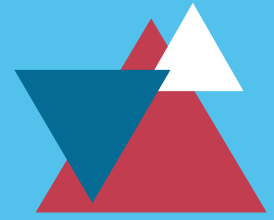


APACMED VIRTUAL FORUM 2020

APACMED
VIRTUAL 2020
REDEFINING HEALTH CARE AGILITY



Redefining Healthcare Agility

Innovation Agility
Regulatory Agility
Leadership Agility

The Acceleration of Digital Healthcare

Telehealth, Digital
Therapeutics, 3D,
Remote Monitoring

Looking to the Future

The future of HCP
Training with Augmented
Reality Asia's Medtech
Disruptors

Gaining Regional Insights

Leapfrogging towards
Healthcare 4.0

APACMED
VIRTUAL 2020
REDEFINING HEALTH CARE AGILITY

LOBBY AGENDA PLENARY TRACK 1 TRACK 2 TRACK 3 TRACK 4 EXHIBITION HALL NETWORKING



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APACMed
The voice of MedTech

APACMED
VIRTUAL 2020
REDEFINING HEALTH CARE AGILITY
24 September 2020

Message from CEO



On September 24th, 2020, APACMed hosted its first ever hybrid Virtual Forum. We were joined by 1450 attendees and 130 global speakers, discussing the theme of “Redefining Healthcare Agility”. Organised over four tracks, we had 50 sessions debating, sharing and discussing a wide range of topics from digital health, regional insights, innovation, regional business sentiments, as well as hearing about the leadership journeys of our Board Members.

I am proud of the team at APACMed for their tremendous efforts to put fourth such an unprecedented event. I would also like to thank our Board of Directors, Members of the APACMed Functional Committees, all APACMed members, partners, and our sponsors for your contributions and for joining us at the first ever APACMed Virtual Forum!

Many thanks, and we look forward to seeing you all in 2021!



Harjit Gill
Chief Executive Officer
Asia Pacific Medical Technology Association
(APACMed)

Event at a Glance

APACMED
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3

APACMed-MedTech Innovator
Best Video Competition Winner



5

Global CEOs



17

Sponsors



20

MedTech Innovator Asia
Pacific Showcase Companies



24

Hours of Content



130

Speakers



1450

Attendees



Redefining Healthcare Agility

In this 6th edition of the APACMed Forum, five Global MedTech thought leaders set the stage with their keynotes, talking about innovation and agility. Ashley McEvoy, Executive Vice President, Worldwide Chairman, Medical Devices, Johnson & Johnson, explained “ways we can use big for good”, Kevin Lobo, Chairman & CEO of Stryker, and Chairman of AdvaMed, shared his views on how many companies have had to pivot their strategy due to Covid, Jose Almeida, Chairman & CEO of Baxter, shared insights on Baxter’s digital transformation, Dr Bernd Montag, CEO of Siemens Healthineers, expressed his views on the importance of population health management and finally, John Groetelaars, CEO of HillRom, shared the importance of design Innovation in a world where patients want their care to be a seamless experience.

The APACMed Board also shared insights on their own leadership journey through personal stories and explained how they are leading their teams during this unprecedented crisis.

Other highlights from the sessions:

Digital is everywhere! In 2020, it became clear that although there are still concerns around data systems integrity and security of personal information, many industry experts and patients saw the benefits that digital health can deliver. Such as efficient healthcare expenditures and greater accessibility to qualified medical help for all.

The start-up track provided perspective on the start-up ecosystem in Asia Pacific, hearing from both entrepreneurs and investors. We proudly witnessed 20 of the best and brightest MedTech start-ups pitches from around the Asia Pacific region!

The Regional Insights track provided trends and best practices from key markets in the region, especially on adopting to the new normal and the shifts they have had to make across the care continuum to ensure business continuity.



During the morning sessions of track 3, we opened up debates from the entire ecosystem’s stakeholders: from hospital to insurers, looking forward to the hospital of the future, and new formed partnerships with payors to provide greater access to care.

In the Public Policy and Market Access sessions, we discussed the implications of the US-China relations for Medical Device Companies and the upcoming shifts in supply chain landscape.

The Regulatory track introduced us to how regulations and regulators adapted with agility to the pandemic.

Once again, thank you for joining us! Don’t forget, if you missed anything, it can all be found on our website: <https://apacmed.org/medtech-forum/>.

All the best,

The APACMed Team



Opening

Andrew Frye

APACMed had the honour of having Andrew Frye, Senior Vice President & President, Asia Pacific, Baxter Healthcare, & Chairman of the Board, APACMed, kicked off our very first virtual forum.

In his opening address, Andrew talked about the acceleration of virtual and home care as a result of COVID-19, and stated that telehealth is the future of healthcare.

