

Market Access Germany

Europe's health market is the second biggest in the world. Germany's is third. In most cases, Germany is the gateway to Europe. Mediq Innovation Experts GmbH helps you to overcome all hurdles to address both. Over the last 16 years we have been engaged in 60+ market entry projects with med-tech and life science startups with a success rate at ca 95%. We are looking very much forward to get to know your company and help you find the way into the German market with your activities, products and services.

Investment: 42,000kr (value 120,000nok)

Duration: ~4 weeks

Delivered by Aleap AS in collaboration with Mediq Innovation Experts

Send email to info@aleap.no for ordering this package

Index

- A. Background and project objectives
- B. Define go-to market strategy
- C. Timeline and teaming
- D. Commercial offer
- E. Why mediq Innovation Experts



Index

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- C. Timeline and teaming
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- E. Why mediq Innovation Experts

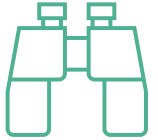


Educating Norwegian Health Consortium companies on “Market Access“ Germany & initial introduction to the German eco-system

Status quo

Market	Market	<ul style="list-style-type: none">• Is the technology meeting German unmet needs?• How intense is the competitive environment?• What data & level of evidence is required?• What is the best matching foothold market?
	Product	<ul style="list-style-type: none">• What is the perceived unique selling point for my technology?• How and where can I position it in the patient journey (end-user perspective & payors perspective)
KOL & Payors	KOL's	<ul style="list-style-type: none">• What are the specific unmet needs?• Where and how would the users position the technology• What could a pilot look like?• Are the KOLs ready for a joint project?
	Reimbursement	<ul style="list-style-type: none">• What are the current reimbursement options?• What data / evidence is required to obtain reimbursement?• What study / pilot do I need meeting the German reimbursement framework?
Opportunities		<ul style="list-style-type: none">• First assessment of market readiness• Direct contact to German KOLs & pilot partners• Understanding the requirements for reimbursement of my current solution• Recommendations including next steps

Next critical areas to be addressed



1

Market structure

Snapshot of Market segmentation and competitors

2

Reimbursement / Pricing

First feedback from leading reimbursement expert

3

KOL / Partnerships

First 3 interviews with KOLs and end-users

4

Recommendations

Recommending next steps based on initial feedback

Our tailor-made package will help the Norwegian companies to receive a tailor-made assessment of the market readiness

Our approach to help NHC companies preparing for a market entry in Germany

1

KOL collaborations & Partnerships

- Strategy implementation and reduction on time to market through KOL and expert commitment
- Interviews with KOL experts
- Definition of partner strategies

2

Reimbursement & Pricing

- Cooperation with leading reimbursement expert with close ties to health insurers and government
- Preparation of appropriated coding, a positive coverage decision and a favorable payment level for the offering.

3

Market structure

- Run a pilot in Germany
- Development of strong socio-economic value case
- Market Analysis
- Determine market opportunities
- Competitive Advantage

4

Market Test

- Definition of objectives & KPI's
- Assign pilot centers in order to validate the solution with end-users in selected segments
- Convince partner and end-user
- Test sites to be converted into Target segment

