



Musculoskeletal Clinical
Regulatory Advisers, LLC

MCRA Health Economic & Value Messaging

Innovations in Medical Technology Demand Value Messaging

Value messaging has become a critical component of sales & technology adoption. Integration of reimbursement value drivers within clinical trials along with independent health economic studies distinguishes technologies & treatment options.

Demonstrate Technology Value Through Quality Study & Messaging

- **Health Economic Outcome Studies & White Paper Development**
 - Prospective Health Economic Outcome Studies
 - Retrospective Clinical & Economic Outcome Reviews
 - Historical Claims Data Mining & Predictive Modeling
 - Utility (QALY, HRQOL) Analyses & Value Publications
- **Value Messaging & Sales Aid Content Development**
 - Succinct Content for use by Company to Communicate Message
 - Collateral Material Development for Use by Sales & Marketing Staff
 - Directed Communications to Facility Administrators & Prescribers
- **Value Analysis & Faculty Presentations**
 - Hospital & Health System Value Analysis Presentations
 - GPO and Group Contracting Support Services

HOW WILL YOUR MEDICAL DEVICE OR BIOLOGIC DEMONSTRATE ITS VALUE?





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Why Health Economics Are Important

- Coding, Coverage and Payment Decisions Are Now Based Upon Demonstrations of Value
 - Product Pricing Compared with Value is Foremost with Purchasing Agents
- Reimbursement Schemes Now Shift Greater Financial Risk to Hospitals and Physicians
 - Comparative Effectiveness Includes Short-Term as Well as Annuity Costs
- Technology Adoption Is Now Based in Large Part on Utility and Comparable Value

Service Examples

Established Technology Company: MCRA consultants were engaged to create product specific white papers and sales aids by a leading technology company to create value messaging tools for use by its customers. Combining clinical research with historical claims experience, along with regulatory changes that affect future reimbursement, consultants developed a series of publications that clearly communicated technology value, distinguished the product offering from competing technologies and treatment options, and enabled an understanding as to why use of the technology would benefit patients and prescribers while reducing the overall cost of care.

Emerging Technology Company: MCRA consultants were engaged to evaluate clinical trial protocols, incorporate reimbursement value drivers, collect economic outcome data during the study, and create value messaging that would support future commercialization of this novel technology. MCRA consultants are currently preparing a series of publications and messaging tools that will assist with technology sales, and increase value to stakeholders including client shareholders.

- Economic Outcome Studies
- White Paper Publications
- Article Content Development
- Historical Claim Analyses
- Linear Cost, Claim & Payment Assessments
- Data Analysis & Decision Support
- Customer Cost Surveys
- Value Messaging

VALUE MESSAGING & HEALTH ECONOMIC STUDY SUPPORT SERVICES FROM THE LEADING INDUSTRY EXPERT

MCRA consultants are expert in the development and publication of health economic outcomes, value analysis and messaging. For information about health economic study support, value analysis and sales messaging services, please contact: