ANDHealth
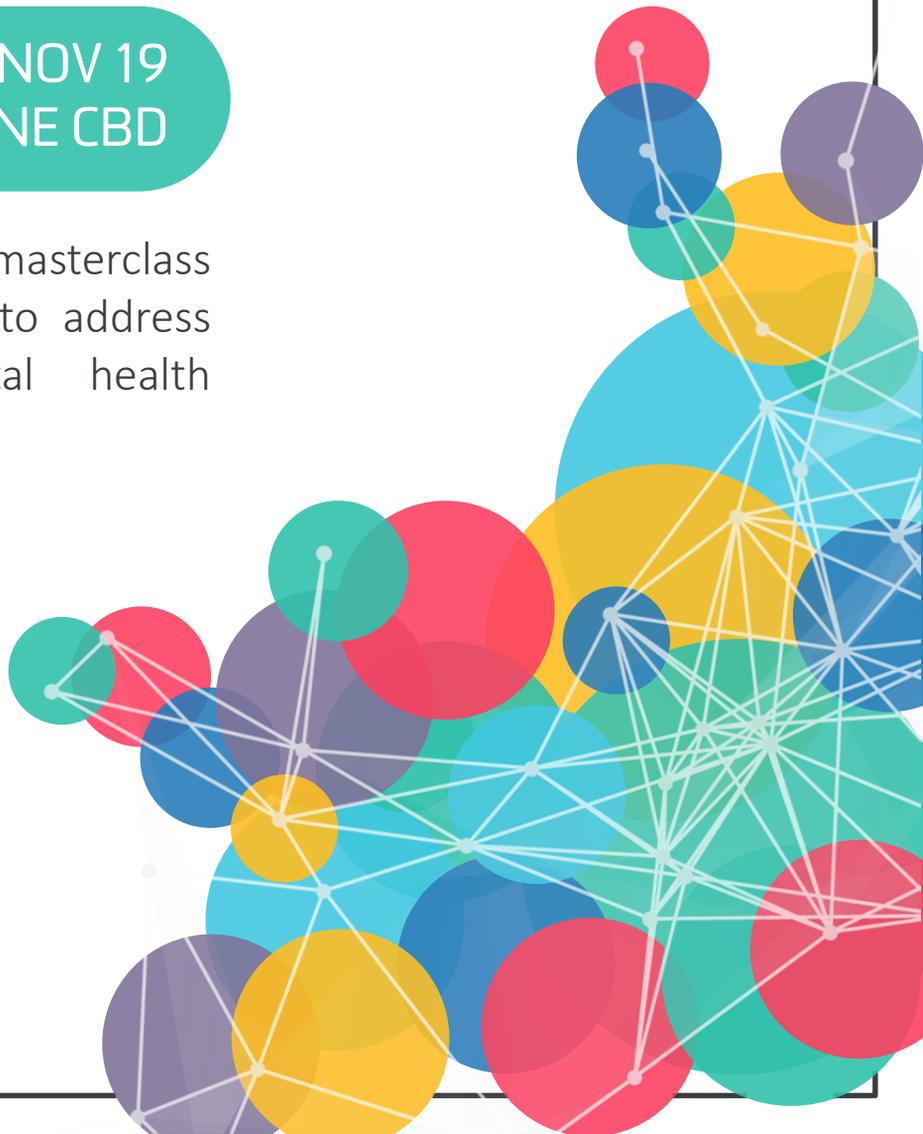### Australia's National Digital Health Initiative

Masterclass: DOMINATE in Digital Health Commercialisation

25th – 29th NOV 19
MELBOURNE CBD

Australia's first 5-day masterclass specifically designed to address challenges in digital health commercialisation.

Supported by

MTP Connect
MedTech and Pharma Growth Centre

Following the success of the ANDHealth+ program as well as 'B.R.I.G.H.T Ideate and Innovate in Digital Health', ANDHealth has developed Australia's first ever 5-day masterclass specifically designed to address challenges in digital health commercialisation.

With support from 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 Australian and internationally.

