



BUSINESS IMPLEMENTATION FOR MEDTECH: PROJECT TO MARKET OVERVIEW

The **'Implement'** phase of the Biodesign framework focuses on formulating a developmental strategy to move towards technology commercialization. Catered towards project teams looking to spin-off, startups and individuals wanting to learn the fundamentals of the business implementation processes in Medtech, this workshop will cover topics related to company building, basic operations and maintaining team effectiveness. This workshop will also provide insights on conducting a thorough market analysis and developing a marketing, sales and logistics plan. This workshop will consist of a series of lectures, hands-on exercises and fireside chats by a wide range of industry veterans who have deep business knowledge and first-hand experience in seeing through a product from its concept phase to market realisation to share their experiences.

Workshop Learning Objectives

At the end of this workshop, participants should be able to:

1. Grasp the foundations of bringing a health and medical technology innovation from an academic setting to a commercial setting.
2. Appreciate the complexity and receive advice from industry professionals on the nuts and bolts of setting up a new health & medtech product/company and steering it towards its key strategic mission.
3. Understand pricing, marketing and sales strategies for a new health & medtech innovation to enter its target markets.

LIST OF SPEAKERS

Mr Alok Mishra, CEO, Value Addition

Dr Sharron Bennett, Director, Singhealth Intellectual Property

Mr Walter Wu, Partner, Dorsey & Whitney LLP

Mr Biten Kathrani, Head of R&D, Vision Care APAC, J&J

Dr Anh Bourcet, Director, ASPAC Market Access & HEOR, J&J

Dr Buzz Palmer, CEO, Medtech Actuator

Mr Wong Yau Chung, CEO, Dornier MedTech

Dr Yau Teng Yan, Chief of Digital Therapeutics, Holmusk

Mr Ivan Goh, CEO, QuantumTX

Mr Prusothman Raja, CEO, Hannah Life Technologies

Ms Pooja Binra Bishnoi, Consultant for MedTech Startups

Mr Chris Hardesty, Director, Healthcare & Life Sciences Practice, KPMG

Mr Goh Khoon Seng, CEO, Osteopore

Mr Abel Ang, Group CEO, Advanced MedTech

Mr Alvin Hew, VP, Marketing, Orthopaedics, APAC, Smith & Nephew

More speakers and their respective information will be released nearer to date.



Monday - Tuesday
1-2 March 2021
9:00am - 5:30pm SGT



Online workshop via Zoom.
Details will be emailed to participants closer to the date.



Academia: SGD 1,600/pax
Industry: SGD 2,000/pax

To apply and for special rates (> 2 pax), email us to enquire.

To find out more about the events that we organize, please visit us at

<https://www.a-star.edu.sg/sb/training/thematic-workshops>



CONTACT US

EMAIL: alex_choh@hq.a-star.edu.sg
WEB: <https://www.a-star.edu.sg/sb>