

Accelerating Market Access for Medtech Leaders

Date

Tuesday 24 February 2026

Time

9.00am to 6.00pm

Venue

Duke-NUS Medical School,
8 College Road,
Singapore 169857

Application Period

3 Nov 2025 – 30 Jan 2026



COURSE SYNOPSIS

This practical, hands-on course equips MedTech professionals with a rigorous approach to diagnosing and overcoming access barriers - so that impactful technologies reach the right patients, faster. Anchored in the 4A–5P model, participants learn to analyse access challenges through Availability, Affordability, Awareness, and Adoption, and to activate the levers of Patients, Physicians, Providers, Payors, and Policymakers. Through a real-world case deep dive and AI-assisted data exploration, participants will map access pathways for their own portfolios, simulate bottleneck resolution under real constraints.

LEARNING OUTCOMES

By the end of the course, participants will be able to:



Use AI-assisted analysis to synthesize market, clinical, and policy data for access decision-making.



Apply the 4A–5P framework to systematically diagnose access gaps and prioritize interventions.



Map stakeholders and influence networks to accelerate policy, adoption, and reimbursement progress.

COURSE **FORMAT**

-  Interactive lectures and facilitated discussions
-  Case-based learning with data exploration
-  Guided workshops with templates and coaching
-  Team-based simulations and solution pitches
-  Peer feedback and faculty perspectives on emerging trends

WHO SHOULD **ATTEND**

This course is ideal for forward-thinking senior leaders and decision-makers in MedTech, especially those in:

-  Product, market access, medical affairs, and commercial leads in MedTech
-  Country/region managers and cross-functional team leaders driving market expansion
-  Health economics, policy, and reimbursement specialists
-  Innovators and teams preparing for launch or scaling in emerging and developed markets

If you're ready to drive bold change and shape the future of healthcare access, this course is for you!



QUOTE BY COURSE DIRECTOR

“Access innovation is the next frontier of MedTech transformation where commercial growth meets societal impact. The 4A model enables teams to see beyond technology and re-engineer the entire delivery ecosystem for speed, scale, and equity.”

Adj. Assoc Prof Alok Mishra



MEET YOUR DIRECTORS



Alok Mishra

Adjunct Associate Professor | Commercial Discovery Lead and Industry Mentor, Duke-NUS Health Innovator Programme (D-HIP), Duke-NUS Medical School | Ex-J&J Medical APAC

A/Prof Alok Mishra is a seasoned healthcare executive with two decades at Johnson & Johnson Medical Asia Pacific, where he served in roles such as Regional VP Marketing & Business Development, Managing Director for Singapore and India, and Area VP for South Asia. He holds a Master's in Pharmacy and an MBA from IIM Ahmedabad, beginning his marketing career with multinational firms in India and the Middle East. His contributions were recognized with a Lifetime Achievement Award in 2016 by the Department of Pharmaceutical Sciences at Dr Harisingh Gour Vishwavidyalaya, Sagar, India.

He is adjunct faculty at Singapore Management University's MBA Programme and Duke-NUS Medical School, and is affiliated with the Asia School of Business Advisory Council and Singapore Stanford Biodesign as faculty and mentor. His expertise spans pharmaceuticals, consumer health, and medical devices, and he has held leadership roles in industry bodies including the Singapore Manufacturing Association and India Business Group. He chaired the Medical Technology & Life Sciences Industry Group at the Singapore Manufacturing Federation and previously served as Chairman of the Medical Technology Standards Committee of the Standards Council and the Medical Technology Group at the Confederation of Indian Industry (CII).



Dr. Bipin Bhola

Assistant Professor, Office of Innovation & Entrepreneurship, Duke-NUS Medical School Curriculum Lead, Duke-NUS Health Innovator Programme (D-HIP) | Group CEO, Kaleidoscope Therapy Group | Ex-Jumpstart, SingHealth Innovation

Dr Bipin Bhola is a purpose-driven HealthTech leader and innovator, currently Group CEO and Partner of Kaleidoscope Therapy Group, a pediatric therapy company serving children with neurodevelopmental differences. He oversees 35 staff across three clinics and a digital home-based platform, serving over 1,000 clients annually and generating more than \$4 million in yearly revenue. With 16+ years in healthcare across R&D, product development, strategic marketing, capital raising, alliances, stakeholder management, and venture creation, he also consults for the Department of Ophthalmology at National University Hospital, advising on strategy, fundraising, and commercialization. In academia, he is the pioneer Curriculum Lead for the Duke-NUS Health Innovator Programme.

Dr Bhola has shaped Singapore's healthcare innovation ecosystem through leadership roles including establishing and operationalizing JUMPstart, a first-of-its-kind university-based national MedTech commercialization initiative managing 30+ companies. As Assistant Director at SingHealth's Office for Innovation, he oversaw innovation across 14 institutes and built enabling infrastructure with SingHealth and Duke-NUS. At the National University of Singapore's GRIP, he serves as a MedTech Track Consultant, guiding teams from startup formation to capital raising, contributing to the successful commercialization of more than five products in major markets. He holds a PhD and MS in Electrical Engineering (Applied Physics) from the University of Southern California and an MBA in Marketing and Strategy from Singapore Management University.

COURSE FEES

SGD1,090.00 inclusive of 9% GST Earlybird/group discounts – up to 10% Contact us for more details!

CONNECT WITH US!

Email: oie@duke-nus.edu.sg

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