

MARKET ACCESS IN MEDTECH



Anh BOURCET, PhD

Market Access Strategy
Senior Leader

Abbott, Johnson & Johnson,
Novo Nordisk

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- ✓ Do you want to drive better patient access to these MedTech innovations?
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In-Person & on Zoom

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Anh Bourcet (Nguyen), PhD

International Market Access Strategist
Senior Director, Market Access & Public Affairs,
Sustainability, *NovoNordisk*
ex-J&J MedTech and Abbott Diagnostics

Senior International Access Leader, Anh Bourcet (Nguyen) has a nearly two-decade 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, Government/Public Affairs 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.

Anh held leadership positions in Johnson & Johnson, Abbott and NovoNordisk in APAC and Europe, and at the French Health Safety Agency (ANSM).

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

Market Access for AMEA Region (Asia Pacific,

Middle East, Africa)

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

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.



Akie Seno

Director, Market Access Asia Cluster, *Smith*

& Nephew

Vice-Chair, Market Access Committee,

APACMed

Akie is a Medical Device Market Access expert with over 14 years of extensive experience dedicated to enhancing patient access to innovative healthcare solutions across the Asia Pacific region. Currently, she serves as the Market Access Director at Smith & Nephew, a global medical technology company committed to driving innovation that empowers patients to regain health, mobility, and reach their full potential in life. In 2025, she was elected as the Vice-Chair of the Market Access Committee at the Asia Pacific Medical Technology Association (APACMed), where she will contribute to the collective voice of the medical technology industry throughout the Asia Pacific region.

Akie joined Smith & Nephew in 2021 as the Market Access Function Lead for the APAC region, where she successfully established and led the team. Prior to this role, she spent nine years at Johnson & Johnson Medical (Johnson & Johnson MedTech) Asia Pacific as a key member of the Asia Pacific Health Economics & Market Access team, during which her responsibilities spanned multiple franchises and treatment specialties. She implemented various market access strategies and evidence generation initiatives to demonstrate the value of medical technologies.

Akie holds a Master of Business Administration from the Asian Institute of Management. Before pursuing her MBA, she worked as an Operations Manager at the Tokyo Midtown Clinic, where she successfully managed its first and only affiliation in Japan with Johns Hopkins Hospital. Additionally, Akie is a licensed Registered Nurse and Public Health Nurse, certified by Japan's Ministry of Health, Labor, and Welfare.



Michael Nobes, PhD

Director, Asia Pacific Market Access

Abbott Diabetes Care

Michael is 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 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.



Dafne Schroer

Value Based Healthcare Lead, Health Economics
& Market Access
J & J MedTech EMEA

Dafne is a passionate advocate for value-based healthcare (VBHC) in the medtech industry, currently working at Johnson and Johnson MedTech. With extensive expertise in health economics and market access, she is dedicated to maximizing patient access to innovative healthcare solutions by aligning economic value propositions with the principles of VBHC. Her experience spans the EMEA region, where she has successfully developed and implemented market access strategies that prioritize patient outcomes and healthcare efficiency.

With a strong background in health economic modeling and real-world evidence generation, Dafne has played a pivotal role in establishing value-based agreements and procurement initiatives that shape procurement decisions to be more patient-centered and evidence-driven. She has crafted comprehensive market access strategies that integrate value-based approaches across various therapeutic areas, including surgery, orthopedics, and cardiovascular health.

As the chair of Reimbursement and Funding working group in MedTech Europe, Dafne fosters collaboration and the adoption of VBHC principles within the MedTech industry. Her efforts have led to the establishment of strategic partnerships that promote value-based decision-making within the healthcare community, ensuring a shared commitment to enhancing patient care and outcomes.



Harry Peng, PhD

Manager, Market Access & Public Policy

Roche Diagnostics Taiwan

Harry holds a PhD from Fu Jen Catholic University, 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.



Ajay Nair
President

The Mullings Group (TMG) Search APAC

Ajay brings over two decades of deep industry expertise in MedTech and a proven track record of building high-performing teams across the US, Middle East, and Asia Pacific. Using his experience from roles across APAC, including key markets like China, Japan, Korea, India, and SEA, Ajay has successfully built his sales, marketing, and commercial leadership career with some of the top med device companies in the world. After spending the last 3 years working in VC, startups, and consulting, Ajay continues to expand his extensive people-oriented network that covers the US, the Middle East, and APAC as the President of The Mullings Group APAC.

Ajay earned his bachelor's in Bioengineering from Arizona State University and an MBA in Global Business from the Thunderbird School of Management. He is Gamma Diagnostics, Inc.'s Board Chairman and Adjunct Professor at ESSEC APAC – Singapore Campus.



Jeff Weisel

Senior strategic advisor

Avalere Health

Jeff Weisel has more than 30 years' experience in APAC and other emerging markets, working with leading life sciences organizations on issues of strategic and business innovation, and access to healthcare. His experience has encompassed executive positions in the pharmaceutical industry and leadership of Big 4 consulting practices. In market access leadership roles with AbbVie and Novartis, he helped deliver the success of top global brands and he also played a key role in industry policy engagement with PhRMA. He has extensive experience in the area of innovative financing models with both public and private payers. He has served on the Board of Governors of AmCham Singapore, lectured on market access strategy at ESSEC Business School, and contributed to the development of the life sciences sector in Singapore through appointments in government and academia. Jeff holds an MA in Asian Studies and Economics from George Washington University.



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 found 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).



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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