

INNOVATION TRAINING WORKSHOPS

Jointly organized by

SINGAPORE
BIODESIGN



DATE & TIME

Monday - Tuesday
13 Dec - 14 Dec 2021
9:00am - 6:00pm

COURSE FEES

inclusive of GST

Original Price: SGD 2,033

After Subsidy*

SC < 40yo & SPRs: SGD 609.90
SC ≥ 40yo & Enhanced training
support for SMEs: SGD 229.90

BUSINESS IMPLEMENTATION FOR HEALTH/MEDTECH: PROJECT TO MARKET OVERVIEW

Course Code: GMS_BD2DBIHMT

This 2-day business implementation workshop aims to provide participants with an overview on how to take a Health/MedTech Innovation from project to market. Participants will learn from esteemed practitioners in the industry on topics related to technology development in tandem with collecting real-world evidence, as well as basic operations relating to market access and change management. In addition, participants will learn the nuts and bolts of setting up a company, the associated operations, as well as the soft skills required to build team effectiveness in a healthtech innovation company.

This course is catered towards medtech innovators who have a deeper appreciation of the medtech innovation journey with the desire to learn more about the nuances, considerations and key network required to push their innovations towards market commercialization.



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 Implementation For Health/Medtech: Project to Market Overview

GMS_BD2DBIHMT
Course Agenda

Participants are expected to:

- Gain a holistic overview of bringing a HealthTech innovation from project to commercial adoption
- Learn the foundational ropes of bringing a HealthTech innovation from academic to commercial setting by developing IP, clinical, marketing and sales strategies.
- Appreciate the key considerations for setting up a new company, and the softer aspects of team formation and organisational development.
- Understand the importance of health technology assessment, and the different strategies on how to strategically price, market and promote the adoption of a new healthcare innovation.



Day One

0900H – 0915H	Opening and Introduction
0915H – 1000H	Business Plan Essentials: Considerations before Starting a Company; Theory vs Practice
1000H – 1045H	Building a Patent Strategy with an End in Mind
1045H – 1100H	Break
1100H – 1145H	Timing Clinical Trials With Regulatory Approval
1145H – 1230H	Startup Sharing: Patents and Clinical Trials
1230H – 1330H	Lunch break
1330H – 1445H	Marketing, Sales and Distribution Development
1445H – 1530H	Hands on Exercise: Marketing & Distribution strategy
1530H – 1545H	Break
1545H – 1630H	Business Fundamentals of forming a startup
1630H – 1730H	Fireside Chat: Team Formation & Organizational Leaderships

Day Two

0900H – 0945H	Health Tech Assessment and Economics: An Introduction:
0945H – 1030H	Impact of HTA in Singapore
1030H – 1115H	Adoption of HTA in Healthcare Innovation
1115H – 1200H	Hands-on exercise: Conducting a HTA
1200H – 1300H	Lunch Break
1300H – 1345H	Hands-on exercise: Sharing and Discussion
1345H – 1445H	Change Management for Adoption into Practice: An Overview
1445H – 1530H	Tech Evaluation and Adoption of New Technologies into Practice
1530H – 1545H	Break
1545H – 1630H	Startup Sharing: Adoption in Singapore and Outside Singapore
1630H – 1715H	Fireside Chat: Adopting New Technology in Singapore
1715H – 1730H	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.

RUN 2: 17 Jan 2022

GMS_BD1DDT Design Thinking for Healthcare Innovation: An Overview (1 day)

RUN 2: 14 Feb 2022 - 18 Feb 2022

GMS_BD5DBC Biodesign Bootcamp: Deep Dive Into HealthTech Innovation With An End in Mind (5 days)

RUN 2: 7 Mar 2022

GMS_BD1DPD An Introduction to Product Development and Quality Management Systems for Health/MedTech Innovations (1 day)



To find out more,
EMAIL: SBE enquiry@hq.a-star.edu.sg
WEB: <https://www.a-star.edu.sg/sb>