



PURCHASING MEDICAL INNOVATION

THE RIGHT TECHNOLOGY, FOR THE RIGHT PATIENT, AT THE RIGHT PRICE

by JAMES C. ROBINSON

Innovation in medical technology generates a remarkable supply of new drugs, devices, and diagnostics that improve health, reduce risks, and extend life. But these technologies are too often used on the wrong patient, in the wrong setting, or at an unaffordable price.

In **PURCHASING MEDICAL INNOVATION**, author James C. Robinson, Professor of Health Economics and Director of the Berkeley Center for Health Technology, UC Berkeley, analyzes the contemporary revolution in the purchasing of health care technology, with a focus on the roles of:

- The Food and Drug Administration (FDA), now more thoroughly assessing product performance in the laboratory and in real-world conditions, accelerating the path to market
- Medicare and private insurers, now improving criteria for coverage and payment methods that reward efficiency
- Hospitals and physicians aligning adoption of complex equipment more closely with physicians' preferences for patients
- Consumers becoming more engaged and financially accountable for their health care choices

This book describes both the strengths and deficiencies of the current system of purchasing and highlights opportunities for buyers, sellers, and users to help improve the value of medical technology: better outcomes at lower cost.

JAMES C. ROBINSON is Leonard D. Schaeffer Professor of Health Economics and Director of the Berkeley Center for Health Technology at the University of California, Berkeley. His articles appear in a broad range of scholarly, medical, and journalistic publications, including *Health Affairs*, *JAMA*, and the *Wall Street Journal*. Dr. Robinson brings real-world experience to academic and policy debates and scientific rigor to the professional and industry world.



"How can we afford the tremendous advances in medical care of the last two decades? In this groundbreaking, thoughtful and engaging book, James Robinson, offers trenchant analysis and innovative solutions. Everyone interested in healthcare should read it and think hard about these clear-eyed proposals."

Elisabeth Rosenthal, *The New York Times*

"Jamie Robinson's new book, *Purchasing Medical Innovation*, is required reading for pharmaceutical and biotech executives seeking to better understand purchasing decisions for innovative therapies in the United States today. In it, he clearly describes the important and varied roles of the FDA, Medicare and private insurers, hospitals and physicians, and patients."

Scott Howell, SVP, Clinical Services, Cardinal Health Specialty Solutions

"DR. ROBINSON is a highly respected thought leader on topics related to payment for medical technologies and the procedures that utilize them. His expertise shines through in this short and well-written book on innovation and value in medical technology. As physicians, we are frequently faced with important clinical and economic decisions related to drugs, devices, tests, and procedures, and are under increasing pressure to reduce the cost of the care we provide while optimizing patient outcomes."

Kevin J Bozic, MD, MBA, Chair, Department of Surgery, Professor of Orthopaedic Surgery, Dell Medical School, University of Texas at Austin



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