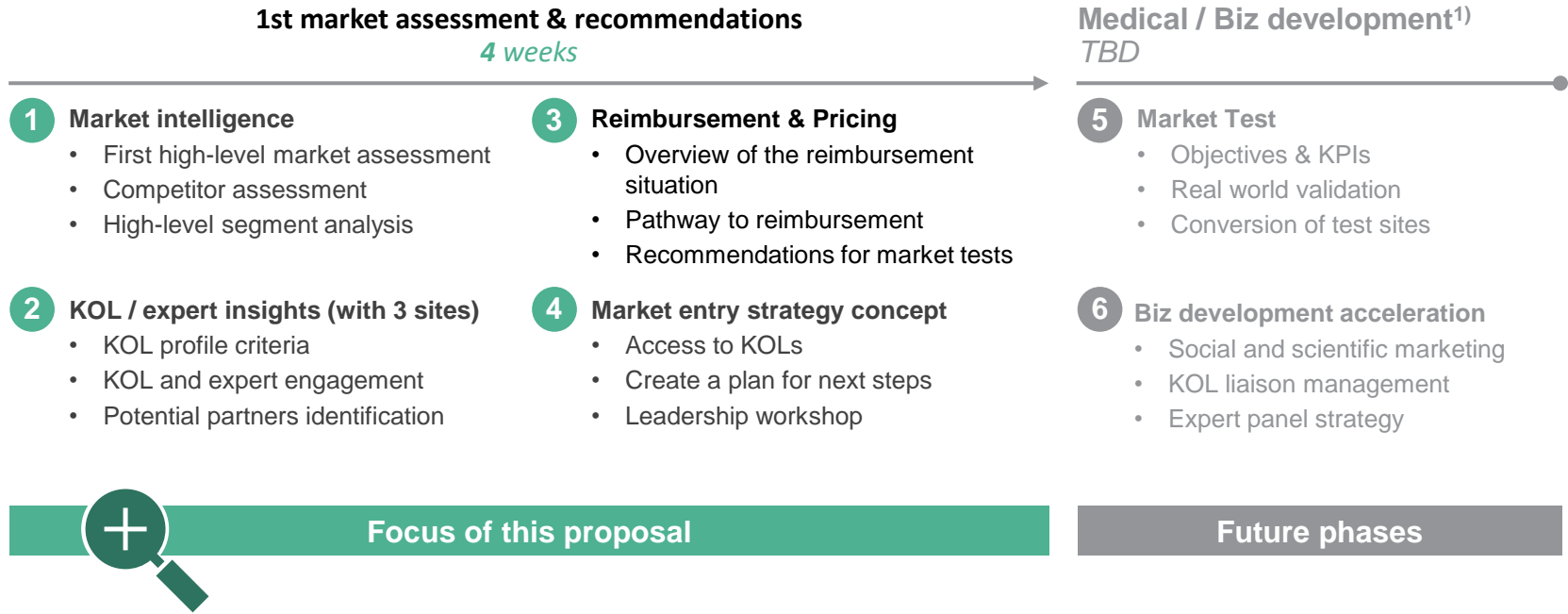
Index

- A. Background and project objectives
- B. Define go-to market strategy**
- C. Timeline and teaming
- D. Commercial offer
- E. Why mediq Innovation Experts



We will validate strategic options with KOLs and key stakeholders

Overview and approach



1) Derived from outcome of modules A and B, this may differ depending on defined strategic options

Module 1 + 2 will provide a clear overview of the current market situation and feedback from leading KOLs with regards to the innovative solution

Strategic analysis

Modules

Key activities

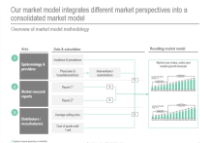
Tools¹⁾ (selection)

Results

1 Market intelligence

- Define an assess key segments
- Core value proposition by segment
- Assess pricing strategy of competing methods
- Stakeholder mapping and procurement path

Market sizing and forecasting



Stakeholder mapping



Core value proposition



2 KOL / expert insights

- In-depth interviews with key deciders and end users
- Assess partnership options with KOLs (with 3 leading sites)
- Discuss potential pricing and revenue models
- Understand purchasing criteria and cost structure

Validation of pricing model



Partnership options



Interview guidelines



- High level Market analysis

- End user and key decision maker insights
- Identification of potential strategic partners

1) Suggestion, final tools to be agreed on upon project phase start

Based on the market analysis & KOL feedback we will provide an overview of the current reimbursement options & the recommendations on local piloting

Strategic analysis

Modules

Key activities

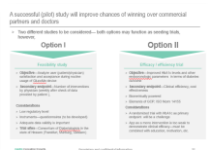
Tools¹⁾ (selection)

Results

3 Reimbursement & Pricing

- Overview of current reimbursement situation and options
- First assessment of data & evidence
- Outlook on short- and mid-term reimbursement options
- Recommendations for German pilot (proof of concept to German payors)

