



Saw Swee Hock
School of Public Health

Market Access in MedTech

Course Director:

Anh Bourcet (Nguyen), PhD

Hwee Lin Wee

**Saw Swee Hock School of Public Health,
National University of Singapore**

Programme – Day 1 – Mon 26 Feb 2024

TOPICS	Speakers
Welcome	
What is Market Access?	Anh Bourcet
HTA policies & evolution in APAC	<i>SS Lee, Senior Director for Government Affairs and Market Access, Medtronic North Asia</i>
Deep dive in Australia : Advocacy strategy to unlock access & funding	Michael Nobes <i>Director, Market Access Abbott, Diabetes</i>
Deep dive in Japan : Market Access strategy	Anh Bourcet
Group case work preparation	Anh Bourcet
Conclusion	

Programme – Day 2 – Tue 27 Feb 2024

TOPICS	Speakers
Recap Day 1	
How to develop a Market Access Strategy for MedTech?	Anh Bourcet
Deep Dive in China - Market Access Strategy in a complex market	Edmund Shi <i>Director, Market Access Head China, Johnson & Johnson MedTech</i>
Policy Shaping & stakeholder engagement	Jamie Kebely <i>Vice President for Asia-Pacific & Japan Government Affairs, Siemens Healthineers</i>
Framework for Value Proposition How to differentiate your technology?	Anh Bourcet
Is Market Access for Medical Devices different from Pharmaceuticals?	TBC
Group case work	
Conclusion	

Programme – Day 3 – Wed 28 Feb 2024

TOPICS	Speakers
Recap Day 2	
How to develop an Evidence Generation Strategy for Market Access ?	TBC
Demonstrating the economic value: key considerations in modelling for MedTech	<i>Hwee-Lin Wee, Associate Professor, Saw Swee Hock School of Public Health, NUS</i>
HTA in ASEAN: understanding what healthcare payers care about	<i>Dr Yot Teerawattananon Co-Director MIDAS (Medical Innovation Development and Assessment Support), Visiting Professor NUS (National University of Singapore), Founder HITAP (Health Intervention and Technology Assessment Program)</i>
Localising your Value Dossier - Pitfalls & Learnings from MEA	<i>Lavni Varyani Founding Partner, Pharma Business Partners</i>
Group case work	
Conclusion	

Programme – Day 4 – Thu 29 Feb 2024

TOPICS	Speakers
Recap Day 3	
Advancing value-based pricing and procurement for a more value based healthcare (VBHC)	Arif Fahim <i>Director Asia-Pacific, Health Economics & Reimbursement, Abbott Medical Devices</i>
Korea: How to develop a comprehensive Market Access strategy in a developed HTA market	Sungwon Jung <i>Director, Gov Affairs & Market Access, Baxter Korea</i>
Reimbursement of Diagnostics : experience from the field in KR, JP, TW	<i>Roche Diagnostics:</i> Harry Peng (Taiwan) Norihisa Yamamoto (<i>Japan</i>) TBC
Digital Health Value Assessment and Reimbursement	Anh Bourcet
Group case work	
Conclusion	

Programme – Day 5 – Fri 1 Mar 2024

TOPICS	Speakers
Recap Day 4	
Market Access strategy for Niche Innovations	Alice Chu <i>Senior Director, Market Access & Medical Affairs APAC, Glaukos</i>
Group case presentation	Jury: Arif Fahim, Nordin Charafi, Anh Bourcet
Precision Medicine: towards an integrated Diagnostics & Treatment Access strategy ?	Nordin Charafi <i>Director, Market Access, Asia Middle East & Africa, Illumina</i>
Funding in Public Health	<i>Global Fund (TBC)</i>
Learnings & week in review	
Conclusion	