

Business Model Innovation for Healthcare Innovation

Course Code: GMS_BD3DBMI

Date & Time

Monday - Wednesday

14 - 16 November
09:00 am - 05:30 pm

Workshop Location

Potential 2 @ 13N, F1, Level 13
North Tower
1 Fusionopolis Pl, Singapore
138632

Course Fees

(inclusive of GST)

Original Price

SGD 3,049.50

After SSG Subsidies

SC < 40yo & SPRs
SGD 914.85

SC ≥ 40yo & Enhanced training
support for SMEs
SGD 344.85

The workshop aims to equip established healthcare innovators, including healthcare professionals, researchers, engineers and healthcare entrepreneurs with knowledge relating to the business planning and market access competencies under the [Health and Medtech Innovation Skills and Competencies whitepaper](#).

This workshop will provide learners with a modular approach to develop the go-to-market model using the Business Model Canvas, Big Picture Framework and 4A-5P model to help innovation teams develop a preliminary business plan.

By the end of the workshop, health & medtech innovators will be able to assess commercial feasibility of a health and medtech idea, develop a strategic and robust business plan and adopt a customer centric mindset. Through didactic lessons coupled with various group hands-on activities, learners will also be able to understand who the key stakeholders are in healthcare innovation and explore ways to create value for them to create go-to-market & commercial strategies.



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.

Business Model Innovation for Healthcare Innovation

Course Agenda

Learning Outcomes:

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

- Construct and execute basic customer and market survey for concept or product validation and to articulate key value proposition
- Analyze market positioning by conducting in-depth market landscaping (competitive landscape distribution channel, existing models) to develop a business plan with clear value proposition
- Examine and articulate key stakeholders along the value chain and the jobs to be done
- Prepare a preliminary market analysis (top-down and bottom up)
- 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
- Articulate value proposition in relation to initial pricing and business model

Day One

0900H - 0930H

Introduction to Workshop

0930H - 1045H

Business Objectives/ Customer

1045H - 1100H

Segments Lecture

1100H - 1145H

Business Objectives/

1145H - 1245H

Customer Segments

1245H - 1400H

Breakout

Presentations

1400H - 1430H

Marketing Objectives/

1430H - 1500H

Source of Volume Lecture

1500H - 1515H

Marketing Objectives/

1515H - 1600H

Source of Volume

1600H - 1630H

Breakout

1630H - 1730H

Presentations

1730H - 1745H

Q&A and Debrief

Business Model Innovation for Healthcare Innovation

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Day Two

0900H - 0930H	Day 1 Recap and the Approach for Day 2
0930H - 1030H	Segmentation/ Targeting/Positioning/ Value Proposition Lecture
1030H - 1045H	Tea Break
1045H - 1230H	Segmentation/ Targeting/Positioning/ Value Proposition Breakout and Presentations
1230H - 1330H	Lunch
1330H - 1430H	Introduction to Business Model Canvas Lecture
1430H - 1445H	Tea Break
1445H - 1645H	Introduction to Business Model Canvas Breakout and Presentations
1645H - 1730H	Q&A and Debrief

Day Three

0900H - 0930H	Day 2 Recap and the Approach for Day 3
0930H - 1030H	Business Model Canvas Lecture - Customer Relationships, Channels and Revenue Streams
1030H - 1045H	Break
1045H - 1245H	Business Model Canvas Breakout and Presentations - Customer Relationships, Channels and Revenue Streams
1245H - 1345H	Lunch
1345H - 1445H	Business Model Canvas Lecture - Key Activities, Key Partners, Key Resources and Cost Structure
1445H - 1500H	Break
1500H - 1645H	Finalizing the Business Model Canvas Breakout and Presentations
1645H - 1700H	Q&A and Debrief

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/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

Business Implementation for Health/MedTech:

Project to Market Overview

01 - 02 December 2022

**Contact Us For
More Information :**

 www.a-star.edu.sg/sb

 SBenquiry@hq.a-star.edu.sg



or click [here](#).