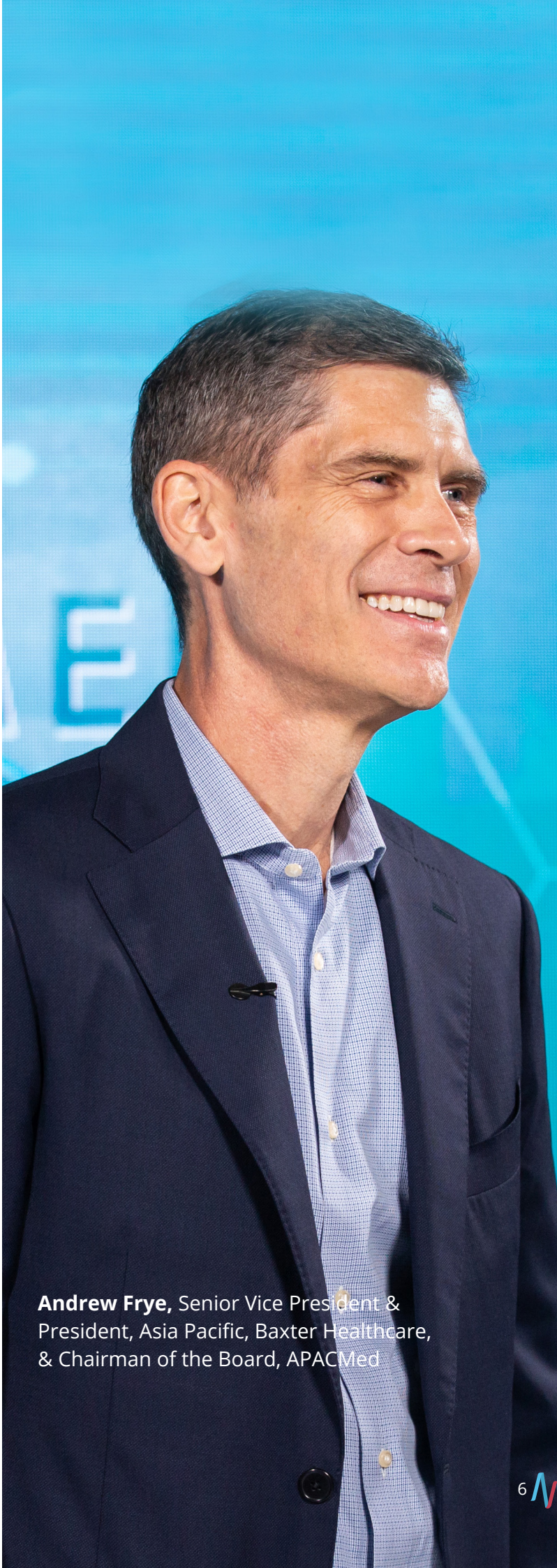
“The pandemic drove an acceleration of virtual and home care, as hospitals sought to reduce in-patient admissions, making connected care or connecting with patients a standard to strive for and improve upon.”

Andrew shared his pride for the way the MedTech industry has collaborated and assisted in the fight against the coronavirus, stating that we’ve all “collectively stepped up in this time”. Like he mentioned, as the industry has had to be agile in the response to COVID-19, this year’s forum theme, Redefining Healthcare Agility, is perfectly fitting.

“As a group, we demonstrated high agility, critically responding to the pressing demands and challenges facing overworked and stretched healthcare providers who worked tirelessly. Our new products and innovative solutions have never come faster or had to.

The crisis impacted our businesses differently. In some cases, elective surgeries saw drastic demand reductions. In critical care therapies, some businesses ramped up production 2-5 fold, working their way around global supply chain constraints, ensuring patients could access life saving devices.

Internally, we transformed working cultures virtually overnight. Clinical and sales teams found new ways to meet with HCPs; technical service teams overcame challenging front line risks to swiftly repair equipment in hospitals with video and VR; and R&D adjusted accordingly.”



Andrew Frye, Senior Vice President & President, Asia Pacific, Baxter Healthcare, & Chairman of the Board, APACMed

Innovation Agility

Global CEO Featured Keynotes

This year we hosted five Global CEOs as our featured Keynote speakers: Ashley McEvoy (Johnson & Johnson), Dr. Bernd Montag (Siemens Healthineers), Jose (Joe) Almeida (Baxter), Kevin Lobo (Stryker), and John Groetelaars (Hillrom). Each keynote discussion was focused around the theme of Innovation Agility. All of our Global CEOs were interviewed by partners at McKinsey & Company.

Global CEOs

As COVID-19 hit, MedTech companies across the globe rapidly came together, within themselves and across the globe, to protect those from the dangers of the virus and to ease the severity of risk for frontline workers.

Companies such as Stryker were quick to innovate. Working with MTAA in Australia, Stryker created a compressible hospital bed to use during the shortage of actual hospital beds during this time. The speed of production was a result of innovation agility sparked by the unprecedented circumstances. Many other major MedTech companies acted similarly, assisting care givers wherever and however they could, in hopes of helping to “alleviate the pain the pandemic has created”, as stated by Jose Almeida of Baxter Healthcare.

Johnson & Johnson prioritized the use of global and local collaboration within their own company. Such collaboration also allowed for innovation agility in such an urgent period of time. HillRom acted similarly by turning to local markets and local production sites



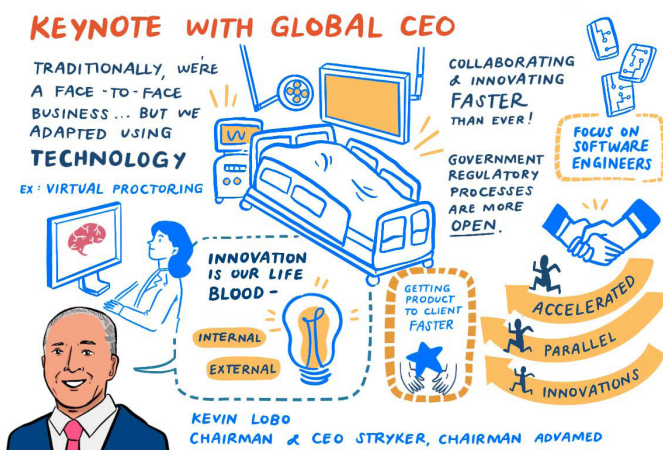
to speed up innovation in the time of COVID-19. The move towards local production was greatly accelerated by the pandemic, as borders were closed, and supply chains broken. Major companies did not hesitate when shifting focus towards local innovation, exemplifying the agility of such companies.

