

What is Working in IVD: Successful Commercialization of New Products and Technologies

<https://marketpublishers.com/r/W5D9974AE69EN.html>

Date: July 2009

Pages: 110

Price: US\$ 2,500.00 (Single User License)

ID: W5D9974AE69EN

Abstracts

As Kalorama Information has examined the markets for year, we have seen the companies whose approaches have succeeded and those who have not been successful. A small pivot in strategy often may have made the difference. We have summed up this knowledge in *What is Working in IVD: Successful Commercialization of New Products and Technologies*

The report is written by Kalorama's lead diagnostic expert, Shara Rosen, R.T. M.B.A., author of six best-selling editions of the industry's leading market research report in IVD diagnostics *The Worldwide Market for In Vitro Diagnostic Tests*. Rosen offers tips gleaned from years of watching the market - keys to successful new product launches in the industry as it is now. In some ways diagnostics is a unique industry. To achieve commercial success, IVD companies must earn the approval of several different groups, including regulators, payer organizations, healthcare providers and physicians, all of whom ultimately determine the value of a product and how well it will do in the market. For that reason, strategic market-focused product development and effective commercialization are crucial. Rosen has developed a six strengths approach for companies engaging in product commercialization, blending the solid marketing theory with the realities of the diagnostics industry:

Strategic Market Planning, including: Pricing, Clinical Trial Information Management, Distribution, The New Customer Segmentation and more

Intellectual Property and Patent Protection, offers the basics of IP and discusses whether to seek a partner.

Regulatory Process Management , including: US, Europe, Japan, India, China and more

Reimbursement, looks at Trends, Past Successes and Failures, IVD and the Obama Administration

Product Life Cycle Management, how to Tell Your Story, Scale Up, Build a Organizational Structure

Market Forces Management, strategies for working with: Investors, the Scientific Community, Consumers and more

It is estimated that there are several hundred new tests and test platforms in development and near market. It is obvious that even if all of these devices make it to market, not all will enjoy successful market penetration. With the average cost to develop a new diagnostic test at least \$100 - \$200 million, companies have little choice but to improve the efficiency of their research and development and commercialization processes. Among other points, this report will provide readers with the following information:

How Time-Tested Marketing Techniques Can be Applied to Diagnostics?

What Can IVD Marketers Glean from the Success Stories of Major Players in the Market

How to Create a Successful Strategic Plan

What Can IVD Marketers Learn from the Latest Customer Segmentation Techniques?

How to Use - and not to Use - Patents

What Early Steps Marketers Can Take -- Even in the Clinical Trial Stage?

How to Make Optimal Pricing Decision in Down Economic Times

Anyone launching a new product into the world diagnostic market will benefit from this

essential resource.

Contents

EXECUTIVE SUMMARY

Scope and Methodology

Keys to Success

INTRODUCTION

Background

Crucial Keys to Successful New Product Commercialization - Six Strengths Model

Point of View

Strength Point One - STRATEGIC PLANNING

Clinical Trial and Information Management

Qiagen/Digene

Aspen Bio AppyScore

AdvanDx PNA FISH test

Epigenomics PRESEPT

Genomic Health Oncotype DX

Hologic

Product Development

PGxHealth

Evidenced Based Medicine

Pricing Challenges

Down Economy Pricing Advice

Five Steps to Value Pricing

Pricing as an Impression

Distribution Strategies

Examples of IVD Distribution Arrangements

Test Commercialization

A New look at Customer Segmentation

Finding ""Buckets Within Buckets"" of Customers

Conclusion

Strength Point Two - MANAGING INTELLECTUAL PROPERTY

Some IP and Patent Basics

Barriers to Patent Protection

Gene Patents

To Partner Or Not

Conclusion

Strength Point Three - MANAGING THE REGULATORY PROCESS

Overview Of Regulatory Trends

Multiplexed and Molecular Tests

Regulatory Process by Region/Country

United States

European Economic Union

Japan

China

India

Strength Point Four - ASSURING PRODUCT REIMBURSEMENT

Reimbursement Issues and Strategies

Governments React

IVDs in Obama's Healthcare World

Wins and Disappointments

Genomic Health

Biosite/Inverness Medical Innovations

Digene/Qiagen

Conclusion

Strength Point Five - MANAGING THE PRODUCT LIFE CYCLE

PR - Tell Your Story

Scale-UP Issues

Building a Supportive Organizational Structure

Strength Point Six - MANAGING MARKET FORCES

Investors

Venture Capital Activities in IVD

Consumer Power

Steps between Evaluation of Needs and a Purchase Decision

Scientific/Medical Community

Payer Groups

Conclusion

I would like to order

Product name: What is Working in IVD: Successful Commercialization of New Products and Technologies

Product link: <https://marketpublishers.com/r/W5D9974AE69EN.html>

Price: US\$ 2,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/W5D9974AE69EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

