

## Online Training for Medical Device Professionals

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### Course Title:

## Developing Markets for Medical Technologies: How to Drive Adoption

Product ID: 220

Level: MMDP

Duration: 42 mins

SME: Karin Roof

### Course Description:

This course introduces the market development process for medical devices with the aim of reaching maximum market potential and becoming the "standard of care" for patients with an intended indication. It outlines key market adoption and sales requirements as well as the steps needed to ensure successful market uptake.

It covers the following topics:

- Introduction to market development and adoption principles
- Standard of care
- Market acceptance
- The costs and benefits of patient indication for use
- Regulatory approval
- Payers and general economics (at the reimbursement and customer levels)
- Market growth
- Providers, including care pathways and behavior changes
- Referral channels
- Market penetration
- Awareness
- Trial
- Action and adoption

### Learning Objectives:

Upon successfully completing this course, learners will be able to:

- Apply the appropriate key elements to medical devices in order to develop a proper marketing strategy

### Who Should Enroll:

Marketing professionals, including those in charge of marketing in companies that launch new medical devices for clinical indications or existing devices that have not yet reached the standard of care, and professionals wanting to learn how to formulate effective product marketing strategies are all encouraged to participate in this course.

**Related Resources:** Yes

### Prerequisite Knowledge

Functional marketing experience in the healthcare industry is recommended but not required.

### Price:

**Premium:** €126.00.- **Basic:** €168.00.-

### Course Format:

All WMDO professional online training courses are fully interactive and contain audio, video, graphic animation, online quizzes and include all necessary course materials. Trainees receive a minimum of 60 days of unlimited access in which to complete each course depending on course length and complexity. (See individual course descriptions for details). Courses include handouts, case studies, working documents and other useful links. After successful completion of your course, you will be able to download your WMDO Certificate of Completion for your training records.

Online courses are cross-browser compatible and require internet connection (minimum 300kbs) and Adobe Flash Player installed (Free download available at: <http://www.adobe.com/products/flashplayer>).



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**Premium Account Holders:**

Premium account holders enrolling in this course will receive complimentary email access to subject matter experts for any questions, clarifications or feedback they may have concerning this course and its contents, including free automatic course updates for 1 full year.