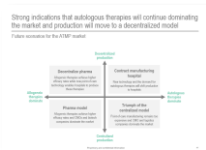
Clinical evaluation approach



Reimbursement pathways



Scenario analysis



4 Recommendations

- Report on findings & next steps
- Workshop with mediq team
- Leads transition to customer

Revenue model framework



Top-down financials



High-level roadmap



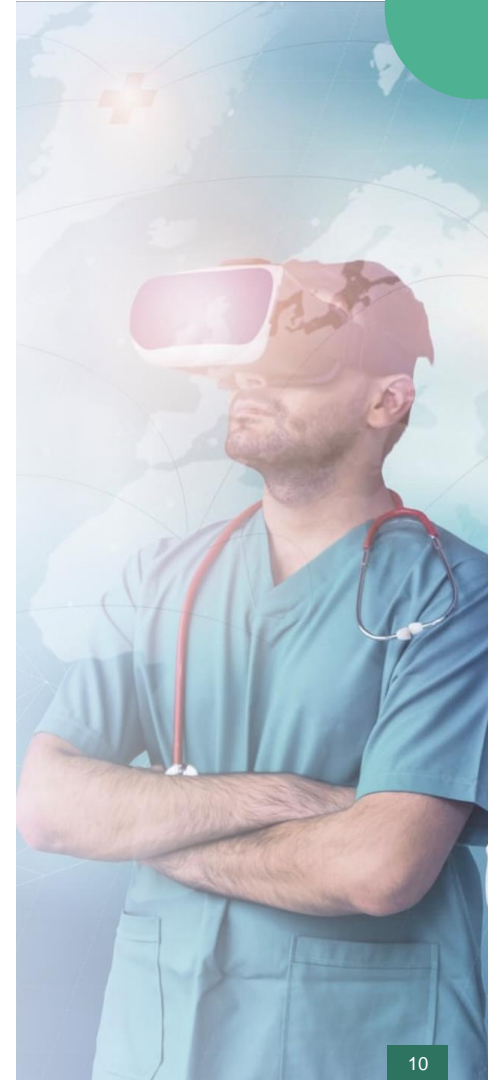
- **Pathway options to reimbursement**
- **Prospects of success for options**

- **Lead transition**
- **Strategy roadmap on next steps**

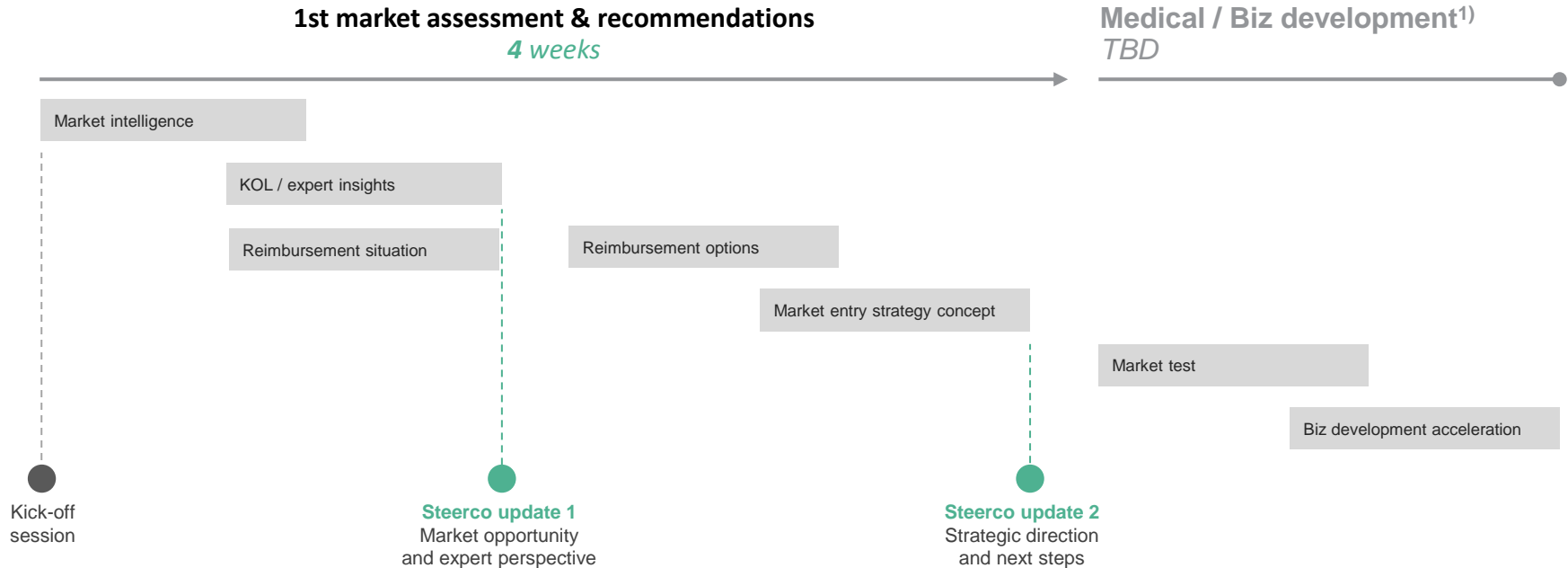
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Index

