

Empowering Pricing Teams in Medical Products Manufacturing



Elevate Pricing from Reactive to Strategic

For medical products manufacturers, pricing isn't just about setting numbers—it's a vital driver of profitability, regulatory compliance, and market positioning. Yet, pricing teams often face challenges like fluctuating costs, complex distribution networks, and evolving healthcare policies, forcing them into reactive strategies rather than forward-looking optimization.

Pricefx transforms the game. We empower pricing teams to break free from fire drills and manual work, operating as strategic partners to sales, finance, and leadership. You gain real-time control, speed, and flexibility across your entire pricing process—positioning yourself as a margin leader, not a margin chaser.

The Daily Challenges Holding You Back

Medical products manufacturers operate in a highly regulated and competitive market that demands a smarter, data-driven pricing approach. Without the right strategy, businesses risk compliance challenges, pricing inefficiencies, and lost revenue.

External Challenges

- Unpredictable costs for specialized components
- Competitive distributor and direct channel pricing
- Complex pricing structures & evolving regulations
- Inflationary trends for materials, labor, & logistics
- Changing customer needs and new technologies

Internal Challenges

- Disconnected pricing across product portfolios
- Manual workflows and frequent pricing updates
- Fragmented processes and data silos
- Misaligned pricing, procurement, & finance teams
- Limited visibility into cost and profitability drivers

Pricefx: Your Medical Products Pricing Partner

Pricefx was built by pricing experts who understand the complexities of medical products, ensuring speed, flexibility, and precision across your pricing strategy.

Why Pricefx?

- 1 Best Practices:** Industry-specific workflows, best practices, pricing accelerators, and strategic insights from industry experts
- 2 Innovation:** Cutting-edge SaaS pricing software keeping you ahead of the curve
- 3 Flexibility:** Scalable “Clean-Core” platform that adapts to market shifts
- 4 Speed:** Faster decision-making and execution, with customers achieving up to 15X ROI within 12 months and 8.4% average margin improvement



The Medical Products Pricing Value Playbook

Pricefx delivers the capabilities you need to move from manual, disconnected pricing to streamlined, strategic execution:

Price Management

Automate pricing adjustments to maintain competitiveness and ensure compliance.

Discounts | Agreements

Support customer-specific pricing, volume-based discounts, and tiered pricing at any product level.

Quoting

Empower reps to quote with confidence using guided pricing, approval workflows, and real-time feedback.

AI Optimization

Use AI to uncover hidden margin opportunities, identify risks, and support decisions.

Actionable Insights

Track pricing effectiveness, quote win rates, and program ROI with in-context analytics.

Rebates & Incentives

Manage customer programs holistically. Increase effectiveness, minimize errors, and strengthen relationships.

Your Fastest Path to Pricing Impact Starts with Agents

Pricefx Agents reimagine how pricing teams deliver impact. These AI-powered always-on digital assistants integrate seamlessly with your business systems to expose the real drivers of profit, uncover untapped opportunities, and recommend precise actions. The result: faster, smarter decisions that strengthen margins and deliver value in weeks.

Make Pricing a Strategic Powerhouse

With Pricefx, distribution pricing teams achieve:

15X ROI
in 12 months

8.4%
average margin uplift

200+
Successful projects delivered

\$1 Trillion+
Customer annual revenue under management

Visit www.pricefx.com to learn how to power up your pricing team.

pricefx

Pricefx is the global leader in cloud-native pricing software with unmatched flexibility and expertise in B2B manufacturing & distribution pricing.

