

# HOW TO EVALUATE, DEMONSTRATE AND PROTECT THE VALUE OF LIFE SCIENCE INNOVATIONS

## - a Course in Strategic Health Economics, Landscape Analysis and Intellectual Property

### At some point your product will go to market

This is a course for life science companies and highlight factors to consider at the intersection of product development and market entry such as:

- When health economics/landscape analysis can undermine an otherwise strong project.
- How health-economics evidence drives exit valuation and interest from investors
- Points in development where IP value is vulnerable — and how to protect it

#### Course instructors



**Eskil Söderlind** has more than 25 years of experience in the life science industry as a researcher, investment director, CEO, and board member



**Jonas Hjelmgren** is Director of Health Economics and Market Access at IHE and has more than 20 years of experience in health economics from consultancy and the pharmaceutical industry



**Göran Conradsson** has developed an extensive expertise in the commercialization of key cutting technologies from leadership positions in the life science industry.

**Time:** 19 May 2026 , 9:00–16:30  
(registration from 8:30)

**Place:** IHE's Office, Råbygatan 2, Lund

**Cost:** SEK 7,500 (excl VAT)

**Registration deadline:** 5 May 2026

**Apply:** <https://ihe.se/en/events-courses-and-network/registration/>

For questions, please contact:  
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