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Project timeline



1) Derived from outcome of modules A and B, this may differ depending on defined strategic options

Our project organization builds on joint team collaboration and ensures an efficient workflow and valuable results

Project organization



- Overall project steering
- Review of results and milestones

- Overall project coordination
- Progress monitoring
- Reporting to steering committee

- Research and communication
- Conducting analysis
- Delivery of content and results

Our well-connected and highly-experienced leaders ensure high impact for each project phase

Leadership team

Jan Wende

Managing partner



- Founded mediq Innovation Experts 12 years ago with locations in Germany, Israel and Norway
- More than 15 years of consulting experience in the life sciences and healthcare industry
- Deep understanding of relevant innovation & business topics, including market entry strategy & capital raise
- Established 11 new healthcare standards and introduced disruptive technologies in a variety of segments
- Oversaw several multi-million exits

Roman Rosenkranz

Senior advisor AI analytics & IT



- In-depth expertise in healthcare IT and analytics solutions and trends
- Current C-level management position at global engineering company, globally responsible for integrative IoT solutions
- Founder and former CEO of two leading healthcare IT companies, sold one firm to leading international engineering company
- Founder and CEO of firm investing in early-stage health-tech companies
- M.Sc. in engineering from Technical University Berlin, and an MBA

Gunnar Hesse

Partner Technology and finance



- Held management positions in leading international strategy consulting firm in the M&A and strategy practice
- Former regional board member in large international med-tech firm
- Exceptional expertise in M&A transactions in pharma and med-tech industry
- Expert for strategy, finance, and private equity buy-outs in Life Sciences
- Experienced in organization and operations strategy, as well as hospital operations across various geographies
- Holds veterinary medicine degree and MBA

mediq can draw upon a dedicated team of senior experts that are working closely with the team on key deliverables

Project team

Prof. Heiko von der Leyen, MD, PhD

Senior Advisor
Clinical trials



- Co-founder and former managing director of the Hannover Clinical Trial Center GmbH (HCTC)
- Held several top management positions in the biotech industry with focus on clinical development of advanced therapy products
- Trained in pharmacology, internal medicine, cardiology
- Former faculty member of Stanford University
- Faculty member of Hannover Medical School MHH

Iris Meyenburg-Altwarz

Senior Advisor
Nursing



- 40 years experience in healthcare
- 25 years experience as Managing Director of Nursing and Nursing education in large hospitals including university hospitals
- 15 years experience in consulting with focus on technology, risk management, organizational development and education
- Visiting professor at Southern Medical University, Guangzhou, China
- President of European Nurse Directors association, EFQM assessor
- Degree in Care & Health Management

Uwe Imkamp

Senior Advisor
Care networks &
reimbursement



- Advisor to the leadership of leading German health insurers on integrated care concepts
- Board member of the German Society for Citizen-Oriented Care Management
- Respected expert in the wound care field
- Advisory board member of a major regional wound care network
- Member of the national consensus conference "Results measurement and benefit assessment in the care of chronic wounds"

mediq's team includes exceptionally well-connected and highly skilled consultants

