

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 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 - 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

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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