



The Gold Standard for New Product Evaluation



Product Introduction Management

GHX's Product Introduction Management is a web-based, provider-driven workflow that modernizes product reviews, engages physicians, and standardizes processes to help ensure that product approvals are limited to products that have demonstrated improved clinical value.

Bolster your clinical experience

- 1 Access comprehensive vendor-agnostic evidence**
Reviews that address efficacy, safety and appropriate utilization, along with the underlying research articles, indexed by level of evidence and manufacturer sponsorship.
- 2 Cross-reference over 49,000 devices based on functional similarity**
Compare products based on their specs, costs, level of differentiation, safety profiles and clinical outcomes.
- 3 Centralize new product requests**
Capture requests through a customizable intake form that automatically brings relevant research, evaluation history and spend details into one place for a more consistent, informed review.
- 4 Analyze medical devices**
From both a cost and clinical perspective to find common ground and build trust with physicians.



By providing objective, up-to-date, peer-reviewed literature, GHX enables meaningful conversations and elevates the discussion from being about just devices to being about delivering the best patient care."

SUSAN G. MILLER, RN, MN, CMRP, CVAHP

Senior Director Value Analysis,
Jefferson Health

Manage Effective New Product Reviews

- **Automate your process** and ensure that your committees are organized and armed with the key information to make evidence-based decisions.
- **Deliver relevant vendor-neutral research** to physicians via email, collect feedback through online voting and proactively keep them informed of the status of their requests.
- **Organize the right mix** of committee members, experts and evidence to assess the organizational impact of your decisions.

» **Visit [GHX.com](https://www.ghx.com)** to learn how to learn how GHX can help you maximize your value analysis process.

