Meet Our Experts

Gustav Ando leads the Healthcare and Pharma Practice at IHS. Formerly a healthcare analyst, he has extensive experience in the fields of market access, therapeutic development, drug safety, emerging markets and health outcomes. Previously Gustav has worked with pre-merger Pharmacia Corporation in New Jersey and Pharmacia AB in Stockholm. He is a graduate of Politics from the University of Durham and has a Masters degree in International Studies from the University of Uppsala, Sweden, specializing in healthcare politics.

Gaëlle Marinoni is a senior analyst in the IHS Healthcare and Pharma practice. Previously she was a consultant for Brandtectonics Access, a market access and clinical trial recruitment enhancement specialist. Prior to this, Gaëlle worked at IHS as a European research analyst and at the National Institute for Medical Research as a research scientist. Gaëlle holds a Ph.D. in Microbiology from the University of Western Ontario (Canada), a joint M.Sc. in Microbiology from the Pasteur Institute and the University of Paris VII and a Masters in Genetics from the University of Paris VII.

Our experts and our supporting team are available to answer your questions about the study and its findings.

IHS Global Insight Healthcare & Pharmaceutical Services

IHS Global Insight's Healthcare & Pharmaceutical practice provides a portfolio of intelligence solutions to optimize the performance of companies and organizations across the pharmaceutical, biotech, and generics sectors. Our key focus is to provide actionable insights to support strategic decision making—particularly in the fields of market access, pricing and reimbursement (P&R), emerging markets, generics strategies, therapeutic development pathways, and general competitive intelligence.

For more information

To learn more about the IHS Global Insight Healthcare and Pharmaceutical product suite,
visit www.ihs.com/healthcare

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Optimising Medical Device & Diagnostic Launches

A Country Specific Analysis

A New Study From IHS Global Insight

Medical device and diagnostic launches are highly fragmented across — and often within — countries. Market access and reimbursement is often driven by a mix of governments, insurance companies, and major hospital systems, and successful sales often depend on physician relationships.

Our latest study **Optimising Medical Device & Diagnostic Launches: A Country Specific Analysis** will provide a clear view of the market access and reimbursement landscapes for medical devices and diagnostics.

Answering Your Key Questions

Based on primary research with regulatory stakeholders, insurers and secondary-care decision makers in Canada, Australia, Japan, the EU top 5, and the United States, the study will answer the following key questions:

- What is the market size for medical devices and diagnostics in each country?
- What are the regulatory requirements for investigative medical devices and diagnostics in each country?
- What are the considerations for clinical trial design and how do they differ across markets?
- What market access challenges and reimbursement rules must you consider before launching a product in each of these markets?
- What is the role of Diagnosis Related Groups and Health Technology Assessments in each market?
- What are the major hospital reimbursement guidelines and negotiation environments?
- What are local market preferences regarding design for devices and diagnostics?

Deliverables:

- Participation in the interview guide (requires verbal agreement by the end of January 2012)
- Report available online via our MyInsight platform and in PDF
- Cross Analysis Microsoft PowerPoint® available in PDF

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