

# US MARKET ENTRY WORKSHOP

Practical, high-impact guidance for entering the United States healthcare market

## Key Details

- 1.5-Day Intensive Workshop on US Market Entry
- Monday 25 May | 12:30–16:00 & Tuesday 26 May | 08:30–16:00
- Business Turku, Tykistökatu 4B, 20520 Turku, Finland



## Who Should Attend

This workshop is designed for **growth-oriented SMEs** in:

- Medtech
- Healthtech
- Pharma
- Biotech

...who are **planning or actively considering expansion into the United States.**



## What You Will Gain

The workshop is built around **practical execution and commercial realism.**

Participants will:

- Understand how to **generate revenue early** in the US market
- Learn how to **navigate reimbursement, pricing, and payer systems**
- Build a **structured commercial strategy grounded in real-world constraints**
- Reduce **financial, contractual, and market-entry risk**
- Gain **tools, frameworks, and US-specific insights relevant for 2026**

By the end, you will be able to clearly articulate:

- Your **market entry strategy**
- Your **commercial decision-making logic**
- Your **value proposition for US stakeholders** (investors, providers)



## DAY 1 | Monday 25 May | 12:30–16:00

### 💡 Generating Revenue with Capital Efficiency

This will be a three-hour workshop (totaling 3,5 hours to include breaks) as a deep dive into a topic that is chronically under-explored but imperative to the success of companies in this stage. We will discuss, from a Nordic perspective, how to align their value propositions with the economic models of care in the US to start generating revenue without compromising the long-term strategy.

Entrepreneurs at this stage will be looking for stronger frameworks to make commercial decisions, so this workshop goes deeper into the mechanics of US health economics across the spectrum of models and into the best practices of what Nordic companies can do to manage their runway.



### I. Getting Paid: Reimbursement & Fee-for-Service

- US healthcare landscape & 2026 updates
- CMS process and CPT codes
- Different ecosystem players in the US and their roles in the financial, workflow, and outcomes value propositions required to success
- How a reimbursement-only strategy aligns or misaligns with the value propositions in revenue-generation or cost reduction and the implications for Nordic companies

### II. Payer Mixes & Margins

- How different types of systems work with payers
- The real financial landscape and how to start segmenting by demand and ability to pay
- Why published prices for CPT codes don't reflect reality and how to research prices instead
- How companies structure business agreements based on payer mixes, what those models look like, and when they work well, have trouble scaling, and areas to consider in advance

## DAY 2 | Tuesday 26 May | 08:30–16:00

### Partnerships, Distribution & Sales Strategy

This will be a six-hour workshop (totaling 7.5 hours including lunch and breaks), expanding from foundational revenue mechanics into the broader commercial execution required for successful market entry and scale in the US. Building on the first day, the focus shifts to how companies translate their value propositions into viable business models within more complex care and procurement environments, while navigating regulatory, operational, and partnership dynamics. From a Nordic perspective, the sessions will explore how to approach the US market in a structured and capital-efficient way without compromising long-term strategic positioning.

Entrepreneurs at this stage need to move beyond understanding individual components of the system and start integrating them into a coherent commercial strategy. This workshop therefore goes deeper into value-based care models, stakeholder alignment, and the practical realities of building a commercial presence in the US. It will also address how to structure partnerships, engage key decision-makers, and design a sales approach that is both compliant and scalable.



### III. How to get paid with value-based care models

- Capitation, bundled payments, risk-sharing, and shared savings
- How to generate revenue in these models without having a CPT code
- What these agreements look like and the process to enter one
- When these models work well for Nordic companies in reflecting certain value propositions and the challenges in executing them

### IV. Setting up the commercial stack from KOLs to value analysis committees

- How to evaluate your value analysis committee and value chain to determine the types of business propositions required, as only one requires reimbursement
- Service line gaps in budgets and how systems are structured for adoption (capital expenses, individual departments, and workflows across functions)—and where they vary by model and region
- How incumbents prevent smaller companies from entering their territory
- Engaging KOLs and best practices with scientific and advisory boards

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## 🕒 Lunch Break

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### V. Types of strategic partners and how to engage

- What you can do while you are waiting for FDA approval and areas which are exempt from FDA oversight, what you can't do in marketing and sales both before and after FDA approval, and key guardrails once approved
- Sales agents vs distributors vs Group Purchasing Organizations (GPOs), and the pros and cons of each
- Working with Original Equipment Manufacturers (OEMs) and protecting your IP
- Types of licensing and royalty agreements
- Approaching strategic partners, what assets are typically required, and the process to expect FDA considerations: before & after approval

### VI. Creating the sales strategy

- The limitations of what sales people can legally do, training requirements, and the legal requirements of the company hiring sales people
- Gauging runway amid different scenarios of financial investment
- Thinking through the finances of fractional commercial roles, co-creation of joint products, and phased approaches to market entry alongside third parties Legal limitations in US sales
- Hiring and training requirements
- Managing runway and investment scenarios
- Fractional roles and phased market entry



## About the Speaker



### Elizabeth Jennings

Managing Partner, Venture Atlas Labs (Austin, Texas)

- 16+ years of experience
- Supported market entry in **28 countries**
- Specialized in **Nordic & European healthtech expansion to the US**
- Known for **capital-efficient, risk-aware commercial strategies**

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### ✔ Participation

- **Free of charge**
- **Limited seats** → early registration recommended

### 🔗 Registration

[REGISTER BY CLICKING HERE](#)

### 🤝 Organizers

Organized by **Business Turku**  
in collaboration with **Venture Atlas Labs**  
as part of the **Health3-2-1** project

