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 company building and market access, and undergo a guided hands-on exercise on how to develop a marketing, sales and logistics plan. 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 mdetech 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.
Participants are expected to:

- Gain a holistic overview of bringing a HealthTech innovation from project to commercial adoption

- Understand the components of a successful team and approaches to identifying and engaging the optimal team members, management, business advisors and investors

- Understand technology commercialization, intellectual property strategies and pacing of research & development processes between the minimum viable product and the product pipeline

- Learn how to create robust business strategies straddling logistical, operational, sales and marketing strategies in preparation for market access and realization
Day One

0900H – 0915H  Opening and Introduction
0915H – 1000H  Business Plan Fundamentals: Considerations before Starting a Company
1000H – 1045H  Principles of Tech Transfer and Licensing; Considerations for Patent Filing after Spinning-off
1045H – 1100H  Break
1100H – 1145H  Building a patent strategy for healthtech companies with the end in mind
1145H – 1230H  Sustaining R&D & Innovation: single product vs portfolio, joint labs, public-private partnerships – perspective from MNC and startups
1230H – 1315H  Lunch break
1315H – 1400H  Introduction to Pricing and Reimbursement – US/China/Singapore
1400H – 1445H  Principles of Team Formation: Founding members, advisors, investors and board members/seats and practical considerations on allocating equity
1445H – 1515H  Break
1515H – 1600H  Leadership and organizational development for a Healthtech company
1600H – 1700H  C(X)O Fireside Chat

Day Two

0900H – 0945H  Legal and Operational Concerns of setting up a local company and overseas subsidiary
0945H – 1045H  Introduction to Marketing and Stakeholder Strategy
1045H – 1100H  Break
1100H – 1200H  Sales and Distribution Approach for Different Device Categories
1200H – 1300H  Lunch Break
1300H – 1400H  Logistics Plan: Considerations for Manufacturing
1400H – 1600H  Hands-on Exercise: Marketing plan, Sales and distribution plan and Logistics Plan
1600H – 1615H  Break
1615H – 1715H  Product Owner Fireside Chat: Market Access to APAC
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 2021**
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,
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