Similar to the acceleration of local innovation, the pandemic lit a spark under the process of digitalization within the healthcare industry. Siemens Healthineers worked with agility to put a greater emphasis towards the digitalization of healthcare in order to provide care more easily– a much needed shift during the time of COVID-19.

Overall, we’ve seen the greatest success and the greatest help come from companies that rapidly adapted to the unprecedented challenges of this pandemic. As countries across the world continue to either suffer from COVID-19 or are slowly moving towards a new normal, all must act with agility and adaptability.

Kevin Lobo, Chairman, CEO, Stryker, Advamed

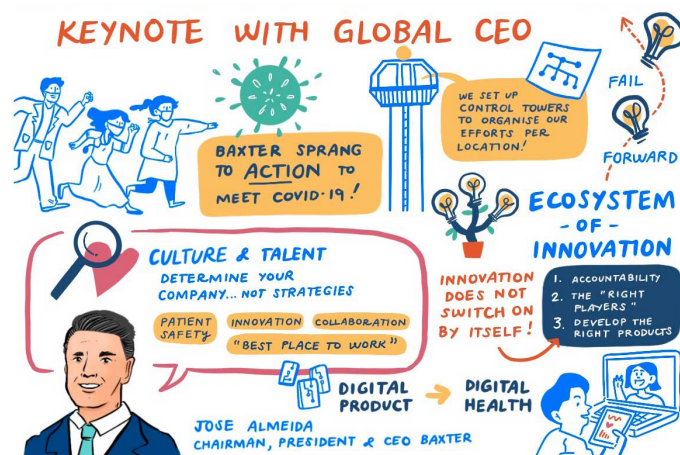
Kevin Lobo explained how Stryker responded to COVID-19 by assisting healthcare workers through rapid innovation. And how such rapid innovation is something companies are capable of but would not have done had it not been for the urgency of the pandemic crisis – “we’re exercising new muscles”, he says.





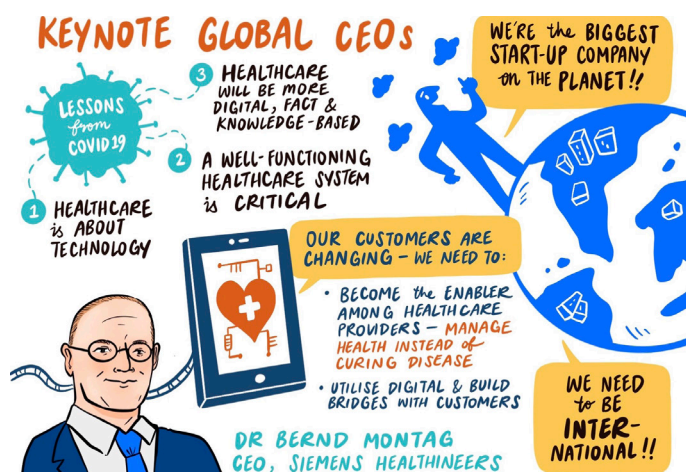
Ashley McEvoy, Executive Vice President, Worldwide Chairman, Medical Devices, Johnson & Johnson

Ashley McEvoy talked about Johnson & Johnson's response to the current crisis, and explained how the company has shifted focus towards more global and local collaboration within the company, and with other companies.



Jose Almeida, Chairman, CEO, President, Baxter

Jose Almeida also shared about his company's response to COVID-19, sharing how Baxter was able to analyze the initial migration patterns of the virus and acted accordingly through mobilizing their inventory.



Dr. Bernd Montag, CEO, Siemens Healthineers

Dr. Bernd Montag, discussed the advantage of digitalization, and emphasized that the shift to digital is ongoing both in the healthcare industry and across countless sectors worldwide.



John Groetelaars, President, CEO, Hillrom

And lastly, John Groetelaars shared the importance of local innovation, especially in a time like now when everyone has been somewhat forced into independency from other countries and their resources.

Meet the CEO Series

Leadership Agility in the time of COVID-19

The Meet the CEO Series featured the APACMed Board of Directors, and gave each board member the opportunity to talk about their own career journeys and how they've tackled the challenges of COVID-19 with agility and resilience. Our board also shared what each of their respective companies are doing to both maintain employee safety and wellbeing during the time of a pandemic and how they are engaging in the fight against the coronavirus.



"Today, there is no doubt that telehealth, virtual, and connected home care ARE the future of healthcare,"

Harjit Gill, Chief Executive Officer, Asia Pacific Medical Technology Association (APACMed) and
Andrew Frye, Senior Vice President & President, Asia Pacific, Baxter Healthcare, & Chairman of the Board, APACMed

Many of our board members shared how their respective companies handled the pandemic, such as Boston Scientific prioritising the safety and well-being of their employees, as shared by Art Butcher, Executive Vice President and President, Asia Pacific, Boston Scientific.

"The first thing was employee safety, and the second was to continue to support patient and physicians where we can,"

- in reference to COVID-19

Art Butcher, Executive Vice President and President, Asia Pacific, Boston Scientific



"You need to differentiate yourself from the competition,"


Chris Lee, Senior Vice President and President, Asia Pacific, Medtronic



"Don't be afraid to bring a bit of yourself to the table – flaws and all!"

Lance Little, Managing Director, Asia Pacific, Roche Diagnostics



A man with dark hair, wearing a light-colored checkered shirt and a dark vest, is seated and speaking. He is smiling and looking towards the right. His hands are clasped in his lap. The background is a bright blue screen with abstract white lines.

"Every time you're thrown out of the door, you go in through the window."

