



MASTERCLASS
ACCELERATE



Masterclass:

ACCELERATE

in Digital Health

Commercialisation

JUNE

3rd, 4th | 10th, 11th | 17th & 18th 2021

Australia's only 6-day masterclass
specifically designed to address challenges
in digital health commercialisation.





DON'T MISS OUT

Following the success of ANDHealth's Masterclass in 2019 and 2020, ANDHealth has created a 6-day virtual masterclass specifically designed to address challenges in digital health commercialisation.

With support from Researcher Exchange and Development within Industry (REDI) Initiative, powered by MTPConnect, participants have a unique opportunity to gain strategic digital health commercialisation advice and to explore topics delivered by industry thought leaders with extensive domain expertise, both within Australia and internationally.

A masterclass specifically designed for digital health entrepreneurs and industry executives, this interactive program features:

- Workshop style learning groups
- Real-world case studies
- Advanced business concepts & strategies
- Expert guest speakers
- Networking opportunities

GET THE ANSWERS YOU NEED



The Speakers

The ANDHealth digital health masterclass will feature over 40 expert speakers drawn from industry with proven backgrounds, who can provide you with commercialisation-focused real-world advice, quality feedback, and actionable answers, and the ability to ask questions specific to your company.



The Participants

Masterclass spaces are limited. Our intensive workshop style and industry led delivery means that we can only accept 30 registrations per intake. We welcome applications from across Australia, from digital health entrepreneurs, industry professionals, service providers, clinicians, investors and companies. If you are actively involved in digital health commercialisation in any way, please do apply.



ANDHealth+ Access

Masterclass is the best possible preparation you can take if you plan to apply for our flagship [ANDHealth+ program](#). ANDHealth+ cohort companies have achieved significant outcomes. If you would like to join them in ANDHealth+ 2020, please be aware that applications are highly competitive and preference will be given to companies that have completed programs that enabled them to address common pitfalls, unique challenges and knowledge gaps in commercialising digital health.



APPLY

For digital health entrepreneurs, masterclass will most benefit companies which:

- have achieved proof of principle and are evidence based with a clear focus on changing outcomes for patients;
- have some voice of user or customer feedback;
- are looking to strengthen their clinical and commercial business case; and,
- meet the FDA definition of digital health (andhealth.com.au/resources).

For industry, you are an:

- investor, advisor or technology transfer/commercialisation professional in the digital health sector, or;
- industry professional, consultant, or service provider that actively works with digital health companies, or;
- academic or policy leader in digital health/health tech/ health innovation.

Apply here:

<https://bit.ly/3eAqSD3>

Successful applicants will be selected based on their suitability for the program and to ensure participants benefit from robust dialogue amongst a multidisciplinary group.

COST

The 2021 ANDHealth Masterclass is supported by REDI program. As such, in 2021, we are delighted to offer the following subsidised rates:

Complimentary for ANDHealth Members & early stage/ small companies (<7 employees)

\$850 (ex GST) for industry applicants >7 employees

CONTACT US

For more information and to contact us:



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twitter.com/andhealthau

IMPORTANT DATES

Applications open: April 27th

Applications accepted until: May 27th

Masterclass: 3, 4 | 10, 11 | 17, 18 June 2021

Applications are assessed on a rolling basis. The sooner you apply the more we are able to tailor the sessions to your company. Apply today!



MASTERCLASS CURRICULUM

DAY 1
User-Payer Challenge

9 – 12 p.m	1 – 3 p.m	3.30 – 5.30 p.m
<p>This is not Medtech</p> <ul style="list-style-type: none"> International Keynote Commercialisation pathways in Digital Health Why a MedTech strategy doesn't work in digital How does the health system really work? 	<p>Problem Definition & the Challenge of User vs. Payer</p> <ul style="list-style-type: none"> Customer definition: users are not your payers Designing user interfaces for clinical environments, workflow mapping Understand your customer: Who's paying? Why? Clinical vs. Economic problems in Hospital Care 	<p>Clinical Impact Workshops Breakout Sessions</p> <ul style="list-style-type: none"> Break into small groups for: Designing user interfaces for clinical environments How to build clinical trials ethics applications Running in-hospital clinical trials

DAY 2
Business Models & Voice of Customer

<p>Health Economic Justification & Business Models</p> <ul style="list-style-type: none"> Keynote: The Importance of Health Economics in Convincing Payers. What is health economics? Case Study from an Australian Hospital Business and revenue model overview 	<p>Real World Voice of Customers</p> <p>Hear from the Customers of Digital Health – What do they really need?</p> <ul style="list-style-type: none"> Pharmaceutical Medtech Health Insurer Hospital Frontline Clinician Technology Co 	<p>Customer Fair Breakout Sessions</p> <ul style="list-style-type: none"> A unique chance to meet customers: <ul style="list-style-type: none"> Pharmaceutical Health Insurer Hospital Frontline Clinician Technology Co
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DAY 3
User-Payer Challenge

<p>Risk Management & Quality Control</p> <ul style="list-style-type: none"> The importance of governance in managing risk Quality Management Systems Risk Management approaches & internal audits 	<p>Regulatory Approval – Why? How? When?</p> <ul style="list-style-type: none"> Why is Regulation a good thing? Regulators 101 – How do they work and why? The right regulatory advice TGA FDA EMA MHRA Changes to international regulatory requirements which benefit digital health 	<p>Risk Breakout Sessions</p> <ul style="list-style-type: none"> Insurance Quality Management Systems Risk Management approaches & internal audits
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DAY 4
Business Models & Voice of Customer

<p>Going Global</p> <ul style="list-style-type: none"> Developed Markets: US market entry Developed Markets: UK market entry Developed Markets: Asia Pacific/Japan market entry 	<p>Sales, Revenue & Procurement</p> <ul style="list-style-type: none"> Workshop: Procurement and Stakeholder Mapping Case Study: Real world example of securing a major hospital client. Stakeholder mapping – who's involved in the procurement decision 	<p>Case Study: Managing long sales cycles</p> <ul style="list-style-type: none"> How do you navigate a complex procurement pathway Case Study: Entering the US from Australia
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DAY 5
User-Payer Challenge

<p>Intellectual Property & Legal Considerations</p> <ul style="list-style-type: none"> Protecting IP: Patents, Trademarks, Trade Secrets, Copyright Terms & Conditions, User Agreements, and Health Claims Health Data Governance: Security & Privacy Requirements Basic Contract Law, Shareholder agreements 	<p>Governance & structuring for success</p> <ul style="list-style-type: none"> Case Study: Leading Entrepreneurs and Practical Tips Panel Discussion: Diversity Designing a team for Investment success Attracting & Retaining Talent 	<p>Legal Breakout Sessions</p> <ul style="list-style-type: none"> Break into small groups to ask specific questions about your legal queries and deepen your understanding
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DAY 6
Business Models & Voice of Customer

<p>Financial Modelling & Valuation</p> <ul style="list-style-type: none"> Financial models 101 How not to value your company The Legal considerations of raising capital 	<p>Investment – Who? How? When?</p> <ul style="list-style-type: none"> When and how to approach different types of capital – the pros and cons of each Angel Investors Venture Capital Offshore Venture Capital 	<p>1o1 Investor Feedback</p> <ul style="list-style-type: none"> 20 minute 1o1 meetings with Investors Fearless and unfiltered feedback
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