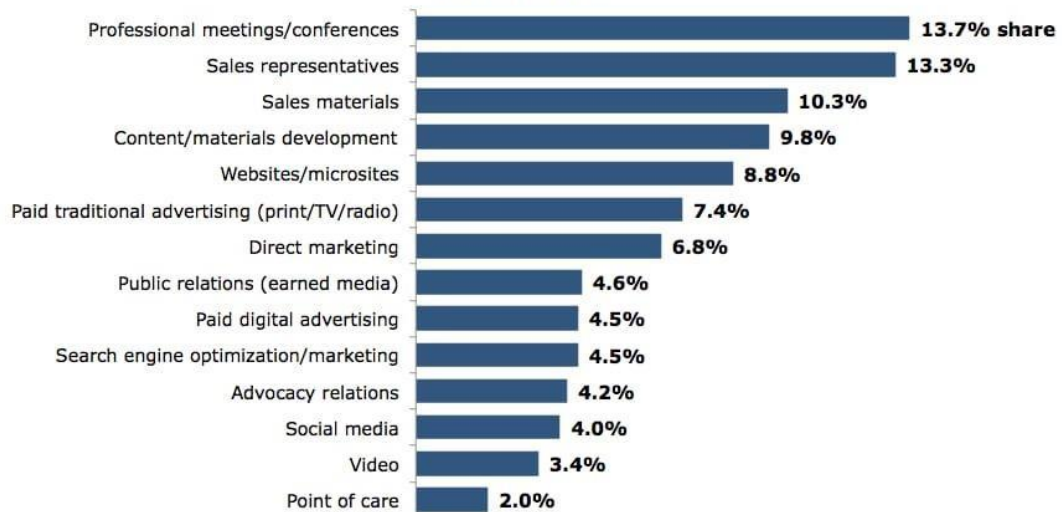
# Marketing Spending



## Medical Marketers' Budget Allocations

based on a survey of 181 senior executives at pharma (45%), device (28%), biotech (21%) and diagnostics (6%) companies

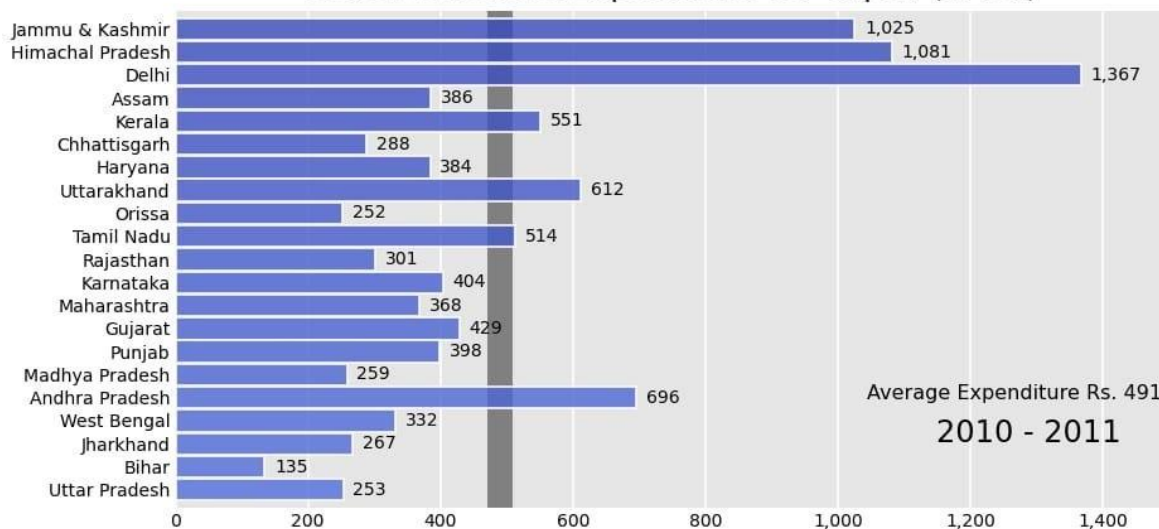
March 2016



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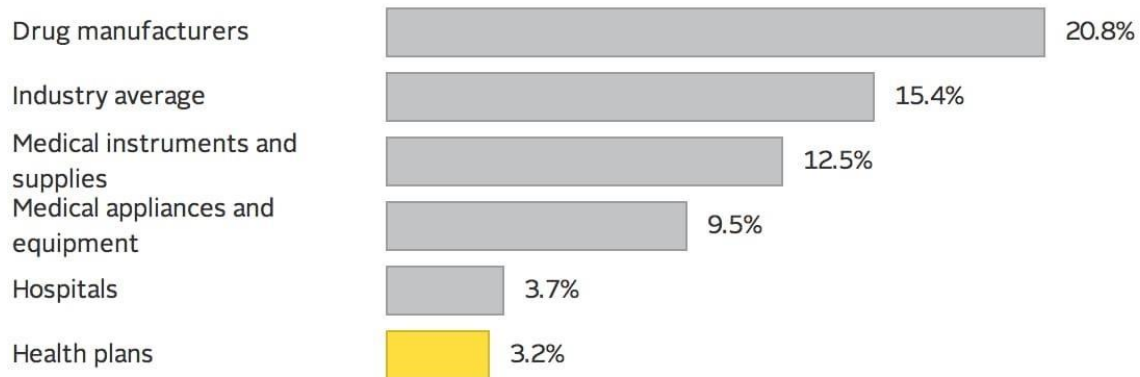


### State Healthcare Expenditure Per Capita (in Rs.)



PROFIT

# Health sector profit margins



Source: Yahoo! Business

