



Saw Swee Hock  
School of Public Health



**Anh BOURCET, PhD**

**Market Access Head**  
ex-Abbott and Johnson &  
Johnson

# MARKET ACCESS IN MEDTECH

- ✓ 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 Dr. Anh and 8 other established industry experts in this course!**

**SHORT COURSE**

**In-Person & on Zoom**

26 Feb - 1 Mar 2024

9am - 6pm (SGT)

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**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.



**Arif Fahim**

Director Asia-Pacific, Health Economics &  
Reimbursement

*Abbott Medical Devices*

Arif Fahim leads the Health Economics & Reimbursement (HE&R) shared service for Abbott's Cardiovascular and Neuromodulation Medical Device businesses in the APAC region. His expertise includes developing international market access strategy, health economics leadership, digital health solutions, innovative healthcare reimbursement, policy advocacy, and strategic partnerships.

His leadership extends to in-Country HE&R teams, fostering commercial partnerships and implementing innovative market access approaches across major markets in APAC. Additionally, Arif leads the Global Taskforce on Early Value Assessment at Abbott and externally represents Abbott as Chair of the Digital Health Reimbursement Committee at APACMed.

Arif has attended INSEAD and has a Masters degree in Marketing from the University of Durham, UK, and specialized training in Health Economics and HTA from the University of York, UK.



**Laura Goldstein**

Senior Director,  
Global & US Health Economics & Market Access

*Johnson & Johnson*

Laura Goldstein is the Senior Director, Health Economics & Market Access for Robotics, Digital, Joint Reconstruction and Emerging Channels for DePuy Synthes, the Orthopaedics Company of Johnson & Johnson. Laura has both US and Global responsibility and leads a team with end-to-end product responsibility for market access inclusive of the development of strategies for global reimbursement evidence development and evidence dissemination. Laura is a seasoned professional within the market access space and has worked across multiple therapeutic areas in Johnson & Johnson for the past 13 years in the fields of access, economics, and value creation.

Laura is passionate about the ability to drive equitable access to innovative healthcare solutions. She is known for her ability to foster collaboration with key stakeholders, including government agencies, healthcare providers and advocacy organizations to facilitate patient access. She is an avid health outcomes researcher, authoring more than 50 publications with more than 350 citations. Laura has a Bachelor of Arts in Philosophy (BA. Hons) from Western University in Canada, a Juris Doctorate (JD) degree from the University of Toronto and a master's in public health (MPH) from Johns Hopkins University.



**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.



**Harry Peng**

Market Access & Public Policy  
Associate Manager

*Roche Diagnostics Taiwan*

With more than 15 years of experience in market access and public policy within the healthcare industry, particularly specializing in in vitro diagnostics (IVD) and medical devices, Harry is familiar with NHI & prevention policy, access strategy development and utilization of big data in Taiwan.



**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 founded 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).



**Lavni Varyani**

Founding Partner

*Pharma Business Partners*

Lavni is a seasoned market access professional with more than 12 years of experience in this space. She's worked extensively with companies globally and within the Middle East to develop dossiers & value stories that are customized to the country, leading to successful HTA, reimbursement & access outcomes. She brings with her a wealth of experience across both med tech and pharma, and continues to share these insights through client work as well as through training programmes globally.



**Wee Hwee Lin, PhD**

Associate Professor

*Saw Swee Hock School of Public Health (SSHSPH)*

Hwee Lin is the Director of the Center for Health Intervention and Policy Evaluation Research based in SSHSPH. She contributes actively to the local and international academic communities.

Locally, Hwee Lin is serving on the National Advisory Committee on Cancer, the National Medical Research Council (NMRC) Research Training Fellowship Review Panel and the NMRC Clinician Scientist Review Panel. Hwee Lin's current work involves the use of real-world evidence in health technology assessments, economic evaluation of precision medicine and estimating the socioeconomic impact of antimicrobial resistance.

Internationally, she is a nominated member of the International Society for Pharmacoeconomics and Outcomes Research Health Science and Policy Council; is currently serving on the International Editorial Advisory Board of the Journal of Patient Reported Outcomes; has conducted research for the World Health Organization and the International Decision Support Initiative (iDSI); is a recipient of the International Society for Quality of Life Research (ISOQOL) Young Investigator Award in 2011; served as an elected member of the Board of Directors of ISOQOL from 2013-2015; was an associate editor of Health and Quality of Life Outcomes (2012 – 2016; and was involved in developing the International Consortium for Health Outcomes Measurement Diabetes Standard Dataset.





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