Diagnostics Pricing and Reimbursement Strategies: Overcoming Reimbursement Issues and Navigating Regulatory Environment

Introduction

Reimbursement of the diagnostic testing is the key issue for both the providers and the payers. While only 5-7% of the hospital expenditures are attributed to laboratory testing, the test results are used in 70% of the healthcare decisions. This report identifies novel pricing strategies for maintaining a fair plane among all the stakeholders.

Scope

- Reviews regulatory structure in the U.S. and Europe.
- Evaluates existing pricing strategies and novel pricing strategies for healthcare diagnostic equipment.
- Presents strategic recommendations for existing and new diagnostic equipment.
- Proposes prices vs reimbursement levels for diagnostic equipment.

Research and analysis highlights

A procedure might have a higher chance of getting insurance coverage, if it reduces the overall healthcare cost. The recent reduction made by the CMS in the reimbursement amount for non-facility units is expected to impact the diagnostic devices market especially in the form of lack of innovation.

The reimbursement structure is restraining the growth of innovative technologies such as molecular diagnostics.

An OEM's pricing is fundamentally based on its desired Return-on-Investment and the overall cost of manufacturing its equipment. Fair Value Pricing and Risk Sharing Pricing are the new methods of pricing within healthcare diagnostics.

Key reasons to purchase this research

- Understand the existing structure for reimbursements for healthcare diagnostic equipments developed markets
- Understand the existing pricing for healthcare diagnostic equipments for developed markets
- Understand the role of various factors impacting price of the healthcare diagnostic equipments
- Understand the evolution of pricing strategies in recent times within healthcare diagnostic equipments
- Helps in determining the complete understanding of changing times within pricing with respect to reimbursements
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