

# STING

STOCKHOLM INNOVATION & GROWTH



# GoGlobal Medtech

Do you want to become an expert in  
internationalization of medtech products?  
– We provide you with the right tools

CLOSING DATE FOR APPLICATION: 11 MARCH 2016 • PROGRAM START: 27 APRIL 2016

WHERE IDEAS GO GLOBAL

# GoGlobal Medtech

Europe is home to many medtech companies, the majority of which employ fewer than 50 people. New companies can find it difficult to grow, especially when the introduction of new treatments often undergoes a long and complicated process before getting marketing authorization and reimbursement decisions. Go Global Medtech aims to provide your company with the competence needed for growth and international expansion.

## Discover how to break into the international market

To succeed internationally, your company needs comprehensive understanding of different markets and their specific requirements that relates to the healthcare system, their regulatory and reimbursement system and how your product influences the business case for payers, hospitals and physicians. The Go Global Medtech program helps you understand the differences between markets and succeed in making your business international.

**GoGlobal Medtech provides you** with as much knowledge as possible to allow you to decide how and where to take your business onto the international market. With a result oriented focus you will put together a sustainable strategy that outlines the following goals; where do we start, why do we start there, how shall we do this and which resources are required? When you end the program you have the answers and will have developed an internationalization strategy to be decided by the company Board.

## Intensive two-day sessions with host companies

The program consists of five intensive two-day sessions with different themes. Previous sessions has been hosted by for example Gambro, Elekta, Astra tech, Nobel Biocare, Sectra, Medtronic, J&J, Mawell, Cambio Healthcare. Two sessions focus on the European market, but the program also covers the US and Asian markets, and countries where you are most likely to succeed. We give you the know-how to internationalize your business. The sessions interweave lectures, individual work on the company's business model, experienced international speakers and real life case studies.

**Nothing is as beneficial** as meeting those who have already succeeded in creating globalized companies. This is why the sessions are hosted by companies already active overseas. They share with you their experience of going global, how they are organized internationally, the challenges they encountered, how they solved them, the company values that guide their strategic decisions, which markets are favourable to target and which ones to avoid.

**Participating companies** also get the opportunity to pitch to each host company, and the opportunity to interview management of the host companies on how they view current market conditions, sales, IP protection and reimbursement. The program concludes with you presenting your business strategy to a panel of experienced persons from medtech companies and getting valuable feedback on how to improve your plan and increase your chance of success on an international market.



**2015 year's final of the Go Global Medtech program:**  
From left: Henrik Rammer, Chordate Medical; Fredrik Henckel, Chordate Medical; Svante Höjer, PeXA; Glenn Bilby, Quick Posture; Johan Selborg, Interventions; Linn Hägg, MYoroface; Mattias Jämtin, Bioservo, and Olof Berglund, program leader and business coach at STING.

# Program information

## Who can participate?

To take part in the program, your company should ideally have a product on one market, with sales underway. Each company should send two key people, of which one should be the CEO. Participation should enjoy strong support from the board, and be part of the strategic development of the company. About ten companies will be allowed to participate.

### **Closing date for application:**

11 March 2016

### **Program start:**

27 April 2016

### **Scope:**

April 2016-November 2016  
(5 sessions + final presentation)

### **Cost:**

1 500 Euro per company to cover meals and social activities.

### **Travel costs:**

Can be partly reimbursed by EIT

### **More information:**

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### **SESSION 1: EUROPE, 27-28 APRIL**

Healthcare systems in Europe, Britain, Germany and France, reimbursement, regulatory, sales, distribution and establishing a business in Europe

### **SESSION 2: EUROPE, 18-19 MAY**

Getting started in Europe, distributors, partners and agents, selling in Europe

### **SESSION 3: USA, 15-16 JUNE**

The US healthcare system, insurance system, FDA, reimbursement, legal system, CMS, CPT coding

### **SESSION 4: OTHER MARKETS, 7-8 SEPTEMBER**

Healthcare systems in Japan, Russia, China and India, regulatory, reimbursement, distribution sales and establishing a business

### **SESSION 5: QUALIFICATIONS FOR INTERNATIONAL GROWTH, 12-13 OCTOBER**

How to finance and organize your company for internationalization and rapid growth.

### **FINAL PRESENTATION, NOVEMBER**

Each participating company makes a presentation of its internationalization strategy to a panel of experienced persons from medtech companies.

## PROGRAM LEADER

### **Olof Berglund**

Olof Berglund has 20+ years of sales and marketing experience in the pharmaceutical and medtech industries, and has worked for a broad range of businesses, from small startup companies to large multinational corporations. Since eight years, he works as business coach for life science companies at STING (Stockholm Innovation & Growth).



## ORGANIZED BY

# STING

STOCKHOLM INNOVATION & GROWTH

STING's business incubator helps talented entrepreneurs to turn their ideas into sustainable, international growth companies. By offering support within business development, financing, and networking, we create the right conditions for our startups to conquer the world.

[www.stockholminnovation.com](http://www.stockholminnovation.com)

## MAIN PARTNER



"It is completely unique to be invited into a room where other experienced players share their knowledge, without any filters or restrictions. Here, everyone is sharing, and it's invaluable."

Mattias Guldstrand, CEO, Solutions for Tomorrow