



Saw Swee Hock  
School of Public Health

# Market Access in MedTech

## Agenda

### Course Directors:

**Anh Bourcet (Nguyen), PhD**

**International Market Access Senior Leader  
ex- J&J, Abbott and Novo Nordisk**

**Hwee Lin Wee, PhD**

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

# 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>Hwee Lin Wee</i>
	Course overview		<i>Anh Bourcet</i>
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>	<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"> <li>• What does a good Market Access strategy look like?</li> <li>• How does market access for medical technologies differ from pharmaceuticals?</li> </ul>	<i>Anh Bourcet</i>
13.00-14.00	Lunch break		
14.00-17.00	Access strategy with the right value proposition – reimbursement 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>	<i>Akie Seno</i> Dir, Market access Asia Cluster, Smith & Nephew
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"> <li>• Country deep-dive: Reimbursement in Taiwan</li> <li>• Differences between Diagnostics and Medical Devices: process &amp; strategy considerations</li> </ul>	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"> <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</li> <li>• What are the trends in terms of HTA and reimbursement in ASEAN</li> </ul>	Yot Teerawattananon, Visiting Professor, Saw Swee Hock School of Public Health, NUS
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 2		<i>Anh Bourcet</i>
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> </ul>	<i>Alice Chu</i> Senior Director, Market Access & Medical Affairs, Glaukos CorporationAPAC
12.30-13.30	Lunch break		
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>	<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"> <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> </ul>	<i>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 3		Anh Bourcet
9.30-11.30	Deep dive in South Korea: advocacy strategy to unlock access & reimbursement	<ul style="list-style-type: none"> <li>• Healthcare system in S. Korea</li> <li>• Stakeholders, reimbursement pathways</li> <li>• Market access strategy in S. Korea, critical role of advocacy strategy in paving the way for reimbursement</li> <li>• Case study</li> </ul>	Sungwon Jung Dir, Government Affairs & Market Access, Baxter Korea
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"> <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>	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		<b>Moderator:</b> Anh Bourcet <b>Panelists:</b> Nordin Charafi, Ajay Nair, Jeff Weisel, Hwee Lin Wee
18.00	Conclusion		

# Program Day 5: 9 May 2025

Time	Topics	Key learning objectives	Speakers
9.00-9.30	Recap Day 4		Anh Bourcet
9.30-10.30	Group case work preparation		Anh Bourcet
10.30-11.00	Coffee break		
11.00-13.00	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
13.00-14.00	Lunch break		
14.00-17.00	Group case presentations		<b>Jury:</b> Nordin Charafi, Alice Chu, Anh Bourcet
17.00-18.00	Conclusion		