Project team

Anissa Bohn

Strategy Consultant



- Experienced in private equity and company valuation and due diligence for large M&A
- Led development of highly complex LBO-models
- Working experience in risk management in leading financial advisory firms within pharma practice
- Holds a BSc in General Management and MSc in Finance from leading European business schools

Jascha Diemer, PhD

Senior Consultant Clinical



- Experienced in life sciences industry including medtech and eHealth
- Developed business and revenue models for leading European startups
- Developed financial plans and valuations for healthtech startups
- Successfully led investor roadshows for healthtech startups in Europe
- Led design and implementation of biochemistry laboratory in leading German research institute
- PhD in biochemistry and MSc from Technical University Darmstadt

Ernst-Hermann Steinfeld

Expert Cursing Care



- Former head nurse of intensive care unit at university clinic Göttingen for over 25 years
- Certified nursing educator
- Innovation advisor at multiple international medtech-companies
- Important stakeholder at UKG for introducing new technologies within intensive care and wound care segments
- Regular speaker at wound care conferences in the DACH region

Our well-connected and highly-experienced leaders ensure high impact for each project phase

Leadership team

Wilfried Bode

Nursing Expert



- 25 years nursing experience at University Hospital of Göttingen
- Instructor for care professions and training for care directorate
- Specialist care professional for wound care
- Specialists for intensive care, wound-care and hospital hygiene

Markus Günther

Business Development Director Project Manager



- Passionate business development expert with more than 20 years of successful experience in different industries
- Multiple award-winning Top Hunter in companies like Groupon and Immobilienscout24
- Building and leading top sales and business development teams for tech startups like Groupon and Portal United AG
- Proven to find the right sales approach for any company

Daniela Nippraschk

Sales Support Project Management Office



- Talented in project management, sales channel development, purchasing and logistic as well customer relationship management
- Holds degree in engineering nutrition & sports management
- Certified first responder
- Closely working with Markus Günther

Index

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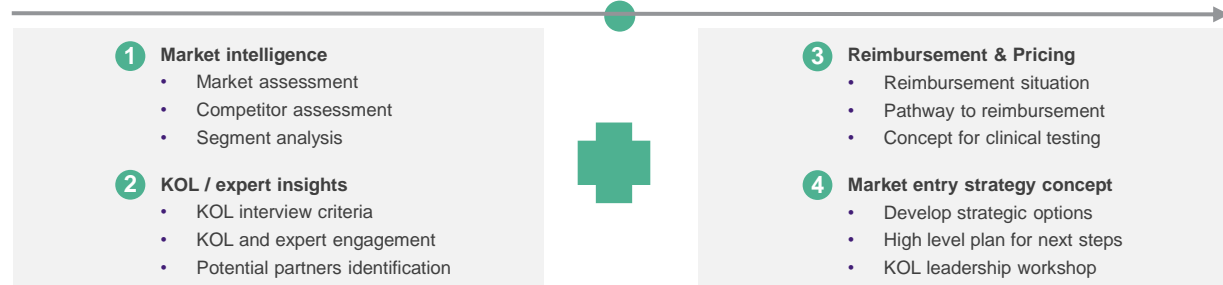


