



Saw Swee Hock
School of Public Health

MARKET ACCESS IN MEDTECH



Anh BOURCET, PhD

Market Access Head
ex-Abbott and Johnson &
Johnson

- ✓ Are you interested in Market Access in Medical Devices, Diagnostics or Digital Health?
- ✓ Do you want to drive better patient access to these MedTech innovations?
- ✓ How are they so different from pharmaceuticals?
- ✓ Who will pay for them, and why?

If these questions crossed your mind, then join Prof Anh and 8 other established industry experts in this course!

SHORT COURSE

In-Person & on Zoom

26 Feb - 1 Mar 2024

9am - 6pm (SGT)



Anh Bourcet (Nguyen), PhD

Global Market Access Leader

ex-J&J and Abbott

Strategic Advisor

APACMed

Seasoned Global Healthcare Leader, Anh Bourcet (Nguyen) has a 15-year track record of driving excellence and transformation in Market Access for pharmaceuticals, medical devices and diagnostics. Known for establishing strategic multi-stakeholder partnerships, Anh has shaped access policies, built the Market Access function from the ground up, transforming clinical practices, for optimised patient access to innovations. Her various roles in Medical Affairs, Health Economics & Market Access and Regulatory Policy, enable her to have a broad perspective on different levers of market access.

In particular, she has played a key role in shaping market access policies for digital health in Asia-Pacific. As Founding Chair of the APACMed Digital Health Committee Reimbursement Workgroup, she successfully led the industry engagement with policymakers and payers in the Asia-Pacific region, resulting in the creation of the Digital Health Reimbursement Alliance.

Anh held leadership positions in Abbott and Johnson & Johnson in APAC, and at the French Health Safety Agency (ANSM). She is currently Strategic Advisor for APACMed (Asia-Pacific Medical Technology Association).

Her contributions to the field have been widely recognized, and she has been a regular speaker at major international conferences, providing valuable insights on topics such as digital health, health data, access and reimbursement.



Nordin Charafi

Director

Payer Partnerships & Market Access (AMEA)

Illumina

Nordin Charafi is a Healthcare Market Access Executive with broad experience in related strategy development and implementation. Nordin has a deep understanding of major worldwide healthcare payment systems, honed through years of hands-on, practical experience and study, which he has leveraged to inform a variety of reimbursement strategies and actions for diverse healthcare products.

Nordin is currently the Market Access lead for the Asia Middle East and Africa region at Illumina and prior to that he was responsible for the market access activities for the West European region. As part of his role, Nordin is playing a proactive role in engaging with payers to understand their requirements for the assessment and reimbursement of Illumina's genomic tests.

Nordin is a French national who holds a Masters degree in Business from ESSEC Business School and a Masters degree in Genetics from the University of Paris.



Alice Chu, PhD

Senior Director

Market Access and Medical Affairs

Glaukos Corporation (APAC)

Alice Chu is Senior Director, Market Access and Medical Affairs, Asia Pacific, for Glaukos Corporation, a U.S. ophthalmic medical technology and pharmaceutical company focused on transforming the standards of care in treating chronic eye diseases with novel therapies in glaucoma, corneal disorders, and retinal diseases. Her roles include improving patient access to the company's innovations based on clinical and economic evidence that demonstrate value for money to governments, payers, and hospital administrators; advancing clinical evidence; and educating surgeons in the Asia Pacific region. Prior to Glaukos, Alice was involved in health policy and market access efforts at Boston Scientific and Johnson & Johnson Medical, both at the Southeast Asian and regional levels. She has worked in various of healthcare-related enterprises in the United States, such as medical communications and professional education. Alice received her PhD in Molecular and Biochemical Nutrition and Master of Public Health from the University of California, Berkeley. She also holds a Master of Business Administration from Singapore Management University. She is currently the co-president of the UC Berkeley Public Health Alumni Association and vice-chair of the Government Affairs & Market Access Committee for APACMed.



Sungwon Jung, PhD

Director

Government Affairs & Market Access

Baxter Korea

SungwonJung (鄭丞媛) is in charge of GA/MA/RA/QA team in Baxter Korea. She has worked at Commercial, Communications, Market access, Government affairs, Health economics & Outcomes research and Regulatory affairs and Quality Assurance in MSD, Bayer, Abbvie and Baxter in Korea over 23 years focused on access strategy, policy shaping, patient related campaign etc. Main area was rare disease, oncology, chronic disease etc. Through pursuing government policy and regulation changes, she also has lots of engagement with government and external stakeholders such as congressman, academia, medical society and industry association as well. Academically, she received her M.S., and Ph.D. degrees (candidate) in social pharmacy in Sookmyung women's university.



Jamie Kebely

Vice President

Government Affairs (APJ)

Siemens Healthineers

Jamie Kebely is Vice President for Asia-Pacific & Japan Government Affairs at Siemens Healthineers and is based out of Singapore. Jamie is responsible for driving collaboration with government partners and key stakeholders in the region to support the Healthineers' vision of pioneering breakthroughs in healthcare. For everyone. Everywhere.

