# Inside Medical Technology

## Course Objectives

1. Name customers served by medtech companies
2. Identify different types of medtech companies
3. Recall medical technology products and services
4. Describe the research and development process
5. Recognize important executives
6. Identify the challenges facing the medtech industry

# Final Test

*Correct answers are in bold.*

## Question #1

Course Objective Met: OBJ3

**Which products are used to test patient blood, urine and tissues for infection, disease and other conditions? Select the best answer.**

Diagnostic imaging equipment

Implants and prosthetics

**In vitro diagnostic systems**

Electromedical technology

## Question #2

Course Objective Met: OBJ3

**Which is an example of an electromedical cardiovascular device? Select the best answer.**

**Implantable cardioverter defibrillators**

In vitro diagnostic systems

PET equipment

X-ray equipment

## Question #3

Course Objective Met: OBJ6

**Which trend provides medical technology manufacturers with the greatest opportunity for growth? Select the correct answer.**

Decline in chronic illnesses

Decrease in patient cost-sharing

**Demand in emerging markets**

Demand in mature markets

## Question #4

Course Objective Met: OBJ2

**Which types of companies provide medical technology products and services? Select all that apply.**

**Medical technology manufacturers**

**Health care IT companies**

**Biopharma companies**

Health care providers

## Question #5

Course Objective Met: OBJ6

**How are medical technology companies responding to efforts to reduce health care costs? Select all that apply.**

**Improving the efficiency of their internal operations**

**Outsourcing more manufacturing and R&D activities**

**Divesting businesses or product lines**

Supporting digital health and health informatics

## Question #6

Course Objective Met: OBJ3

**Which medical devices are placed inside a patient's body? Select the correct answer.**

**Implants**

Infusions

Internals

Invasives

## Question #7

Course Objective Met: OBJ3

**Which term describes the application of information management to improve health care? Select the correct answer.**

Clinical testing

Health diagnostics

**Health informatics**

Opinion-based medicine

## Question #8

Course Objective Met: OBJ5

**Which medtech executive is responsible for logistics management? Select the correct answer**

**EVP, Supply Chain Management**

EVP, Manufacturing

EVP, Research & Development

Business Unit President

## Question #9

Course Objective Met: OBJ1

**Which are customers of medtech companies? Select the all that apply.**

**Providers**

**Payers**

Health care IT companies

**Patients**

## Question #10

Course Objective Met: OBJ4

**In which type of application for US regulatory approval is a manufacturer attempting to demonstrate that its new product is substantially equivalent to an existing medical device? Select the correct answer.**

105(k) submission

**510(k) submission**

Investigational device exemption

Premarket approval