Commercial offer by phase and submodule

Commercial offer

1st market assessment & recommendations

4 weeks



Module total

Consulting fees + overhead

Project total

NOK 120.000

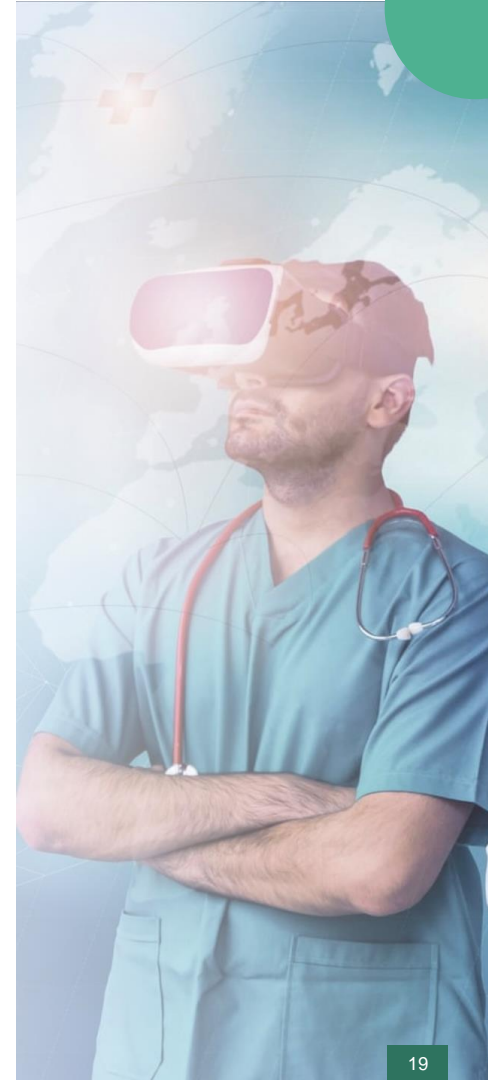
Project total with grant

Consulting fees + overhead

NOK 120.000

Index

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We are a trusted partner of the international life science industry for clinical and business development in Europe – For over 12 years

mediq Innovation Experts GmbH – Business acceleration services

1 Partner of international life science industry

Long track record in successfully supporting international life science companies to enter the European market

2 Co-operation with leading hospitals / KOLs

We work with most of Germany's leading medical institutions – together with doctors, economists and medical staff we think through innovation challenges

3 Strategic and clinical expertise

Our project teams consist of strategists, finance experts, clinical experts, practitioners, and healthcare economists

4 Concept to completion approach

We develop and implement strategies, manage clinical studies, assist in company formation and support business development

5 Capital raise & grant acquisition

Our strategy and finance experts develop business plans, valuations and plan investor roadshows



mediq's project teams are supported by our strategic partnership network – Providers, payors, government, and investors

mediq Innovation Experts GmbH – Firm structure

1 Core team



- 10 strategy and finance consultants
- 5 senior advisors with profound industry experience
- Local presence in Israel and Norway

Highly committed project teams

Young professionals and seasoned industry veterans from across Europe

2 Experts



- 30 contracted medical experts from leading hospitals are part of project teams
- Working with 80 Key opinion leaders from different medical fields

Co-develop technology with end-user

Dedicated experts with profound industry experience and ownership in projects

3 Partners



- Clinical**
 1. 50 hospitals + innovation departments
 2. Insurers
 3. Regulators
- Business**
 1. Industry
 2. Business development agencies / economic ministry
 3. Investors and VC firms

Partnerships with key stakeholder

Co-operation with key players and stakeholders ensures success

In the past 15 years, we have successfully guided 55 market entries for international med-tech startups and life sciences corporates

Work examples

1

Fast tracking reimbursement for new homecare device

We developed a reimbursement strategy for a new MedTech homecare device, by focusing on systemic deficits in current treatments. The fast acceptance by leading insurers allowed the company to start commercializing its technology.

2

Innovative business model for cell therapy manufacturing

We worked with a NASDAQ-listed Biotech company to design a business model for their point-of-care cell therapy manufacturing technology, including co-development and license sharing of innovative therapies. The strong customer value proposition drove the subsequent rollout at world leading sites in US and Europe, positively impacting shareholder value.

3

Early sales for eHealth startup

We created a market entry strategy for an Israeli voice analytics start-up, including identification of foothold segments and early adopters. A strong socioeconomic value case helped us win investment from German health insurers, accelerating time to first revenue for the company.

4

Pivoting an AI analytics startup

We led a crucial pivot for Norwegian AI analytics startup, by creating a spinoff product and new business model. The new product's value proposition was embraced by hospitals, and our business plan resulted to new VC investment and public grants totaling €5m.