



Saw Swee Hock
School of Public Health

Market Access in MedTech

Agenda

Course Directors:
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Saw Swee Hock School of Public Health,
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Program Day 1: 5 May 2025

Time	Topics	Key learning objectives	Speakers
9.00-10.00	Welcome and introduction	Program overview, introductions, ice breaker	<i>Prof. Hwee Lin Wee</i>
	Course overview		<i>Anh Bourcet</i>
10.00-11.00	What is Market Access?	<ul style="list-style-type: none"> • Why the need for Market Access • Key concepts in Market Access 	<i>Anh Bourcet</i>
11.00-11.30	Coffee break		
11.30-13.00	How to develop a Market Access Strategy for MedTech?	<ul style="list-style-type: none"> • What does a good Market Access strategy look like? • How does market access for medical technologies differ from pharmaceuticals? 	<i>Anh Bourcet</i>
13.00-14.00	Lunch break		
14.00-17.00	Access strategy with the right value proposition	<ul style="list-style-type: none"> • What is a good value proposition ? • Case studies/examples of "good/bad" Value Dossiers and value-communications 	<i>Akie Seno</i> Dir, Market access, Smith & Nephew APAC
17.00-18.00	Group case work preparation		<i>Anh Bourcet</i>
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	Key learning objectives	Speakers
9.00-9.30	Recap Day 1		Anh Bourcet
9.30-10.30	Market access for MedTech across APAC	Market access pathways in key APAC countries	Anh Bourcet
11.00-11.30	Coffee break		
11.30-12.30	Market access for Diagnostics	<ul style="list-style-type: none"> • Country deep-dive: Reimbursement • Differences between Diagnostics and Medical Devices: process & strategy considerations 	Harry Peng, PhD Mgr, Market Access & Public Policy, Roche Diagnostics Taiwan
12.30-13.30	Lunch break		
13.30-16.30	Understanding what do payers care about - HTA & evolution in APAC	<ul style="list-style-type: none"> • HTA on medical devices across ASEAN : How do HTA agencies in ASEAN assess and appraise Medical Devices, with case studies • How do HTA assessments impact funding/reimbursement decision-making, illustrated with examples 	Prof. Yot Teerawattananon (HiTAP)
16.30-18.00	Group case work preparation		Anh Bourcet
18.00	Conclusion		

Program Day 3: 7 May 2025

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

Program Day 4: May 8 2025

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

Program Day 5: 9 May 2025

Time	Topics	Key learning objectives	Speakers
9.00-9.30	Recap Day 1		Anh Bourcet
9.30-11.30	Advancing value-based healthcare (VBHC)	Strategies in shaping value-based healthcare in a price-control environment	Dafne Schroer Value Based Healthcare Lead, Health Economics & Market Access, J & J MedTech EMEA
11.30-12.00	Group case work preparation		Anh Bourcet
12.00-13.00	Lunch break		
13.00-17.00	Group case presentations		Jury: Nordin, Anh, TBC
17.00-18.00	Conclusion		