Jamie has extensive experience in the healthcare sector. Prior to joining Varian Medical Systems, which combined with Siemens Healthineers in 2021, Jamie led international government affairs for Boston Scientific. She has held a number of leadership roles within the medical device industry throughout her career, including as Co-chair of healthcare committees at both the US-Japan and US-India Business Councils, as well as Chair of the Japan Working Group at the Advanced Medical Technology Manufacturers Association. She currently serves on the Boards of the American Association of the Indo-Pacific and the U.S.-Taiwan Business Council.

Jamie has also served in the U.S. Government as International Trade Specialist in the Office of East Asia in Washington, DC, where she focused primarily on trade issues in the healthcare sector. Prior to serving in government, she spent several years living and working in Japan. She is a native of San Diego, California and has a degree in Business from Chapman University. She received her Master's Degree in Asian Studies from George Washington University and speaks conversational Japanese.



Sang-Soo (SS) Lee, PhD

Senior Director

Government Affairs and Market Access

Medtronic North Asia

Sang-Soo (SS) Lee holds a PhD from the Seoul School of Integrated Sciences & Technologies, an MPH (diploma) from the Seoul National University, an MBA from the Helsinki School of Economics and Business Administration and a Bachelors in Genetic Engineering from Sung Kyun Kwan University.

He is currently the Senior Director for Government Affairs and Market Access (GAMA) in Medtronic Korea, the head of Center of Expertise (COE), GAMA, Medtronic Asia Pacific, and serves as Vice-Chair for KMDIA's Reimbursement Committee and chair for APACMed's Market Access Working Group. He also holds the position of Vice Chair for ISPOR Korea Chapter and is a member of the board of directors of the Korean Association of Health Technology Assessment (KAHTA).

He also serves as an adjunct professor at the Graduate School for Medical Device Management and Research, Samsung Advanced Institute for Health Science and Technology (SAIHST), and Sung Kyun Kywan University and Graduate Program of Industrial Pharmaceutical Sciences, Yonsei University, Seoul, South Korea.



Michael Nobes, PhD

Director, Asia Pacific

Market Access

Abbott Diabetes Care

I am a Market Access Executive with a PhD in Physiology and Graduate Certificate in Health Economics who has 25+ years of experience working in global, regional and national roles with Bristol-Myers Squibb, GlaxoSmithKline, Wyeth, Pfizer, Nestlé, and Abbott Laboratories.

My current role is Asia Pacific Market Access Director for Abbott Diabetes Care.

My career has centered on managing commercially focused functions and teams for market access, pricing, health economic, outcomes research, reimbursement, value generation, corporate affairs, opinion leader relations & advocacy and health technology-related policy.

I have successfully launched numerous pharmaceutical, nutritional and medical device assets via market-shaping activities by navigating & influencing internal teams, developing external opinion leader & patient advocacy partnerships and demonstrating external cost-effectiveness as well as guiding assets through life cycle reimbursement challenges.



Edmund Shi, PhD

Head

China Health Economics and Market Access

Johnson & Johnson MedTech

Edmund is currently the head of China Health Economics and Market Access at Johnson & Johnson MedTech. He work on the short- and long-term market access strategy for the China business, conducts HEOR/RWE studies to support prioritised products, and drives market access to shape value-based healthcare environments. Meanwhile, Edmund also leads his team to conduct DRG-related studies and innovative payment pilots such as pay for performance and other private commercial insurance projects.

Before JNJ, he worked in other pharmaceutical companies (Pfizer & Lilly), doing HEOR/RWE work in China, the AP region and globally for several years.

He gained his PhD degree of Epidemiology from Fudan University and has 5 years of practice in Infectious Diseases.



Yot Teerawattananon, PhD

Co-Director

*Medical Innovation Development and Assessment
Support (MIDAS)*

Visiting Professor

Saw Swee Hock School of Public Health (SSHSPH)

Yot is a medical doctor and health economist. He found the Thai Ministry of Public Health's Health Intervention and Technology Assessment Program (HITAP) in 2007. He is also a co-founder of the Asia's health technology assessment (HTA) network, HTAsiaLink, and the international Decision Support Initiative (iDSI). His works have been used to inform Universal Healthcare Coverage's benefits package in Thailand and elsewhere across the globe. He and his team have provided capacity building on HTA including health economic evaluation in more than 30 low- and middle-income countries in Asia and Africa. Since 2018, he has been a visiting professor at Saw Swee Hock School of Public Health at National University of Singapore.

Yot Teerawattananon is the founder of the Thai Ministry of Public Health's Health Intervention and Technology Assessment Program (HITAP) and a visiting professor at Saw Swee Hock School of Public Health at National University of Singapore. He is also a co-founder of the Asia's health technology assessment (HTA) network, i.e. HTAsiaLink, and the international Decision Support Initiative (iDSI).



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