



TRAINING

# MEDTECH & DIAGNOSTIC PRICING

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*This is an intensive, interactive 1 day pricing training, led by a seasoned pricing expert for the medtech and diagnostics industry.*

*The training focuses on practical tools and approaches. It alternates interactive lectures with exercises and group discussions and is the premium pricing training in Europe focused on the medical and diagnostics technology industry.*

# MEDTECH & DIAGNOSTIC PRICING

## Programme details

The Medical Technology and Diagnostics market is evolving rapidly, with increasing digitization of services, greater emphasis on more risky outcome-based payment schemes rather than fee-for-service, little growth in payer's overall budgets, even as new, innovative technologies emerge.

These factors create a challenging environment for MedTech & Diagnostic pricing: in addition to mastering the basics of pricing and market access in a complex, dynamic market, pricing professionals need to understand the more innovative (ie outcome-based) pricing strategies, when to use them and what it takes to effectively execute them.

They also need to understand pricing trends such as AI, dynamic pricing, digital pricing and subscription pricing models and how they will (or won't) affect their markets.

## Reasons to attend the training:

*By attending this one-day workshop, you will:*

- Better understand the core principles for successful Medical Technology and Diagnostics pricing, including current practices and future trends
- Learn practical techniques and tools are useful in your pricing processes
- Feel confident about the necessary scope of pricing research you may need
- Understand the basics of Market Access, Reimbursement, HTA and other standards
- Learn from discussions of real-world examples from other participants

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THIS IS YOUR OPPORTUNITY TO LEARN, DISCUSS AND REFLECT ON THE EFFECTIVELY ADDRESSING PRICING CHALLENGES IN AN EVOLVING MARKET.

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## MEET THE TRAINER

IAN TIDSWELL

*Founder and Consultant  
een Consulting*



Ian Tindswell, Independent consultant focusing on B2B Pricing covering mainly medtech, diagnostics and agro industry. Over 15 years of experience in pricing, with deep experience in the full pricing framework. From pricing strategy, price setting, commercial terms design over price execution (including pricing tools and systems)

Previously head of pricing for Syngenta, responsible for improving pricing processes and practices across the company, worldwide.

**APPLY NOW!!!  
PLEASE VISIT**

**WWW.PRICING  
PLATFORM.COM**



# PRACTICAL INFORMATION

## Registration

- Duration: 1 day
- Fee: € 1100 (non-member rate)

### Group rates

EPP Prime ? Log-in to get your member discount.

Find all your benefits in the EPP Prime area on the website:  
[www.pricingplatform.com/epp-prime](http://www.pricingplatform.com/epp-prime)

The training fee includes :

- Course material - print and digital
- Coffee, tea & refreshments during the course
- Lunches during the course

It does not cover travel, accommodation or other incidentals.  
We recommend you to book your flights/travel/accommodation in advance to avoid last rates.

We try to negotiate special hotel rates if possible - please ask the hotel for the best rates.

## Questions? We help!

Please contact our EPP Pricing Academy Team!



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*Learning & Development Manager*

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MORE INFORMATION ON [WWW.PRICINGPLATFORM.COM](http://WWW.PRICINGPLATFORM.COM)

Online registration:  
Quick and Easy!

REGISTER ONLINE VIA

**WWW.PRICING  
PLATFORM.COM**



## 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  
[astine.badeyan@pricingplatform.com](mailto:astine.badeyan@pricingplatform.com)

## Contact EPP

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