SINGAPORE BIODESIGN | **DukeNUS** Medical School

BUSINESS MODEL INNOVATION FOR HEALTHCARE INNOVATIONS

Date & Time

Run 1
Wednesday - Friday
27 - 29 November 2024
09:00 am - 06:00 pm

Location
To be informed upon confirmation

Course Fees
(Inclusive GST)

Original Price
SGD 3,106.50

**After SSG Subsidies
SC < 40yo & SPRs**
SGD 931.95

SC ≥ 40yo & Enhanced training support for SMEs
SGD 361.95

The workshop aims to equip established healthcare innovators, including healthcare professionals, researchers, engineers and healthcare entrepreneurs, with knowledge relating to 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 5P stakeholder mapping model to help innovation teams develop a preliminary business plan.

By the end of the workshop, health & medtech innovators will be able to assess the 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**.

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

or click **here**.

COURSE AGENDA

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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

Programme Highlights:

0900H - 0920H	Introductions
0920H - 0940H	Business Model Planning Basics
0940H - 0955H	Applications of Tech
0955H - 1010H	Healthcare Business Model Canvas
1010H - 1030H	Orientation for Group Work and Evaluation
1030H - 1040H	Stretch Break
1040H - 1140H	Group Work
1140H - 1240H	Presentations
1240H - 1340H	Lunch Break
1340H - 1410H	Opportunity Evaluation
1410H - 1425H	Competitve Analysis
1425H - 1510H	Group Work
1510H - 1610H	Presentations
1610H - 1630H	End of Day Quiz
1630H - 1700H	Industry Voices : Guest Speaker

COURSE AGENDA

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Day Two

0900H - 1000H	Customer Discovery
1000H - 1100H	Group Work
1100H - 1200H	Presentations
1200H - 1220H	Segmentation / Targeting
1220H - 1320H	Lunch Break
1320H - 1410H	Value Proposition
1410H - 1500H	Group Work
1500H - 1510H	Stretch Break
1510H - 1610H	Presentations
1610H - 1630H	End of Day Quiz
1630H - 1700H	Industry Voices : Guest Speaker

Day Three

0900H - 0930H	Value Experience
0930H - 1000H	Channels and Service Models
1000H - 1100H	Group Work
1100H - 1115H	Stretch Break
1115H - 1215H	Presentations
1215H - 1315H	Lunch Break
1315H - 1400H	Pricing
1400H - 1415H	BM Innovation
1415H - 1430H	Stretch Break
1430H - 1530H	Group Work
1530H - 1615H	Presentations
1615H - 1630H	End of Day Quiz
1630H - 1700H	Industry Voices : Guest Speakers
1700H - 1715H	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.

	Dates
Biodesign Bootcamp: **Deep Dive into HealthTech Innovation with an End in Mind**	Run 1: 29 Jul – 02 Aug 2024 Run 2: 24 – 28 Feb 2025
Design Thinking for Healthcare Innovation: An Overview	Run 1: 04 Sep 2024 Run 2: 15 Jan 2025
An Introduction to Product Development and Quality Management Systems for Health and MedTech Innovations	Run 1: 27 Sep 2024 Run 2: 26 Mar 2025
Business Model Innovation for Healthcare Innovations	Run 1: 27 – 29Nov 2024
Business Implementation for Health and MedTech: Project to Market Overview	Run 1: 04 - 05 Dec 2024
Design Thinking for Healthcare Innovation: Focusing on Identifying and Inventing for the Unmet Need	Run 1: 12 – 13 Feb 2025
Health and MedTech Project Management +	Run 1: 12 Mar 2025

Contact Us For More Information :

🌐 www.a-star.edu.sg/sb

✉ SBenquiry@hq.a-star.edu.sg

or click here.