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.

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

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.
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 Leadership

Day Two

0900H – 0945H  Health Tech Assessment and Economics: An Introduction: Impact of HTA in Singapore
0945H – 1030H  Adoption of HTA in Healthcare Innovation
1030H – 1115H  Hands-on exercise: Conducting a HTA
1115H – 1200H  Lunch Break
1200H – 1300H  Hands-on exercise: Sharing and Discussion
1300H – 1345H  Change Management for Adoption into Practice: An Overview
1345H – 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: SBEnquiry@hq.a-star.edu.sg  
WEB: https://www.a-star.edu.sg/sb