

From Innovation to Adoption: Market Access Strategies

Monday 21 September 2026
14:30 - 16:00 CEST
Online

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 *life science zurich*
business network

 Innovation
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What fundamentals do MedTech founders and investors need to get right early? Join this informative webinar to find out...

This free 90-minute session has been designed with a **positive and practical perspective**. As well as discussing typical mistakes, the webinar hosts will share guidance on how start-ups can improve their chances of **adoption**, elevate their **reimbursement strategy**, and lay the foundations for **sustainable growth**.

The session will unpack the relationship between regulatory and market access readiness, and investor relevance – highlighting how **optimising early decisions** on evidence generation, value proposition, pricing logic, target setting, and timing of market entry is not only important for future commercialisation, but also highly relevant for investors assessing scalability, capital efficiency, and de-risking potential.

Participants will learn how to:

- ✓ Avoid common early-stage assumptions without losing speed and innovation focus
- ✓ Align evidence, pricing, reimbursement, and go-to-market planning early
- ✓ Identify the difference between theoretical market models and real-world adoption pathways
- ✓ Strengthen commercial credibility
- ✓ Understand why market access thinking is important from an investor perspective

Organisers

[Life Science Zurich Business Network](#)

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Partners

[Congenius AG](#) provides tailored MedTech consultancy services to global firms, established SMEs, and aspiring start-ups in the fields of Quality, Regulatory, eHealth, Operations, and Clinical.

[MARs](#) provides pharma and healthcare companies with strategic solutions for market access optimisation, pricing strategies, and reimbursement processes.

Speakers

[Richie Christian](#) is Head of Regulatory at Congenius AG. As a results-driven Regulatory Affairs leader with more than 10 years' experience in medical device and digital health regulations, Richie offers robust expertise in FDA requirements, EU MDR, and emerging technologies including AI/ML SaMD and cybersecurity compliance.

[Dr. Stefan Walzer](#), CEO & Founder of MARs, is a leading expert in MedTech market access, healthcare reimbursement, pricing, and health economics, with a career beginning in 2004. Before founding his company, Stefan served as a global payer strategy leader at F. Hoffmann - La Roche AG and consulted for international MedTech and pharma firms, successfully supporting product launches across global markets.

