

THE FUTURE OF MEDTECH PRICING/QUOTING

What will it look like in 10 years?

Among all of our respondents

77% of MedTech respondents in our survey believe that price and value transparency will have a significant impact on price erosion and customer relationships

Almost **1/4** believe that Generic market share could be greater than **30-50%** market share

3/4 believe Market Share of rep-less medical sales model to become relevant

More than **1/2** of respondents believe that device formularies will guide a substantial portion of purchasing

Almost **1/2** expect Outcomes or performance-based to be greater than **30%** of contracts

Over **1/3** expect regional buying groups to increase significantly

The future of medtech pricing/quoting:
MANAGE COMPLEXITY AND BE MORE EFFICIENT

Are Companies Prepared?

The market is getting much more complex...

BUT CURRENT PRACTICES APPEAR TO BE SUB-OPTIMAL

40% + of respondents are still running quoting, deal analytics and contract compliance on spreadsheets

Learn more at www.modeln.com

Generic devices

Unbundling by buyers

Based Medicine

Transparency

Risk

Movement to Regional and Self-Contracting