



Nordic Market Access Support

Your link to local Market Access solutions for biotech, pharma and medtech.

Our Market Access and HEOR team supports pharmaceutical, biotechnology, and medical device clients with pricing, reimbursement, HTA, and payer evidence needs.

The team provides practical support across the Nordic and European markets, from local reimbursement dossiers and HTA submissions to broader HEOR and market access strategies. With deep expertise in health technology assessments, health-economic modelling and payer engagement, the team helps clients deliver robust, evidence-based analyses that support effective product positioning and successful market access at the right price.

The team guides clients from clinical trial design to real-world evidence generation, helping identify opportunities and mitigate risks. Through a pragmatic and scientifically robust approach, the team supports the development of compelling value stories and reimbursement strategies that demonstrate clinical, economic and patient-relevant value to key stakeholders and decision-makers.

Guiding your path to the Nordic market — let's connect!

bd@linkmedical.eu

Meet Our Experts



Carl Haakon Samuelsen holds an MPhil in Health Economics. He has 15 years of experience in HEOR, market access, and evidence generation across the pharmaceutical, biotechnology, and medical device sectors. He brings expertise in health economic modelling, HTA strategy, adaptive dossier development, early asset shaping, survival modelling, real-world evidence planning, and regulatory-payer strategy. Carl supports clients in developing robust evidence and value strategies from early-stage development through reimbursement and post-launch evidence generation. He is based in Tønsberg, Norway.

Carl Haakon Samuelsen, Market Access strategy & HEOR

Ola holds a PhD in Health Economics and has more than 25 years of experience in health economics and outcomes research (HEOR), real-world evidence (RWE) generation, and market access. He has worked on both the global development of new compounds and the preparation of reimbursement dossiers at the national level, primarily in Sweden and Denmark. He is based in Malmö, Sweden.

Ola Ghatnekar, Market Access strategy & HEOR



How we support Market Access and HEOR:

- Health economic assessment of pharmaceuticals and medical devices (reimbursement)
- Development of health economic models
- Burden/cost of illness studies
- Market access support (strategy, reimbursement landscape, tender, pricing etc.)
- Literature reviews
- Market research
- Health-economic assessments (pharmaceuticals & medical devices) — reimbursement submissions
- Health-economic model development (cost-effectiveness, cost-utility, budget impact)
- Burden-of-disease and cost-of-illness studies.
- Market-access strategy: reimbursement landscape, tendering, pricing and payer engagement
- Systematic literature reviews and evidence synthesis
- Market research and competitive intelligence
- End-to-end country launch strategies: planning, reimbursement submissions, price negotiation, tendering, and inclusion in clinical guidelines