Sanjay Prabhakaran, Regional President, Asia Pacific, Hologic

A panel discussion is taking place. On the left, a woman with dark hair and glasses, wearing a red patterned blouse, is seated and looking towards the man. On the right, a man with glasses and a mustache, wearing a dark suit and a light blue shirt, is seated and speaking. The background is a blue screen with the text "APACMED VIRTUAL 2020" and "ME" visible.

"There is a huge need for leaders and corporations to be empathetic, kind..."

Probir Das, Chairman and Managing Director, Terumo Asia Holdings

"You have to have a team of people who are really supporting you..."

James Lim, Executive Vice President and President, Greater Asia, Becton Dickinson, Treasurer, Board of Directors, APACMed



"As a leader, the ability to understand how the team feels, the challenges the team undergoes, basically that human psychology is important,"

Julie Tay, Senior Vice President and Managing Director, Asia Pacific, Align Technology





"I'm looking for people who are able to really engage their teams . . . [and] are able to empower people they are working with."

Elisabeth Staudinger, President, Asia Pacific, Siemens Healthineers



"It goes to show that you should back yourself and have belief in yourself,"

Graham McLean, President, Asia Pacific, Stryker, Vice-Chairman, Board of Directors, APACMed



"Having a good understanding on the needs and priorities of the people in the country...it's paramount,"

Lam Chee Hong, President, Asia Pacific, B. Braun

"If ever there's a time that values matter, I think it really is now,"

Tim Schmid, Company Group Chairman,
Medical Devices, Asia Pacific, Johnson & Johnson



"We're finding that the conventional brick and motor model of sales rep access to accounts are getting limited,"

Sunil Vasanth, Vice President, Surgical,
Asia Pacific, Alcon



Regional Insights

The Regional Insights Track of the Forum kicked-off with the release of the APACMed – McKinsey: Business Sentiment Survey, which gave insights from over 180 Senior MedTech executives surveyed from a range of different product sectors, business scales and geographies on the current market trends and overall business sentiment post COVID-19.



The Game Board for Success in APAC:

McKinsey Business Sentiment Survey, presented by **Florian Then**, Partner, McKinsey & Company

- 01** **Keys to Success**
Product innovation, digital prowess, and market shaping are seen as essential for success
- 02** **The Gaps**
Large perceived gaps in Digital & Analytics - but some companies are turning the corner
- 03** **Innovation Revamped**
Executives want to shift innovation to a range of new formats with more external orientation
- 04** **Asia as a Supply Chain Pillar**
Manufacturing in Asia has become mainstream and is expected to grow further



This was followed by exclusive regional and country specific roundtables including Korea, Japan, China, ASEAN, & India where healthcare leaders including Chairs of various local associations like KMDIA, AMDD, CCCMHPIE, MTaI, CII, FICCI etc. shared insights on how their respective countries have dealt with COVID-19 and their key learnings. Additionally, how they were able to create opportunities for themselves through this crisis.



Japan Insights presented by **Kazuya Ogawa**, Chairperson, American Medical Devices and Diagnostics Manufacturers' Association (AMDD), & Chairperson and President, Zimmer Biomet G.K. Interviewed by **Danny Risberg**, President and Representative Director, Baxter Limited, Japan



China Insights presented by **Zhou Hui**, President, CCCMHPIE. Interviewed by **Gaobo Zhou**, Healthcare Partner, Pharmaceuticals and Medical Products Lead, McKinsey & Company

INDIA ROUNDTABLE:

IN COVERSATION WITH LEADERS FROM THE INDIAN HEALTHCARE INDUSTRY: LEAPFROGGING TOWARDS HEALTHCARE 4.0



Speaker

Himanshu Baid

Chairman
CII Medical Technology Division
Managing Director
Poly Medicure



Speaker

Badhri Iyengar

Chairman
FICCI Medical Devices
Committee & Cluster
Managing Director
(SAARC & ASEAN); Smith & Nephew



Speaker

Dr. Om Manchanda

Managing Director
Dr Lal PathLabs



Speaker

Anish Bafna

Chief Executive Officer &
Managing Director
Healthium



Speaker

Pavan Choudary

Director General
MTal
Chief Executive Officer &
Managing Director
Vygon India



Speaker

Manoj Madhavan,

Co-Chairman
AMCHAM Health
Services Committee
Managing Director
Boston Scientific India



Moderator

Dr. Chirag Adatia

Partner
McKinsey & Company

The panelists included **Manoj Madhavan**, Managing Director, Boston Scientific India, **Badhri Iyengar**, Cluster Managing Director - (SAARC & ASEAN); Smith & Nephew, **Anish Bafna**, Chief Executive Officer & Managing Director, Healthium, **Pavan Choudary**, Chief Executive Officer & Managing Director, Vygon India, **Himanshu Baid**, Managing Director, Poly Medicure, **Dr. K. Hari Prasad M.D.**, Group President – Hospitals, Apollo Hospitals Enterprise, **Dr Om Manchanda**, Managing Director, and was Moderated by **Dr Chirag Adatia**, Partner, McKinsey & Company.

Leapfrogging Towards Healthcare 4.0

Within the Regional Insights track, as part of country focus, India was featured through a roundtable discussion with Healthcare Leaders of India – “Leapfrogging Towards Healthcare 4.0”. This panel comprised of leaders from the entire healthcare value chain, including Hospitals, MedTech & Diagnostics. The discussion revolved around how digital transformation

is driving access and affordability in healthcare, especially from a post-COVID scenario, given evolving behaviors of clinicians and patients. The deliberations also included understanding the impact of COVID-19 for each of the key stakeholders across the care continuum, the longer-term implications and impact of healthcare, and how companies are seeing recovery pan out.



