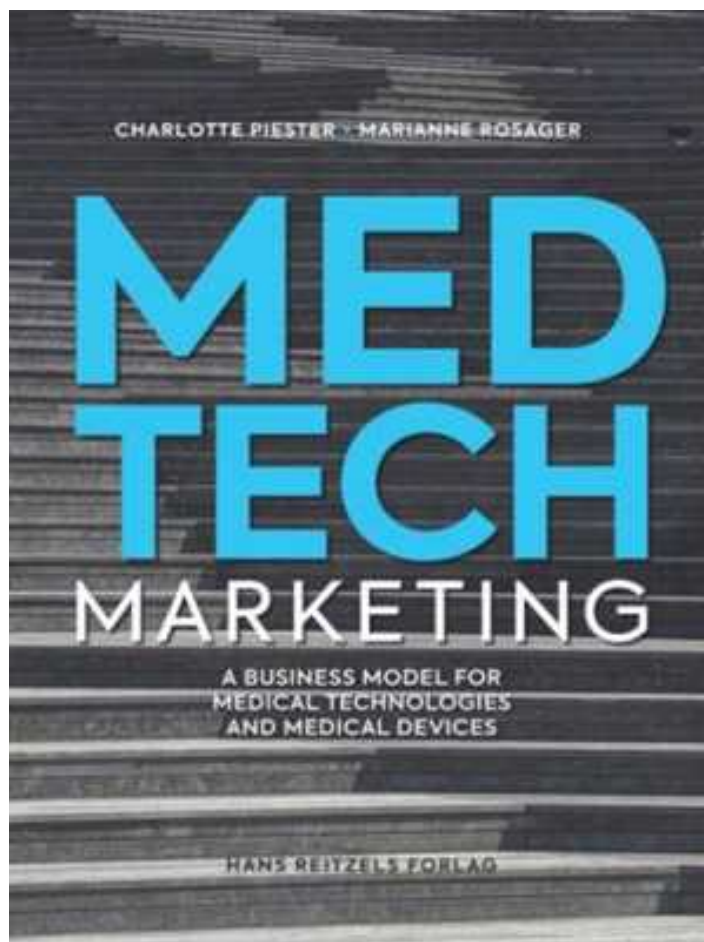


MedTech Marketing PDF

Marianne Rosager



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BESKRIVELSE

MedTech Marketing is for anyone who wants to make a difference within the MedTech industry (MedTech is short for medical devices and medical technologies). “What does it take to be successful in the MedTech industry?” Seeking to answer this question, the book presents a business model, theory, concrete action plans, real-life case stories, best-in-class examples, alongside viewpoints from industry experts. MedTech Marketing is a new discipline, but a highly necessary one. Time to market, sales curves and staying ahead of the competition are all becoming more challenging and complex, due to: increased regulatory demands and changing payer structures pressure on healthcare expenditures and reimbursement the need for highly specialised competencies and value-based evidence the need for optimal digital and analogue considerations in the marketing mix universal and intense competition. All of these are costly elements that require strict focus and careful prioritisation. If you are looking for a clear, straightforward, cost-efficient and structured process, this book offers a new MedTech model that addresses the industry’s challenges by guiding you all the way from idea generation to market success. “The unique feature of this book is the complete presentation of how MedTech products come to life, from idea to design, development, testing, documentation and through to marketing and success.” Henrik Harboe, entrepreneur and medical doctor “The book puts MedTech in the spotlight, contributing to the creation of a common language that the industry in general lacks ... Case studies throughout the book put the many topics into context in a constructive way.” Niels Ole Andersen, regulatory expert

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