

# BUSINESS MODEL INNOVATION FOR HEALTHCARE INNOVATIONS

## Run 1

Wednesday - Friday  
29 - 31 Oct 2025  
9:00 am - 6:00 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. Refer to our registration guide [here](#).

Company sponsored applicants can email us at [sbenquiry@hq.a-star.edu.sg](mailto:sbenquiry@hq.a-star.edu.sg) for registration instructions.



[or click here.](#)



# COURSE AGENDA

## BUSINESS MODEL INNOVATION FOR HEALTHCARE INNOVATIONS

### 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 - 0915H | Opening                                  |
| 0915H - 0930H | Overview of 3-day Workshop               |
| 0930H - 1000H | Introduction                             |
| 1000H - 1015H | Break                                    |
| 1015H - 1115H | Briefing and Group Exercise              |
| 1115H - 1200H | Sharing/Dicussions                       |
| 1200H - 1300H | Lunch                                    |
| 1300H - 1345H | Understanding Current Space & Key Trends |
| 1345H - 1430H | Types of Forces                          |
| 1430H - 1445H | Break                                    |
| 1445H - 1530H | Competition Analysis                     |
| 1530H - 1630H | Group Exercise                           |
| 1630H - 1715H | Sharing/Discussions                      |
| 1715H - 1745H | End of Day Quiz                          |
| 1745H - 1800H | Wrap Up of Day-01                        |

# COURSE AGENDA

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## Day Two

|               |                                          |
|---------------|------------------------------------------|
| 0900H - 0915H | Recap on Day-01                          |
| 0915H - 1000H | Business Model Canvas (BMC) Introduction |
| 1000H - 1015H | Break                                    |
| 1015H - 1100H | Customer Segments                        |
| 1100H - 1200H | Group Exercise                           |
| 1200H - 1300H | Lunch                                    |
| 1300H - 1330H | Value Propositions                       |
| 1330H - 1430H | Group Exercise                           |
| 1430H- 1445H  | Break                                    |
| 1445H - 1545H | Revenue Model                            |
| 1545H - 1645H | Group Exercise                           |
| 1645H - 1800H | End of Day Quiz & Wrap Up                |

## Day Three

|               |                                              |
|---------------|----------------------------------------------|
| 0900H - 0915H | Recap on Day-02                              |
| 0915H - 1000H | Channels                                     |
| 1000H - 1015H | Break                                        |
| 1015H - 1045H | Customer Relationships, Key Resources        |
| 1045H - 1200H | Key Activities, Partnerships, Cost Structure |
| 1200H - 1300H | Lunch                                        |
| 1300H - 1330H | Business Model Assessment                    |
| 1330H - 1430H | Group Exercise                               |
| 1430H - 1445H | Break                                        |
| 1445H - 1530H | Importance of BMC                            |
| 1530H - 1630H | Presentations                                |
| 1630H - 1730H | End of Day Quiz & Summary                    |
| 1730H - 1800H | Q&A, 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                                                  |
|-------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|
| <b>Biodesign Bootcamp:<br/>Deep Dive into HealthTech Innovation with an End<br/>in Mind</b>                             | Run 1: 28 July – 1 Aug 2025<br>Run 2: 23 – 27 Feb 2026 |
| <b>Design Thinking for Healthcare Innovation:<br/>An Overview</b>                                                       | Run 1: 16 July 2026                                    |
| <b>An Introduction to Product Development and<br/>Quality Management Systems for Health and<br/>MedTech Innovations</b> | Run 1: 24 Sep 2025<br>Run 2: 26 Mar 2026               |
| <b>Business Model Innovation for<br/>Healthcare Innovations</b>                                                         | Run 1: 29 – 31 Oct 2025                                |
| <b>Business Implementation for Health and MedTech:<br/>Project to Market Overview</b>                                   | Run 1: 25 - 26 Nov 2025                                |
| <b>Design Thinking for Healthcare Innovation:<br/>Focusing on Identifying and Inventing for the<br/>Unmet Need</b>      | Run 1: 23 - 24 July 2025<br>Run 2: 11 – 12 Feb 2026    |
| <b>Health and MedTech Project Management +</b>                                                                          | Run 1: 18 Mar 2026                                     |

## Contact Us For More Information:



[www.a-star.edu.sg/sb](http://www.a-star.edu.sg/sb)



[SBenquiry@hq.a-star.edu.sg](mailto:SBenquiry@hq.a-star.edu.sg)



or click [here](#).