



Health Technology Commercialization and Export Expertise

The training has been funded by the Service Centre for Continuous Learning and Employment (SECLE). The Service Centre promotes the competence development of working-age people and the availability of skilled labour. The operations of the Service Centre are overseen by the Ministry of Education and Culture and the Ministry of Economic Affairs and Employment.

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Training Overview

A practical Work-integrated Learning program for people commercializing health technology and taking it to international markets. You learn market access, pricing, sales channels and partners, financing, and export, licensing, and distribution, applying every module to a real product, service, or business case of your own.



Key Benefits:

- ✓ Equips commercial teams to build market access, pricing, and channel strategies that healthcare buyers accept.
- ✓ Strengthens confidence in choosing markets, channels, and partners, and in managing them well.
- ✓ Aligns pricing and market entry decisions with evidence, regulation, and reimbursement from the start.

Who is it for

- ✓ People working in sales or marketing roles in health technology companies.
- ✓ People aiming to move into health technology sales or marketing roles.
- ✓ Founders and commercial leads taking a health technology product or service to new markets.
- ✓ Professionals with a technical, commercial, medical, or health-science background wanting a structured view of commercialization and export.

YOU MUST

- ✓ Live in Finland
- ✓ Aged 18 or over
- ✓ Hold a Finnish personal identity code
- ✓ Not currently studying for a degree

After TechClass team verifies your eligibility, SECLE grants your study right before the training starts. Once it has been processed, you receive an invitation to the TechClass learning platform and can begin.

Training Modules

- 1 International Markets and Market Access**
How health technology markets work, and what governs access: structure, competition, and regulation.
- 2 Commercialization Strategy and Pricing Models**
Product-market fit, value proposition, and business models, ending in pricing logic you can justify.
- 3 Internationalization, Sales Channels, and Partnerships**
Reach new markets directly or through partners, and select and manage the channels you choose.
- 4 Financing Commercialization and Growth**
Public and private financing, strategic partnerships, and a funding roadmap for market entry and scaling.
- 5 Export Regulation, Licensing, and Distribution Management**
Export readiness: requirements, licensing models and agreements, channel governance, and export risks.

Certification



ISSUED BY
TechClass



CERTIFICATE OF
Completion

This is to certify that

John Smith

has successfully completed

**Health Technology Commercialization
and Export Expertise**

 **Completed:** March 27, 2026

Certificate ID
3d50ad71-5620-42bd-ba72-99c2d602aebc



Funded by
The Service Centre for
Continuous Learning
and Employment



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For more information,
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Limited Seats Available



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