

MX

Business Strategies for Medical Technology Executives

MX September/October 2002
Governmental & Legal Affairs Issue

For medical technology executives, getting the facts is only half the battle.

Knowing how to devise strategies for coping with the changing landscape in regulatory affairs and reimbursement issues is the next step.

If your company provides services in these areas, now's the time to advertise.



Reimbursement—The big picture in reimbursement planning is changing. In this article, *MX* helps medtech executives plan their approaches to getting favorable coverage and reimbursement decisions for their products.

HIPAA—What's all the fuss about HIPAA? Medtech leaders who think the Health Insurance Portability and Accountability Act doesn't apply to them should think again. This article describes how HIPAA regulations are offering opportunities for medtech manufacturers.

Information Technologies—Medtech business demands high-tech solutions, but buying into computer systems that aren't up to par with the latest requirements can be an executive's worst nightmare. This article looks at the electronic signatures requirements of 21 CFR Part 11, with an eye toward what company leaders need to know about buying compliant systems.

Marketing Services

- Specially priced **Corporate Profiles**—full-page advertorials that run in addition to your regular ad insertion.
- Focused **Commercial Resource Guides**—Advertisers are listed for FREE. Readers can quickly look up your company's name and contact information.
- **InfoDirect**—Advertisers are posted on-line at NO EXTRA CHARGE! Located on *MX's* Web site, **InfoDirect** directs visitors straight to your home page.

Bonus Distribution

- Medical Design & Manufacturing Minneapolis
- Regulatory Affairs Professional Society Annual Meeting



MX Readers are Actively Seeking Your Services!

A recent study concluded that nearly half (49%) of *MX* readers plan to retain professional services or purchase systems in the areas of governmental and legal affairs.*

Contact MX to Advertise Today!

Carolyn Dale
Sales Manager
310/445-3760
carolyn.dale@cancom.com

Andrew McSherry
Account Executive
781/932-8757
andrew.mcsherry@cancom.com

MX Sept/Oct 2002 Issue

Ad Close Date: July 30, 2002
Materials Due: August 6, 2002

* Source: *MX* Readership Survey, January 2002.