

TRAINING

MEDTECH PRICING

STRATEGIES AND TACTICS

EPP
PRICING
PLATFORM®

CAPTURING A FAIR SHARE OF THE VALUE
FROM YOUR MEDTECH INNOVATIONS THROUGHOUT
THE PRODUCT LIFECYCLE

*This is a unique learning opportunity
to enhance your skills and knowledge in pricing!*

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Program Overview

This comprehensive training program is designed to equip pricing professionals with the knowledge and skills necessary to effectively set Medical Technology (MedTech) prices. Participants will gain a thorough understanding of the MedTech market, its unique characteristics, and how these factors influence pricing strategies. The training will delve into fundamental pricing concepts and their application to MedTech products, covering key aspects such as market access, reimbursement, and pricing throughout the product lifecycle. Practical exercises and interactive sessions will provide firsthand experience in applying pricing tools and concepts, allowing participants to solidify their understanding and develop their pricing expertise. Additionally, a dedicated session will focus on formulating and sharing the implications of the training for participants' respective organizations. By the end of this program, participants will be well-equipped to set competitive and sustainable MedTech prices that align with their organization's goals and market dynamics.

Target Audience

This training is designed for the following functions:

- Pricing responsible professionals at Med-Tech companies who are new to pricing and/or MedTech.
- Sales, product managers, or finance professionals at MedTech companies who influence or manage prices and want to learn how to price effectively.
- This training is ideal within the environments/sectors:
- Medical Technology professionals, primarily with class 2 or 3 products that are reimbursed (directly or indirectly)

Learning Objectives

By attending this training, you will:

- Better understand the core principles for successful Medical Technology pricing, including current practices and future trends
- Learn practical techniques and tools are useful in your pricing processes.
- Understand how to identify and interact with your pricing stakeholders.
- Feel confident about the necessary scope of pricing research you may need.
- Know about the necessary strategies to develop and manage a local market access strategy without putting pricing in other markets in jeopardy.
- Comprehend HTAs and other key regulations and processes.
- Identify the different payment and reimbursement systems used in the major markets.

This is your opportunity to gain experience, discuss and reflect on new trends in Medtech pricing.

Program highlight

- Presentations on key pricing concepts and practical tools, supported by examples and case studies.
- Practical online tools and templates that participants can use in their organizations.
- The opportunity to try out tools and concepts relevant to your situation.
- Group discussions of real-world examples from other participants

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PROGRAMME

The Learning Journey (Program Setup and modules)

MODULE 1 | INTRODUCTION AND PRICING BASICS

- Explain the scope and importance of the MedTech market.
- Deep dive into the importance of pricing in Medtech.
- Introduce core pricing concepts (value, competition, cost, barriers to value etc...), tools and frameworks (value hive, value maps, price waterfall, etc...)

MODULE 2 | MARKET ACCESS AND REIMBURSEMENT BASICS

- Ensure participants are aware of the key MA&R concepts and how they influence pricing decisions.
 - Communicate the importance of Market Access and Reimbursement concepts to MedTech pricing.
 - Explain the major forms of Market Access and Reimbursement in key global markets.
 - Discuss the implications of MA&R practices to pricing.

MODULE 3 | DESIGNING THE OPTIMUM PRICE ARCHITECTURE

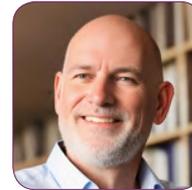
- How to design the price architecture that will maximize value capture over the lifecycle of the product or service
 - Identifying the major elements that influence offer and price architecture: value, barriers to value, MA&R factors.
 - Designing offers and price architectures that maximize value for customer stakeholders while sharing a fair share of the value with the supplier.
 - Pricing design for distribution and channel partners.

MODULE 4 | PRICE EXECUTION TO CAPTURE A FAIR SHARE OF THE VALUE AND MINIMIZE PRICE LEAKAGE

- How organize and design processes and policies that minimize unnecessary price leakage
 - Designing a price setting process.
 - Optimizing incentives for channel partners to align commercial objectives.
 - Effective value and price communication.
 - Designing price exceptions consistently.
 - KPIs to track price performance

MEET YOUR FACULTY

IAN TIDSWELL
Founder
IDEAL PRICE



Ian is the founder of Ideal Price, which focuses on B2B Pricing, with an emphasis on coaching innovative high-growth companies & teams.

Ian was the pricing transformation lead for Medtronic International. In addition, he has worked with several MedTech, diagnostic and healthcare related companies, supporting their pricing transformation initiatives. Ian co-developed the EPP MedTech training and has been delivering it over the last 5 years, as well as the Certified Price Manager (CPM) training.

Additionally, Ian was the Global Head of Pricing in Syngenta where he built and led a team that transformed pricing processes and capabilities. He was also a project manager for McKinsey & Company.

Education:

Ph.D. Physics Harvard
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MEDTECH PRICING

PROGRAMME

MODULE 5 | OPTIMIZING PRICES AT YOUR ORGANIZATION

- Ensure that participants can realize value from the training by putting relevant concepts in place at their organizations.
 - Summary of the core concepts covered.
 - Prioritization exercise for possible next steps.
 - Next steps and follow-up actions documented.

WRAP-UP AND CLOSE

MEET YOUR FACULTY

IAN TIDSWELL
Founder
IDEAL PRICE



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PRACTICAL INFORMATION

Subscription

EPP Prime Subscriber?

Log-in to get your member discount on the training.

Additionally, get direct access to the best resources, weekly updated with new content, webinars, dynamic talks, tools from the EPP Community.

Subscribe your team and benefit from important group discounts.

Find all your benefits in the membership area:

[EPP Prime \(pricing platform.com\)](https://www.pricingplatform.com)

**Online registration:
Quick and Easy!**

REGISTER ONLINE VIA

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In company – Customised

All programs can also be delivered as an in-company programme – or customized on demand.

For more information on the in-company and customized training programmes, please contact academy@pricingplatform.com

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