

US Market Insights: Hospital Systems in the US – what you have to know for your partnering and market access strategy.

Time: Tue, May 2nd, 2023, 3:00 PM – 4:00 PM CET (plus pot. break-out session)

Venue: Digital Meeting, the link will be sent to registered participants

Registration: Please sign up [here](#)

The US healthcare system is a complex network of healthcare providers, insurers, and government programs that work together to provide healthcare services to individuals. Hospital systems operate in a variety of ways and are a critical actor in the US healthcare system. They provide a range of healthcare services to patients including acute care, emergency services, and specialized care for complex medical conditions. Many hospital systems in the US are affiliated with academic medical centers and research institutions and play a key role in research and innovation including the development of new therapies, diagnostics, digital solutions, and technologies to improve outcomes.

This webinar hosted by USA Next covers key aspects companies targeting the US market must understand and address for their partner and market access strategies:

1. **Overview of the US Hospital system landscape:** incl. different types of hospitals and healthcare facilities, such as academic medical centers, community hospitals, and specialty hospitals
2. **Hospital system ownership models:** including non-profit, for-profit, and government-owned hospitals, and the implications of these different models for the delivery of healthcare services.
3. **The role of hospital systems and academic medical centers in driving innovation**

Agenda:

15:00 – 15:05:	Webinar Introduction
15:05 – 15:35:	The Hospital System Landscape and ownership models – what you have to know for your partnering and market access strategies.
15:35 – 15:55:	Hospital Systems and academic medical centers as drivers for innovation – understanding their priorities and how they source external innovation.
15:55 – 16:00	Wrap-up
16:00 – 16:30	<i>Opportunity for Break-out sessions complementing the educational program (TBD)</i>

Speakers:

- [Val Kratzman](#), Director Healthcare at Business Finland, New York
- [Tom Sudow](#), Partner Novamedics, Cleveland

See speaker bios on page 2.



Val Arthur Kratzman, Director Healthcare Americas, Business Finland, New York, NY

Mr. Kratzman has over 40 years' experience in the international marketplace working with start-ups through Fortune 100 companies. He has worked on both the client and agency sides of the business equation having established US operations for foreign companies; launched new consumer, medical, and scientific products; and has been active in M&A and IP transactions.



Val works with healthcare startups to clinically validate their technologies and then help commercialize those companies. He co-developed Finland's "Kasvu" accelerated market entry program for start-ups and is the architect of the Nordic AMPLify Accelerated Market Entry Program designed for Nordic digital health companies entering the US that was launched in 2020.

Prior to Business Finland, Mr. Kratzman lead the KPMG team that created the international management consulting company BearingPoint. He was Vice President and Global Director of Economic Development for Burson-Marsteller acting as a foreign direct investment advisor to several prime ministers. As Vice President, Economic Development at Hill and Knowlton, he designed a new model for foreign direct investment that over 20 countries are using today.

Mr. Kratzman is a graduate of the Wharton Business School and the Pennsylvania State University. He completed graduate studies in Health Care Administration at George Washington University. He is a mentor and judge at the Yale CBIT Healthcare Hackathon and a mentor at MIT Hacking Medicine

Thomas (Tom) Sudow, Partner, Novamedics Advisors, LLC Cleveland, Ohio USA

As a partner in Novamedics, Tom Sudow brings over 30 years in the high-tech and biosciences industries, incl. 14 years at Cleveland Clinic Innovations. Here he was the Director of Business Development for Cleveland Clinic Innovation, the technology commercialization division of Cleveland Clinic. Tom was a founder of the Beachwood Business Development Center which had transactions totaling over \$1B. As the Director of Business Development for the Global Cardiovascular



Innovation Center, a product development consortium led by Cleveland Clinic, he helped identify, invest, and nurture 60 companies and those companies raised an additional \$1.5B.

Tom is the Director of the Burton J. Morgan Center for Entrepreneurial Studies at Ashland University, where he has helped launch a number of new businesses. He serves as the Medical Director for Merchavia, a public traded company, as a Venture Partner for Maor Ventures, and is a Board Member of Veinway a startup company in the cardiovascular space.



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