Market Access USA Workshop by Elizabeth Jennings, Venture Atlas Labs, Austin, TX

Date: 19.8.2025
Time: 9.00–16.00
Venue: KPY Novapolis, Kuopio (The exact location will be announced later.)
Price: 200€ (VAT 0%)
Register: https://www.eventbrite.com/e/1394128278209?aff=oddtdtcreator

Workshop instructor, Managing Partner of Venture Atlas Labs, **Elizabeth Jennings**, has worked at the intersection of international healthtech investment and commercialization within healthcare for the last sixteen years, spanning 28 countries and all classes of complexity, building a reputation for strategic risk management for both investors and companies. She is retained by various governments and international agencies, such as New Zealand Trade and Enterprise and the European Network of Research Innovation Centres and Hubs. Her guidebook on "Procurement for US Hospitals" was commissioned by the Ministry of Foreign Affairs of Denmark in 2022. She has spoken at major conferences, hosted workshops, and hosted visiting dignitaries and delegations in 9 countries.

This workshop is timed alongside Kuopio Health Insights 2025, so you can enjoy the full three-day program.
The workshop can accommodate a maximum of 15 companies. The workshop will concentrate on:

US Healthcare Success:
Commercialization
Access to Investment
Risk & Strategic Thinking
US healthcare fundamentals
Procurement, pricing, and basic health economics
Insurance and reimbursement
Regulatory pathways

Access to Investment:
Fundraising from US investors
Alternative forms of investment
Measuring reporting requirements
Deep dive: investment due diligence
Deep dive: pitch practice and revision

Commercialization:
Revenue pre-FDA and reimbursement
Bringing your product to market
Adapting to the US market
Partnership structures and distribution
Sales and pricing strategy

Risk & Strategic Thinking:
Creating optionality in uncertain times
Risk management in commercialization
Strategic hedges in healthcare development

Detailed workshop syllabus:

I: US commercialization planning

Different healthcare models in the US from fee-for-service to value-based care programs and the implications of these models for Finnish startups.

Different ecosystem players in the US and their roles in the financial, workflow, and outcomes value propositions required to success*:* Finnish startups must understand the differences and relationships between key facility types in the US prior to committing finances to enter the US. In addition to the academic and research hospitals, outpatient clinics, Ambulatory Surgical Centers (ASCs) that may more readily come to mind, these types include Integrated Delivery Networks (IDNs), Group Purchasing Organizations (GPOs), Accountable Care Organizations (ACOs), and payers.

The three fundamental value propositions–revenue generation or cost reduction, Relative Value Units (RVUs), and patient outcomes–and how to pursue creating and validating each

How to evaluate your value analysis committee and value chain to determine the types of business propositions required. Interactive engagement: entrepreneurs will be asked to define the problem(s) they solve within their care value chain, which value analysis committee members they suspect they will encounter, and the propositions they currently hold. The answers to these items will be requested in advance of the workshop.

A few key questions answered:
Do doctors and nurses make buying decisions?
Can I sell something in the US without having FDA approval?
How do I identify which types of facilities I should target first?

II: Go-to-Market fundamentals

How purchasing decisions are made and the typical sales process in early adoption?
Engaging Key Opinion Leaders (KOLs)
Fundamental truths about engaging distributors
Identifying pilot opportunities and key areas of validation
Reimbursement and what to do when you don't yet have it.
Interactive engagement: entrepreneurs will share how they believe they will reach their decision-makers with their value propositions. We will discuss how channel strategy might work for them and recommendations regarding specific institutions and organizations to contact will be given.

A few key questions answered:
How does my business case fit in with the business of healthcare?
How do I build and execute a go-to-market strategy without relocating to the US full-time right now?
If I secure a pilot, does that mean they will buy my product?

III: Practical strategy and tactics for entering the US

Strategic planning and quick market research techniques
Testing hypotheses and methods to minimize risk
Gauging runway amid different scenarios of financial investment
Identifying partners in the US
Soft entry options
Geographic nuances between states, including differences in opportunities and expenses
Interactive engagement: entrepreneurs will be asked to formulate their most "extreme but plausible" scenarios for their US commercial pathways in the timeframe in which they expect to have validated US fit. We will discuss action steps that can be taken to rapidly rule in or rule out those scenarios.

A few key questions answered:
How do I develop an action plan that makes sense for my runway?
How do I structure and execute market research that truly informs my decisions?
Can't I simply call a lawyer to set up an entity in Delaware, then visit San Francisco or Boston?

IV: Fundraising

Developing an investment narrative that attracts the appropriate US anchor investor(s)
Corporate partners and ventures
Advantages that Finnish companies have
Non-dilutive funding opportunities in the US available to Finnish entrepreneurs
Interactive engagement: entrepreneurs will conclude the day by revising their original value propositions into short statements as they might respond to an American investor. This is different from a standard elevator pitch. The goal will be to prepare them will sufficient insight into where they may fit and what might need to be done for them to successfully position themselves for commercial success in the US so that they can simply state how a bridge round will be deployed, how risks will be identified and offset, and what they will do to outcompete domestic competitors.

A few key questions answered:
What should I do to get started now that will set us up for success in securing the necessary funds to execute this plan?
How can I develop a phased approach that allows for parallel commercialization?