DON'T MISS OUT

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

o Workshop style learning groups

o Real-world case studies

o Advanced business concepts & strategies

o Expert guest speakers

o 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 40 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:

o have achieved proof of principle and are evidence based with a clear focus on changing outcomes for patients;

o have some voice of user or customer feedback;

o are looking to strengthen their clinical and commercial business case; and,

o meet the FDA definition of digital health (andhealth.com.au/resources).

For industry, you are an:

o investor, advisor or technology transfer/commercialisation professional in the digital health sector, or;

o industry professional, consultant, or service provider that actively works with digital health companies, or;

o academic or policy leader in digital health/health tech/ health innovation.

Apply here.

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 inaugural ANDHealth Masterclass is supported by MTPConnect. As such, in 2019, we are delighted to offer the following introductory rates:

$750 (equivalent to $150 per day) (ex GST) for ANDHealth Members & early stage/ small companies (<7 employees)

$1250 (equivalent to $250 per day) (ex GST) for industry applicants >7 employees

CONTACT US

For more information and to contact us:

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🔗 andhealth.com.au

in linkedin.com/company/andhealth

🐦 twitter.com/andhealthau

IMPORTANT DATES

Applications open: September 3rd

Applications close: October 15th

Participants notified: October 30th

Masterclass: 25th-29th November

THE CURRICULUM

DAY 1 *No-Holds Barred Introduction*	DAY 2 *Business Models & Validation*	DAY 3 *Risk & Regulation*	DAY 4 *Market Entry*	DAY 5 *Governance & Investment*
This is not Medtech Many people & programs believe that digital health can be incubated, accelerated & commercialised along a known pathway based on medical devices. We use real world case studies to demonstrate why this doesn't work.	**Health Economics & Digital Health** Understanding the health economics of your product(s) is increasingly important in a value-based care environment. Review real world case studies and learn how to create a health economics study to support your product.	**Risk Management & Quality Control** Understanding and managing risk is critical. Learn about risk management frameworks, quality control systems and how to assess what standards and systems you should be implementing in your business.	**Sales, Revenue and Procurement** In a sector where revenues can be a key factor in driving investor valuations, learn about the various ways of navigating and mapping procurement pathways, and hear real world learnings from digital health companies.	**Governance & structuring for success** Do you need a board? An advisory board? How much equity should founders retain? What's the cost of equity based support programs over the long term. Explore these and other structuring challenges.
Problem Definition & the Challenge of User vs. Payer Industry leaders work through a key challenge in digital health- the differences in Voice of User and Voice of Customer- and how to create products that end-users love and customers will pay for.	**Real World Voice of Customers** Work through problem cases with representatives from large payer groups including insurers, medtech companies, pharma companies and healthcare providers. Learn what really drives them.	**Regulatory Approval – Why? How? When?** Regulation is not the enemy that many technology companies may think it is. Hear from regulators, regulatory experts and companies on the importance of regulation in commercialisation and the potential paths to regulatory approval in Australia and overseas.	**Going Global** Many Australian companies struggle to penetrate large international markets. Explore the technical side to market entry, but also the qualitative side – people, perception & positioning.	**Valuation & Financial Modelling for Digital Health Companies** How do you value your company when seeking investment? Hear from leading venture capitalists and work through real world valuation challenges with experienced corporate advisors.
Clinical Evidence – What, How, When Clinical evidence is critical in digital health. Explore the stagey behind gathering clinical evidence and the challenges in designing and executing clinical studies for digital products.	**Business Models Unique to Digital Health** Explore novel business models which have achieved international success in digital health (and some that haven't). Look at the differences in business models and transactions which have supported the commercialisation of technologies around the world.	**Intellectual Property & Legal Considerations** IP is increasingly important in all technology companies. Learn how to leverage a global IP strategy into being a key part of your commercial success as well as legal considerations including data privacy and company structure.	**Case Study – Success Stories** Hear from Australian & international CEO's who have successfully taken their digital health companies global. What did work? What didn't? and what would they do differently next time.	**Investment – Who? How? When?** Taking on external investors is a decision with long term ramifications. Explore how, when and who you should be looking to for investment, and gain insights into how you might undertake reverse due diligence to assess alignment over the medium to long term.