ASEAN ROUNDTABLE: AGILITY ESSENTIAL FOR DRIVING MEDICAL TECHNOLOGY GROWTH INDONESIA, MALAYSIA, MYANMAR, PHILIPPINES, SINGAPORE, VIETNAM



Speaker

Reswita D. Gisriani

Chair of Cluster 1 Market Access Council, Medtronic

Head of Market Access, Government Affairs, and Partnership Indonesia Malaysia, Medtronic

Head of Strategic Formulation Body, Gakeslab Indonesia Association



Speaker

Christophe Marque

Chairman Association of Malaysian Medical Industries (AMMI)



Speaker

Torben Minko

Managing Director B. Braun Vietnam
Board Member EuroCham Vietnam



Speaker

Ankur Pandey

Vice President, Healthcare DKSH Myanmar Ltd.



Speaker

Lih Chyun Yeong

Managing Director B. Braun Philippines
President of Healthcare Technology Association of the Philippines (HTAP)



Speaker

Hans Vriens

Managing Partner Vriens & Partners



Moderator

Zarif Munir

Managing Director & Senior Partner Boston Consulting Group, Malaysia



Hans Vriens, Managing Partner, Vriens & Partners, **Reswita D. Gisriani**, Chair of Cluster 1 Market Access Council & Head of Market Access, Government Affairs, and Partnership Indonesia & Malaysia, Medtronic, **Ankur Pandey**, Vice President, Healthcare, DKSH Myanmar, **Lih Chyun Yeong**, Managing Director, B. Braun Philippines, **Zarif Munir**, Managing Director & Senior Partner, Boston Consulting Group, **Tobren Minko**, Managing Director, B. Braun Vietnam, and **Christophe Marque**, Chairman, AMMI.

Asean Roundtable: Agility Essential for Driving Medical Technology Growth

As we continue to combat the effects of COVID-19, we see the countries who have worked with agility and adaptability bounce back the strongest. This panel focused on three major ideas; Regulatory Reforms, Private Sector Growth, and Capabilities Building, based on the overarching theme of agility.

Many countries, such as Vietnam, were quick to act when COVID-19 first broke out: locking down entire cities, temporarily shutting down businesses, closing borders, etc. Companies, associations, and governing bodies were tasked with the responsibility to collaborate and manage the rapidly spreading virus. The success of containment relied on the willingness of the government to work with leaders in the MedTech industry.

This industry worked with agility to ensure fast-track approval for the necessary resources and innovations needed to contain and fight against COVID-19 in Vietnam – as with many other countries across the region.



Korea Insights presented by **Kyungkook Lee**, Chairman, KMDIA



Virginie Barbot, Head of SEA, Market Technology, Nasdaq, & **Sujay Mashru**, Vice President & Managing Director, Asia Pacific & Japan, LivaNova

We explored how different stakeholders from across the healthcare ecosystem came together to address the new and rapidly changing COVID-19 catalysed environment; companies are working together to treat patients in this 'new normal'. Regional thought-leaders shared their perspectives on the hospital of the future; the digitalisation of healthcare and its impact on the critical areas of patient access and strengthening systems; and challenges and opportunities in the use of data in optimising operations and adding value in healthcare.





Julien Callard, Managing Director, Retail & Health, AXA Insurance, **Anupam Sahay**, Managing Director & Senior Partner, BCG, & **Melisa Teoh**, General Manager, MyDoc

Keynote: Hardwiring Agility into your Attitude

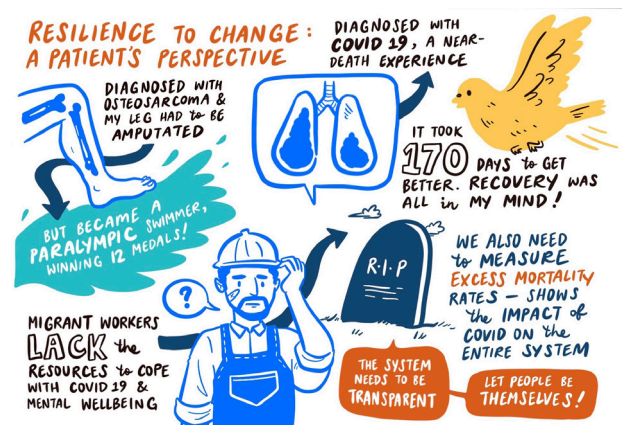
Dr Preetha Reddy, Vice Chairperson, Apollo Hospitals Enterprise Limited & President NATHEALTH, delivered a Keynote Address on the theme “Hardwiring Agility Into Your Attitude”, in which she alluded on how this pandemic catalysed an imperative and urgency to weave in an all-new agility into healthcare, which must redefine accessibility, affordability and accountability of care delivery. She further emphasized on the need for hardwiring a culture of collaboration and commitment to harness emerging technologies which will enable healthcare to bridge gaps in infrastructure and resources. Beyond COVID-19, she stressed on how equal prioritization needs to be given to innovations to manage the growing prevalence of NCDs, and how having a healthy population is the smartest way to beat the disease, which is where MedTech will play an important role, be it medical devices, in vitro diagnostics or digital health solutions, as creative models across the value chain must evolve to meet the needs of discerning populations.



Dr. Preetha Reddy, Vice Chairperson, Apollo Hospitals Enterprise Limited, & President, NatHealth

Resilience to Change: A Patient's Perspective

One of the highlights of the Virtual Forum was the panel “Resilience to Change: A Patient's Perspective”, featuring Marc Woods, Jeremy Lim, and Eugene Chow. The individual stories highlighted the importance of caring about their mental health over physical care. Jeremy Lim, who is a volunteer caretaker for migrant workers with COVID-19 here in Singapore, talked about mental health. “It's very common to overlook the often devastating mental health consequences [of physical illness]”. Overall, the panel strongly agreed that the reality of mental strain when battling a physical illness or disease is often forgotten, and moving forward, healthcare workers must prioritize treating both the body and the mind of their patients.



