

## Commercializing novel IVDs book, 10/17

**October 2017**—Insight Pharma Reports has published *Commercializing Novel IVDs: A Comprehensive Manual for Success* by Harry Glorikian, MBA, who has more than 30 years in the global IVD field and in IVD innovation.

This manual provides an overview of the major components to IVD development, from product conception through commercialization, and important considerations about specific aspects of the process, including how to approach the regulatory process, how to plan for market access, and what to do to ensure the IVD will be reimbursed. The book also identifies common pitfalls IVD manufacturers face bringing a product to market, outlines key job functions and roles essential to make the development process successful, and explores how digital health will impact the IVD industry.

The title is available at [estore.healthtech.com/commercializing-novel-ivds](https://estore.healthtech.com/commercializing-novel-ivds).

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