SINGAPORE BIODESIGN | DukeNUS Medical School

12 - 13 November 2026



BUSINESS IMPLEMENTATION FOR HEALTH AND MEDTECH: PROJECT TO MARKET OVERVIEW

TGS-2025056062

Information updated as of September 2026*

Original Price	After SWDA Subsidies SC < 40yo & SPRs	SC ≥ 40yo & enhanced training support for SMEs
SGD 2,071	SGD 1,121	SGD 741

This workshop aims to equip health and medtech innovators who have a desire to learn more about the nuances, considerations and key network required to push their innovations towards market commercialisation with basic to intermediate level knowledge relating to the market access, operational planning, intellectual property, regulatory and clinical trial planning competencies in the Health and Medtech Innovation Skills and Competencies whitepaper.

This 2-day business implementation workshop aims to provide participants with an overview on how to take a Health and MedTech Innovation from project to market. Participants will learn from esteemed practitioners in the industry on topics related to technology development in tandem with collecting real-world evidence, as well as basic operations relating to market access and adoption.

HOW TO REGISTER?

Scan the QR Code. Refer to our registration guide here.

For **company sponsored applicants**, email us at SBenquiry@sgbiodesign.sg for registration instructions.

For more **SB HMT Workshops**, click here.

or, click **here**.

BUSINESS IMPLEMENTATION FOR HEALTH AND MEDTECH: PROJECT TO MARKET OVERVIEW

LEARNING OUTCOMES:

By the end of this module, you should be able to

Business Planning

- Analyse market positioning by conducting in-depth market landscaping (competitive landscape distribution channel, existing models) to develop a business plan with clear value proposition.
- Demonstrates confidence in defending and pitching the business, networking and basic negotiation skill to initiate investment and partnership discussions.

Market Access Competency

- Apply understanding of healthcare value chain to elucidate identify the key stakeholders and factors influencing commercial viability of a product in target market (e.g. reimbursement infrastructures, key decision makers) and/or adoption into healthcare system.
- Apply principles of coding, coverage and payment.
- Evaluate and analyse pricing and reimbursement schemes and healthcare economics across key target markets.
- Examine key channels in key target markets (e.g. public hospitals and clinics via tender and group procurement, private hospitals via private healthcare insurance and private procurement).
- Prepare a preliminary health technology assessment for quick compare and contrast to identify key target markets and value proposition to enter.
- Derive initial pricing model and test deployment.

Intellectual Property Competency

- Define the inventive concept and analyse its positioning to determine its strength and weaknesses to develop a good competitive IP advantage and filing strategy.

Regulatory

- Understand the required regulatory and quality requirements, i.e. guidance documents, standards for different kinds of innovation projects; Able to design and carry out necessary tests and documentation.

Clinical Trial Planning

- Analyse different types of clinical trial strategies to meet clinical trial objectives.

Operational Planning

- Explain the operational aspects and financial aspects required for a health and medtech company to function, including processes, people, resources and budget.