Reshaping the Hospital of the Future

What might hospital care look like globally 5-10 years from now? As both COVID-19 and the acceleration of telemedicine have progressed throughout 2020, the future of healthcare is in question. This session encompasses many of the innovations of the MedTech industry (telehealth, remote monitoring, digital therapeutics, etc.) and discusses how these innovations may be implemented within healthcare institutions in the near future.

Several macro trends could have significant implications for how hospitals of the future are staffed, sized, and designed. Demographic and economic trends, coupled with advancing technologies and growing consumerism, are allowing more health care services to take place in outpatient settings and in the home. Although some types of patients—complex cases and the very ill—likely will still require inpatient hospital care.

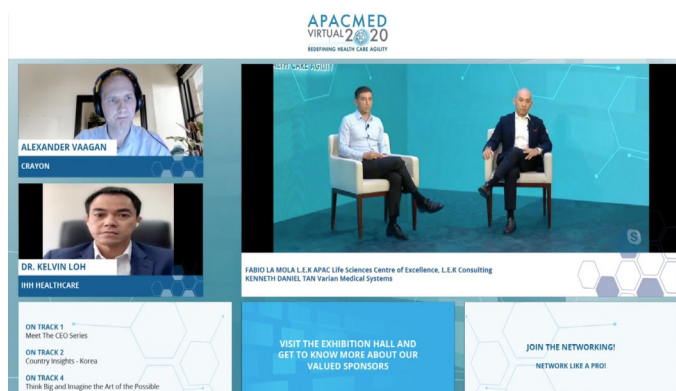
Around the world, health care leaders should consider how to address these trends by planning for appropriate investments in people, processes, and premises enabled by digital technologies.

The digital hospital of the future can leverage technologies that transform care delivery, patient experience, staff management, operations management, and hospital design via means of personal and portable care; cloud-based, interoperable electronic health records; and simplifying admission, discharge, and other processes.

The Role of Digitalization in Improving Access to Care

Digital Technology is key in improving access to healthcare. Especially under lockdowns due to the coronavirus pandemic, digital health allows providers to continuously deliver services to their patients.

Chang Liu, Managing Director of Access Health international; Elisabeth Staudinger, President of Siemens Healthineers Asia-Pacific; and Julie Tay, Senior Vice President and Managing Director of Align Technology, Asia Pacific, participated in this session. According to Liu, while access to health is most readily thought of as the timeliness of delivery, healthcare providers should also think



Kenneth Daniel Tan, President, Asia Pacific & Japan, Varian Medical Systems, **Dr. Kelvin Loh**, Managing Director & CEO, IHH Healthcare, **Alexander Vagaan**, Chief Data Scientist, Crayon, & **Fabio La Mola**, Partner, Global Healthcare Sector Co-Head, Executive Director L.E.K APAC Life Sciences Centre of Excellence, L.E.K Consulting



about how they can leverage digital technology to improve coverage as well, boosting affordability and medical security for more people.

On top of that, the quality and standard of care delivered should also be of high quality, assuring patients of the best possible health outcomes.

The Acceleration of Digital Care

The Digital Health Solutions track was a virtual road trip on the digital innovations we saw rolled out in 2020, and what we will continue to see moving forward, be it; Augmented reality, 3D, Digital Therapeutics, Remote Monitoring, or Telehealth. This track exemplified the importance of digitalising healthcare, and demonstrated that the progress has already begun. Digitalisation is inevitable.

Remote Monitoring

“The reason remote monitoring first came about was the movement to try to bring healthcare out of the hospital and into the home, what with hospitals in mature markets being high cost healthcare settings, particularly for chronic disease patients,” according to Justin Leong, President of ResMed’s Asian & Latin America Markets.

While remote patient monitoring has been around for years, COVID-19 led to the dramatic increase in usage over the last year. Considering the problems caused by the pandemic – burdened hospitals and the increased risk of infection during face-to-face appointments– remote monitoring or virtual care became an important part of the COVID response. Tracking patients’ health in their homes via remote monitoring-type equipment has a variety of benefits. Such as the ability for patients to share their information and health status with their providers or clinicians with more ease.

Virtual Reality Brings Medical Education to a Whole New Level: Demo



Featuring **Georga Longhurst**, Lecturer in Anatomical Sciences – St. George’s, University of London



Andrew Frye, Senior Vice President & President, APAC, Baxter Healthcare, **Joe De Vivo**, President, Hospitals & Health Systems, Teladoc, **Amkidit Afable**, Vice President, Strategy & Innovation, Zuellig Pharma, & **Glenn Snyder**, Medical Technology Segment Leader, Deloitte

Telehealth: The Digitalization of Care

The COVID-19 pandemic has created a shift in the conduct of healthcare, particularly in the use of digital technology in enabling virtual experiences for both physicians and patients.

Prior to the pandemic, the virtual care industry has been on the fringes of healthcare, according to Joe DeVivo, President of Hospitals and Health Systems at Teladoc Health, a multinational telemedicine and virtual healthcare company based in the US.

The current situation emphasizes why telehealth should be part of everyday healthcare. DeVivo stresses how telemedicine is getting a significant level of adoption as well as global dialogue around how and when to make such an approach permanent.

This sentiment was supported by Andrew Frye, Senior Vice President for Asia Pacific at Baxter Healthcare. “When we see opportunities for virtual health or home health, it really changes the way people can live,” he says.

