



The Gold Standard for **New Product Evaluation**

Product Introduction Management

GHX's web-based Product Introduction Management enables a modernized product review that engages physicians, standardizes processes and ensures that product approvals are limited to only those products that have demonstrated improved clinical value.

Bolster your clinical experience

Access comprehensive evidence

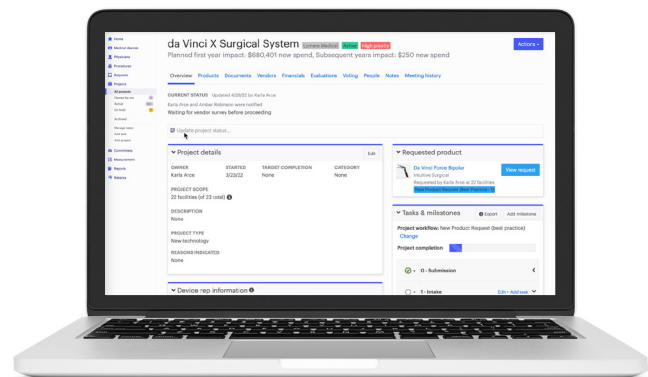
Reviews that address efficacy, safety and appropriate utilization, along with the underlying research articles, indexed by level of evidence and manufacturer sponsorship.

Cross-reference over 36,000 devices based on functional similarity

Compare products based on their specs, costs, level of differentiation, safety profiles and clinical outcomes.

Analyze medical devices

From both a cost and clinical perspective to find common ground and build trust with physicians.





Customer Testimonial

“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 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 GHX Lumere can help you **maximize your value analysis process**