

MEDTECH MASTER CLASS

VLERICK CAMPUS BRUSSELS – PILOT PROGRAMME 2018



MONDAY 8 OCTOBER 2018	TUESDAY 9 OCTOBER 2018	WEDNESDAY 10 OCTOBER 2018	THURSDAY 11 OCTOBER 2018
MORNING (9:00 am – 12:30 am)			
	<ul style="list-style-type: none"> • MedTech business modelling • Value Creation and Appropriation analysis (VCA), economic value analysis • MedTech value proposition, market and technology power supporting the value proposition • Value-based solutions in technology-enabled patient pathways 	Value assessment for MedTech applications <ul style="list-style-type: none"> • Market access: financing models and related business model impact • Discussion of archetypical business models and trajectories for various applications: monitoring, robotic surgery, diagnostics, drug/device combinations 	<ul style="list-style-type: none"> • Managing MedTech NPD using Design Thinking model • Managing KOL interaction: The ORSI case <p>GUEST SPEAKER: Dr Alex Mottrie</p>
	<ul style="list-style-type: none"> • Value-based healthcare system analysis, patient pathway modelling <p>GUEST SPEAKER: Prof Dr Filip Roodhooft, Vlerick Business School</p>	<ul style="list-style-type: none"> • 3 business cases illustrating the archetypical business models 	<ul style="list-style-type: none"> • Wrap-up exercise integrating NPD, investment analysis, and business model pitching for a MedTech idea
AFTERNOON (1:30 pm – 5:00 pm)			
<ul style="list-style-type: none"> • Course intro • MedTech: unique character and differences with biopharma <p>GUEST SPEAKER: Serge Bernasconi, CEO MedTech Europe</p>	<ul style="list-style-type: none"> • The MedTech Europe view on market access <p>Guest speaker: Yves Verboven - Director Market Access & Economic Policies MedTech Europe</p>	<ul style="list-style-type: none"> • Innovation and co-creation • Development costs and investment schemes for MedTech • MedTech investment analysis, cash flow projections, NPV and IRR <p>GUEST SPEAKER: Carl van Himbeeck, General Manager Cochlear Technology Centre</p>	
<ul style="list-style-type: none"> • Techno trends in MedTech and industry convergence i.e. robotic surgery, IVD, medical devices, mHealth, drug/device solutions 	<ul style="list-style-type: none"> • Case-based exercises on business modelling 	<ul style="list-style-type: none"> • Investing in a start-up or scale-up Med-Tech venture: case Mitral Technologies <p>GUEST SPEAKER: Jean-Paul Rasschaert, CEO Mitral Technologies</p>	
<p>FIXED SPEAKERS/MODERATORS THROUGHOUT:</p> <ul style="list-style-type: none"> • Prof Dr Walter Van Dyck, Vlerick Business School • Prof Dr Pascal Verdonck, Professor of Medical Technology at Ghent University & CEO of MedTech Flanders • Philippe Etter, Senior Partner Médiée 			

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TUESDAY 13 NOVEMBER 2018	WEDNESDAY 14 NOVEMBER 2018	THURSDAY 15 NOVEMBER 2018	FRIDAY 16 NOVEMBER 2018
MORNING (9:00 am - 12:30 am)			
	<ul style="list-style-type: none"> GDPR, boundaries and impact, patient integrity, links with APPS, HIPAA 	<ul style="list-style-type: none"> Regulatory affairs. How is my product regulated, do I need a clinical investigation or not? <p>GUEST SPEAKER: Hendrik Lambert, Vice President Clinical Regulatory Affairs GTX</p>	<ul style="list-style-type: none"> Team presentations of MedTech business plan
	<ul style="list-style-type: none"> Interim team presentations (result from homework) 	<ul style="list-style-type: none"> Discussion on various product types and EU vs. US strategies 	<ul style="list-style-type: none"> Final team presentations
AFTERNOON (1:30 pm - 5:00 pm)			
<ul style="list-style-type: none"> IP management: IP portfolio build-up, related costs and actual protections Sanus case negotiation exercise 	<ul style="list-style-type: none"> Risk management in the innovation ecosystem 	<ul style="list-style-type: none"> MedTech company and R&D structure. Case examples IBA (solution provider BM), Biocartis (platform provider BM), PhysiOL Distribution models (physical and virtual) 	
<ul style="list-style-type: none"> Supporting programs for MedTech start-ups managing the innovation ecosystem (enhancing technology- and market-derived power) in Europe 	<ul style="list-style-type: none"> Main company organisational options, major risks 	<ul style="list-style-type: none"> Mastering the MedTech supply chain and delivery ecosystem 	
<p>FIXED SPEAKERS/MODERATORS THROUGHOUT:</p> <ul style="list-style-type: none"> Prof Dr Walter Van Dyck, Vlerick Business School Prof Dr Pascal Verdonck, Professor of Medical Technology at Ghent University & CEO of MedTech Flanders Philippe Etter, Senior Partner Médidee 			