Amkidit Afable, Vice President of Strategy and Innovation at Zuellig Pharma, completed the discussion by mentioning three elements that are critical for virtual care to succeed: accessibility, seamlessness, and security.



"The digital aspects [of AI] are fantastic. I hope they allow us to share our humanity more broadly,"

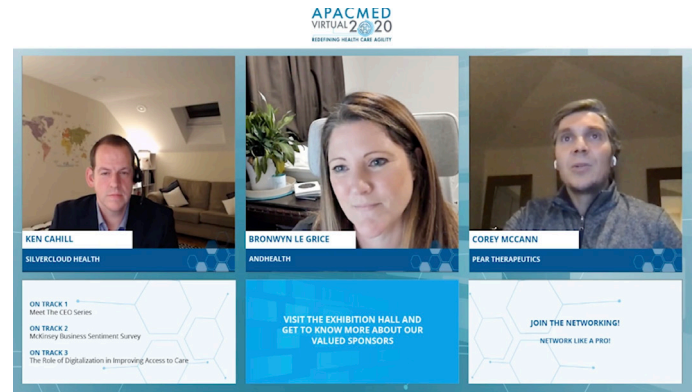
Ashraf Hanna, CEO, Verily

The Role of Big Data & AI

Healthcare is amassing bigger and richer data, and analytics and artificial intelligence (AI) are stepping in to make the most of them with the goal of improving patient care. Lots of innovation has been happening in healthcare, which is everything from better nutrition to improved sleeping to less invasive cardiac surgery, and Verily CEO Ashraf Hanna believes there is still more to come.

"I think the area where [technology] can help really make a big difference is tying those [innovations] together and also being able to tie our behaviors and our interventions to outcomes", Hanna says.

All these things are very difficult to do today, he acknowledges, but the right sensors with an ability to handle the data could allow us to do those in the very near future. Hanna is optimistic about the future of digital health and big data. He views the use of digital health and big data as a means to avoid test repetition and as a platform to monitor data and flag for irregularities.



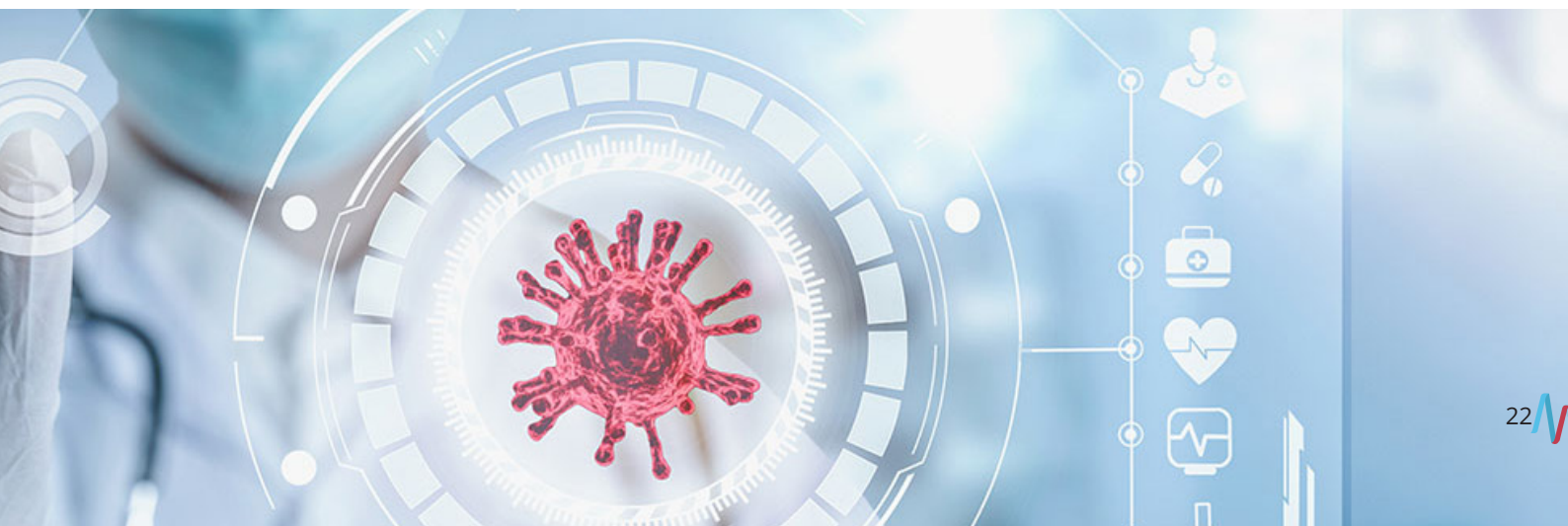
Ken Cahill, CEO & Co-Founder, SilverCloud Health, Corey McCann, President & CEO, Pear Therapeutics, & Bronwyn Le Grice, CEO, Managing Director & Founder, ANDHealth

Emerging Prescription Digital Therapeutics

The COVID-19 pandemic appears to have quickened the acceptance of prescription digital therapeutics (PDT), or software that helps treat human disease, by clinicians and patients, particularly those suffering from mental health conditions.

Ken Cahill, CEO and Co-Founder of digital mental health platform SilverCloud Health, said that the past 6 months have moved PDT forward from an "if" to a "when" sort of situation. "As a result of COVID-19, things like stigma have been reduced lower and we're seeing more people utilize terms like anxiety," Cahill says, noting how the pandemic has made treatment very difficult but at the same time helped PDT for mental health to move forward.

