

Go-To-Market Academy

Date:

14-Jun-2022 - 18-Oct-2022

Venue:

Online

Costs:

free of charge

Type:

Seminarreihe

Organiser:

EIT Health Germany GmbH

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Language:

English

Links:

 [Medical Technology: Regulatory Affairs](#)

 [Medical Technology: Best Practice Insights](#)

 [Medical Technology: Clinical Development](#)

 [Medical Technology: Market Access](#)

 [Digital Health Reimbursement](#)

The Go-To-Market Academy is a seminar series focusing on steppingstones for medtech start-ups on their way into the market. It is composed of several modules, addressing topics ranging from basic regulatory affairs to reimbursement strategies. All seminars are free of charge facilitating a low barrier access for early-stage start-ups, health care entrepreneurs and health care professionals with business ideas. The aim is to provide key knowledge that is relevant to all start-up and founders in the field of medical technology and digital health. As health care markets are highly regulated, it is inevitable to bear in mind necessary processes and requirements as early as possible in the development phase. Participants of the Go-to-Market Academy will receive a solid overview on legal requirements of the European/ US market, the generation of clinical evidence and the German reimbursement system. Another seminar will focus on the topic of DiGAs/ medical apps. Further contents will be announced throughout the year.

How can start-ups in Medical Technology ensure future success? By acquiring regulatory know-how as early as possible! Why is regulation so important for medical technology products? Why should regulatory requirements be addressed as early as possible? What is important?

Among others, the seminar will cover the following topics:

- Steps to CE Mark
- V&V and Technical Documentation
- Clinical Evidence
- US Market Access for Medical Devices
- Start-ups and Regulatory Affairs - Avoiding Pitfalls

This is your chance to acquire basic and some advanced regulatory know-how, that will help you to better understand the regulatory requirements of the health care market.

A joint event from Innovation in Health, Medidee Services, EIT Health RIH Germany-Switzerland and BadenCampus.

Best practice insights: "From the idea to the successful medical device – learning from the mistakes of others" – 20.06.2022

This seminar is an opportunity to learn from the experiences and mistakes of others. Seleon GmbH has accompanied many medtech companies over the years. They know the needs and difficulties of young enterprises and will thus share their learnings and best practice examples. The focus of this event is on exchange and experience sharing. To fresh up your theoretical knowledge on regulatory affairs, we recommend to also visit our introductory workshop "Regulatory Affairs for Medical Technology".

A joint event from Innovation in Health, seleon GmbH, EIT Health RIH Germany-Switzerland and BadenCampus.

Basics of Clinical Development for Medical Technology and Digital Health Technology – 05.07.2022

Generating and using evidence is one of the most important steps for medtech companies on their way to the market. And even when on the market, evidence remains an issue in terms of post market surveillance. This seminar provides you with an overview of the necessities of clinical studies. Our partners from Profil GmbH will cover regulatory and ethical requirements, share theoretical knowledge and their experience from the development phase of a medical device. Profil GmbH has been involved in several innovation processes and combines long-term clinical experience with the needs of innovation project consortia.

A joint event from Innovation in Health, Profil GmbH and EIT Health RIH Germany-Switzerland.

Market Access for Medical Technology – a two days introductory workshop – 5.-6.10.2022

The German health care market is complex. This seminar provides you with a solid overview on reimbursement in the inpatient and outpatient setting. You will learn which sources you can use to analyse your "customers" and thus the size of your market. Our partners from Kalms Consulting will also share their expertise regarding stakeholder management and the interaction with key opinion leaders. Finally, there will be a session on pricing strategies.

A joint event from Innovation in Health, Kalms Consulting and EIT Health RIH Germany-Switzerland.

Digital health reimbursement in Germany with a focus on digital health applications – 18.10.2022

This seminar is your chance to get an overview on important aspects of a successful strategy for a digital health product. Our partner fbeta GmbH will cover the DiGA fast-track as well as alternative reimbursement options. Another focus will be on proving a positive health care effect of digital applications. Fbeta is highly experienced in working with digital manufacturers. In this seminar they will share their Do's and Don'ts and help you to check if you have considered all relevant issues.

A joint event from Innovation in Health, _fbeta and EIT Health RIH Germany-Switzerland.

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