Business Implementation for Health and MedTech: Project to Market Overview

Course Code: GMS_BD2DBIHMT

Date & Time

Thursday - Friday
01 - 02 December 2022
09:00 am - 05:30 pm

Workshop Location

Day 1:
Seminar 2, Level 6, F2, Tower B (Kinesis)

Day 2:
A*StartCentral Seminar Room
79 Ayer Rajah Crescent, #05-03
Singapore 139955

Course Fees
(inclusive of GST)

Original Price

SGD 2,033.00

After SSG Subsidies

SC < 40yo & SPRs
SGD 609.90

SC ≥ 40yo & Enhanced training
support for SMEs
SGD 229.90

The workshop aims to equip health and medtech innovators who have a desire to learn more about the nuances, considerations and key network required to push their innovations towards market commercialization with basic to intermediate level knowledge relating to the market access, operational planning, intellectual property, regulatory and clinical trial planning competencies in the Health and Medtech Innovation Skills and Competencies whitepaper.

This 2-day business implementation workshop aims to provide participants with an overview on how to take a Health and MedTech Innovation from project to market. Participants will learn from esteemed practitioners in the industry on topics related to technology development in tandem with collecting real-world evidence, as well as basic operations relating to market access and adoption.

At the end of this workshop, learners will be able to gain a holistic overview of bringing a health and medtech innovation from project to commercial adoption by developing IP, clinical, marketing and sales strategies, understanding the importance of health technology assessment, and the different strategies on how to strategically price, market and promote the adoption of a new healthcare innovation.

How to register?

Simply scan the QR Code and search for the course name as a self-sponsored participant! Refer to our registration guide here:
https://bit.ly/SB_RegistrationGuide

If your company is sponsoring your participation upfront, please email us at **sbenquiry@hq.a-star.edu.sg** for registration instructions.

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Course Agenda

Learning Outcomes:
By the end of this module, you should be able to

Business Planning
- Analyze market positioning by conducting in-depth market landscaping (competitive landscape distribution channel, existing models) to develop a business plan with clear value proposition
- Demonstrates confidence in defending and pitching the business, networking and basic negotiation skill to initiate investment and partnership discussions

Market Access Competency
- Apply understanding of healthcare value chain to elucidate identify the key stakeholders and factors influencing commercial viability of a product in target market (e.g., reimbursement infrastructures, key decision makers) and/or adoption into healthcare system
- Apply principles of coding, coverage and payment.
- Evaluate and analyse pricing and reimbursement schemes and healthcare economics across key target markets
- Examine key channels in key target markets (e.g., public hospitals and clinics via tender and group procurement, private hospitals via private healthcare insurance and private procurement)
- Prepare a preliminary health technology assessment for quick compare and contrast to identify key target markets and value proposition to enter
- Derive initial pricing model and test deployment with select KOL users

Intellectual Property Competency
- Define the inventive concept and analyze its positioning to determine its strength and weaknesses to develop a good competitive IP advantage and filing strategy (i.e., patent vs knowhow)

Regulatory
- Understands the required regulatory and quality requirements, i.e., guidance documents, standards for different kinds of innovation projects; Able to design and carry out necessary tests and documentation.

Clinical Trial Planning
- Analyze different types of clinical trial strategies to meet clinical trial objectives

Operational Planning
- Explain the operational aspects and financial aspects required for a health and medtech company to function, including processes (e.g., procurement), people (e.g., key staff needed, key stakeholders to engage), resources (e.g., lab and office infrastructure, supply chain management, warehousing and distribution) and budget (e.g., operating expenses and COGS)

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Day One

0900H – 0915H	Opening and Introduction
0915H – 1000H	Business Plan Essentials: Considerations before Starting a Company; Theory vs Practice
1000H – 1045H	Building a Patent Strategy with an End in Mind
1045H – 1100H	Break
1100H – 1145H	Timing Clinical Trials With Regulatory Approval
1145H – 1230H	Startup Sharing: Patents and Clinical Trials
1230H – 1330H	Lunch break
1330H – 1445H	Marketing, Sales and Distribution Development
1445H – 1530H	Hands on Exercise: Marketing & Distribution strategy
1530H – 1545H	Break
1545H – 1630H	Business Fundamentals of forming a startup
1630H – 1730H	Fireside Chat: Team Formation & Organizational Leaderships

Day Two

0900H – 0945H	Health Tech Assessment and Economics: An Introduction:
0945H – 1030H	Impact of HTA in Singapore
1030H – 1115H	Adoption of HTA in Healthcare Innovation
1115H – 1200H	Hands-on exercise: Conducting a HTA
1200H – 1300H	Lunch Break
1300H – 1345H	Hands-on exercise: Sharing and Discussion
1345H – 1445H	Change Management for Adoption into Practice: An Overview Tech Evaluation and
1445H – 1530H	Adoption of New Technologies into Practice
1530H – 1545H	Break
1545H – 1630H	Startup Sharing: Adoption in Singapore and Outside Singapore
1630H – 1715H	Fireside Chat: Adopting New Technology in SingaPore
1715H – 1730H	Closing

Upcoming Workshops

Our courses cover a wide range of topics in the HealthTech and MedTech industry and are designed for professionals looking to up-skill or re-skill themselves in the healthcare innovation space.

Design Thinking for Healthcare Innovation: An Overview
RUN 1: 04 July 2022
RUN 2: 16 January 2023

Biodesign Bootcamp:
Deep Dive into HealthTech Innovation with an End in Mind
RUN 1: 01 - 05 August 2022
RUN 2: 20 - 24 February 2023

An Introduction to Product Development and Quality Management Systems for Health and MedTech
RUN 1: 03 October 2022
RUN 2: 12 March 2023

Design Thinking for Healthcare Innovation: Focusing on Identifying and Inventing for the Unmet Need
RUN 1: 17 - 18 October 2022
RUN 2: 03 - 04 April 2023

Business Model Innovation for Healthcare Innovations
14 - 16 November 2022

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01 - 02 December 2022

Contact Us For More Information :

🌐 www.a-star.edu.sg/sb
✉ SBenquiry@hq.a-star.edu.sg

or click here.