



Saw Swee Hock  
School of Public Health

# Market Access in MedTech

## Agenda

**Course Directors:**

**Anh Bourcet (Nguyen), PhD**

**Hwee Lin Wee, PhD**

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

# Program Day 1: 5 May 2025

Time	Topics	Agenda	Duration	Speakers	Format
9.00-10.00	Welcome and introduction	Program overview, introductions, ice breaker	30 min	Prof. Hwee Lin Wee	F2F
	Course overview		30 min	Anh Bourcet	
10.00-11.00	What is Market Access?	<ul style="list-style-type: none"> <li>• Why the need for Market Access</li> <li>• Key concepts in Market Access</li> </ul>	1h	Anh Bourcet	F2F
11.00-11.30	Coffee break		30 min		
11.30-13.00	How to develop a Market Access Strategy for MedTech?	<ul style="list-style-type: none"> <li>• What does a good Market Access strategy look like?</li> <li>• How does market access for medical technologies differ from pharmaceuticals?</li> </ul>	1h30min	Anh Bourcet	F2F
13.00-14.00	Lunch break		1h		
14.00-17.00	Access strategy with the right value proposition – deep dive in Japan	<ul style="list-style-type: none"> <li>• What is a good value proposition ?</li> <li>• Case studies/examples of "good/bad" Value Dossiers and value-communications</li> </ul>	3h	Akie Seno, Director, Market Access, Smith & Nephew	F2F
17.00-18.00	Group case work preparation		1h	Anh Bourcet	F2F
18.00	Conclusion				
18.30	Group dinner (not included as part of the course)	Each participant will be responsible for covering their own expenses.			

# Program Day 2: 6 May 2025

Time	Topics	Agenda	Duration	Speakers	Format
9.00-9.30	Recap Day 1		30 min	Anh Bourcet	F2F
9.30-10.30	Market Access for MedTech across APAC	Market access pathways in key APAC countries	1h30min	Anh Bourcet	
11.00-11.30	Coffee break		30 min		
11.30-12.30	Market Access for Diagnostics	<ul style="list-style-type: none"> <li>Country deep-dive: Reimbursement</li> <li>Differences between Diagnostics and Medical Devices: process &amp; strategy considerations</li> </ul>	1h	TBC	Online
12.30-13.30	Lunch break		1h		
13.30-16.30	Understanding what do payers care about - HTA & evolution in APAC	<ul style="list-style-type: none"> <li>HTA on medical devices across ASEAN : How do HTA agencies in ASEAN assess and appraise Medical Devices, with case studies</li> <li>How do HTA assessments impact funding/reimbursement decision-making, illustrated with examples               <ul style="list-style-type: none"> <li>How has HTA been adopted in APAC for MedTech ? How has it evolved? with case studies/examples</li> <li>How did the MedTech industry adapt to these changes &amp; requirements? with case studies/examples</li> <li>What are the future trends? What does that mean for Market Access in the region?</li> <li>What are the differences with Europe and the rest of the world</li> </ul> </li> </ul>	3h	Prof. Yot Teerawattananon (HiTAP)	F2F
16.30-18.00	Group case work preparation		1h	Anh Bourcet	F2F
18.00	Conclusion				

# Program Day 3: 7 May 2025

Time	Topics	Agenda	Duration	Speakers	Format
9.00-9.30	Recap Day 1		30 min	Anh Bourcet	F2F
9.30-12.30	Access strategy with the right evidence generation strategy	<ul style="list-style-type: none"> <li>• Considerations of reimbursement vs. non-reimbursement</li> <li>• How to develop a robust EGS to support the business/Market Access strategy?</li> <li>• How to determine the right HEOR/RWE studies, economic model ?</li> <li>• Case studies/examples of "good/bad" EGS</li> </ul>	3h	Alice Chu, Senior Director, Glaukos	F2F
12.30-13.30	Lunch break		1h		
13.30-14.30	Digital health value assessment and reimbursement	<ul style="list-style-type: none"> <li>• How are Digital Health Technologies reimbursed currently?</li> <li>• How can they be better evaluated?</li> </ul>	1h	Anh Bourcet	F2F
14.30-15.00	Coffee break		30 min		
15.00-17.00	Demonstrating the health economic value of medical devices	<ul style="list-style-type: none"> <li>• Different types of health economics models</li> <li>• How are they used in HTA</li> <li>• Why is Health Technology Assessment (HTA) for medical technologies challenging?</li> <li>• Main considerations in developing these models</li> <li>• How is health economic modelling for MedTech are different from drugs</li> </ul>	2h	Prof. Hwee Lin Wee	
17.00-18.00	Group case work preparation		1h	Anh Bourcet	F2F
18.00	Conclusion				

# Program Day 4: May 8 2025

Time	Topics	Agenda	Duration	Speakers	Format
9.00-9.30	Recap Day 1		30 min	Anh Bourcet	F2F
9.30-11.30	Deep dive in Australia: advocacy strategy to unlock access & funding	<ul style="list-style-type: none"> <li>Healthcare system in Australia</li> <li>Stakeholders, reimbursement pathways</li> <li>Market access strategy in Australia, critical role of advocacy strategy in paving the way for access &amp; funding</li> <li>Case study</li> </ul>	2h	Michael Nobes Dir, Market Access Abbott, Diabetes Care	F2F
11.30-12.30	Group case work preparation		1h	Anh Bourcet	F2F
12.30-13.30	Lunch break		1h		
13.30-16.30	Access to precision medicine	<ul style="list-style-type: none"> <li>Challenges of market access for precision medicine</li> <li>Reimbursement &amp; funding pathways</li> <li>How to work with policy-makers for population level and public health technologies?</li> <li>Towards an integrated diagnostics &amp; treatment carepath strategy: challenges &amp; opportunities of collaboration with Pharma for companion Diagnostics</li> </ul>	3h	Nordin Charafi Dir, Market Access, Asia Pacific, Middle East & Africa, Illumina	
16.30-17.00	Coffee break		30 min	Anh Bourcet	F2F
17.00-18.00	Panel discussion: skillsets to succeed in Market Access		1h	Anh Bourcet	F2F
18.00	Conclusion				

# Program Day 5: 9 May 2025

<b>Time</b>	<b>Topics</b>	<b>Agenda</b>	<b>Duration</b>	<b>Speakers</b>	<b>Format</b>
9.00-9.30	Recap Day 1		30 min	Anh Bourcet	F2F
9.30-11.30	Advancing value-based healthcare (VBHC)	Strategies in shaping value-based healthcare in a price-control environment	2h30min	TBC	F2F
11.30-12.00	Group case work preparation		30 min	Anh Bourcet	F2F
12.00-13.00	Lunch break		1h		F2F
13.00-17.00	Group case presentations		3h	Jury: Nordin, Anh, TBC	
17.00-18.00	Conclusion				

# Thank you.

