

# Bruce Merlin Fried gives the opening talk of Nordic AMPLify's Virtual US Discovery Tour: "Healthcare Post-Election"

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**United States** —Dentons partner Bruce Merlin Fried recently delivered the keynote address of Nordic AMPLify's Virtual US Discovery Tour, in which he discussed the US elections and their impact on the health care and life sciences sectors. This event was designed to outline an accelerated US market entry for 50 Nordic digital health and medical technology (MedTech) companies.

Among the topics Fried addressed during his comments were the interplay of the COVID pandemic, the change in the US presidential administration and the pending availability of an effective COVID-19 vaccine, as well as the effects of all three on the health care system, the Affordable Care Act and the economy.

Fried concluded his remarks with an explanation of the difficulties that most commercial enterprises, notably major hospital systems and insurers, will face. In devoting their attention and resources to responding to the pandemic, there may be challenges to also consider new digital platforms or MedTech offerings until after the COVID crisis.

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