This sentiment was supported by Corey McCann, President and CEO of Pear Therapeutics, a pioneer in PDT and the first company to receive market authorization for software to treat disease. "This COVID-19 crisis has certainly accelerated the need [for PDT], McCann says. "I think you would have to really bury your head in the sand to not acknowledge the way in which COVID has limited access to care for many of the patients who are affected with mental health conditions."





REGULATORY AGILITY

APACMED
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REDEFINING HEALTH CARE AGILITY

Regulatory Agility & Reliance

Building Confidence in Regulators

The Regulatory Committee track had the honour of welcoming esteemed speakers from around the world: the Therapeutic Goods Administration of Australia, Health Canada, Thai FDA, the Health Sciences Authority of Singapore, the Bill and Melinda Gates Foundation, Roche Diagnostics APAC, the Centre of Regulatory Excellence at the Duke-National University of Singapore Medical School, BrandwoodCKC, the Pharmaceuticals and Medical Devices Agency of Japan.

Our panels discussed the importance of regulatory agility and regulatory reliance. Such importance has been further highlighted by the current pandemic where regulators are required to be more flexible in their approval processes and potentially rely on the decisions made by other regulators to expedite the availability of the much needed health products to contain the pandemic. Confidence building is key in developing robust programs for regulatory agility and reliance. Confidence building should not be limited to the regulators or manufacturers carrying out discussions between themselves, they should also proactively reach out to and be open to work with each other. Open and transparent conversations will serve as solid foundations for building regulatory agility and reliance. Cross-training amongst regulators would also be beneficial for the regulators to better understand the decision-making processes of the other regulators so that decisions made by other regulators can be relied on with confidence.



Arthur Brandwood, Director & Principal Consultant at BrandwoodCKC, has spent more than 30 years in the medical devices sector working across industry, academia and government. His senior government roles have included Director of Device Registrations and Assessment at TGA and he has also served as Chair of the Regulatory expert panel for industry association AusMedtech. Over the past 20 years Arthur has provided expert consulting services to a global clientele ranging from start-ups to top tier multinationals.

As part of our Regulatory Track, Arthur gave the opening presentation to kick start our “Why it is Critical to Build Regulatory Reliance?” session. In his presentation, he discussed the significance of trust and conversation through means such as transparency.

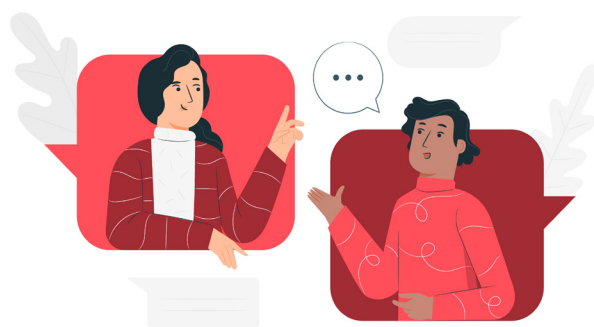
"Digital transformation, or some of the things we are trying to do now, is a team sport."

Andrew Frye, Senior Vice President and President, APAC, Baxter Healthcare



Live Q&A with Regional CEOs

- What is the new normal for your company and do you think it will stick post-pandemic?
- On bringing back patients' confidence, how are your teams working with physicians, hospitals and govt to bring back patients' confidence particularly for elective procedures?
- How do you deploy a technology innovation strategy (technology empowerment) to overcome the cost barrier/cost optimization?
- Do you think the new normal/virtual world will continue post pandemic?
- How do you see the pharmaceutical industry and the medtech industry merging with and propelled by digital transformation?



Public Policy & Market Access

The Public Policy & Market Access track brought together thought-leaders from consumer bodies, government, industry and research to discuss areas critical to policy preparedness for healthcare sustainability. Expert insights were shared on consumer driven policy shaping; value-based healthcare decision making in the MedTech sector; and navigating the changing geo-political climate and upcoming shifts in the supply chain landscape for the MedTech industry.



Leanne Wells, CEO, Consumers Health Forum (Australia)

COVID as a Catalyst: Accelerated Consumer Expectations of 21st Century Healthcare

Leanne Wells, CEO of the Consumers Health Forum (Australia), delivered a compelling keynote presentation: “COVID as a Catalyst: Accelerated Consumer Expectations of 21st Century Healthcare”. This session explored the changing healthcare delivery environment in this new normal; unpacked consumer expectations of post COVID-19 care; and shed insights that will assist industry and policymakers to envision how to better involve consumers in long-term planning and policy shaping in healthcare. She highlighted important insights in the context of COVID-19 as a healthcare disruptor, including the embracing of digital solutions, the primacy of primary healthcare, and the role of consumers as change agents.

Navigating Upcoming Shifts in the Supply Chain Landscape

COVID-driven disruptions to economic activity and rising geo-political tensions have highlighted vulnerabilities in global trade channels, prompting many multinationals to reevaluate their supply chains’ resilience and flexibility. This insightful panel – moderated by Caitlin Asjes, Senior Director, Government and Public Affairs, Greater Asia, Becton Dickinson; and with panelists from Ducker Frontier, Adam Jarczyk, Head of Research, APAC and Pablo Gonzalez Alonso, Head of Research, LATAM – covered several topics relevant to this critical issue, including: what key supply chain challenges multinational companies have faced during the pandemic, whether these issues are permanent or are likely to disappear as the virus subsides, localization of supply chains, and which countries or regions stand to benefit as supply chains are redesigned.



Adam Jarczyk, Head of Research, APAC, Ducker Frontier, **Pablo Gonzalez Alonso**, Head of Research, LATAM, Ducker Frontier, & **Antonio Martinez**, Director, Global Healthcare, Ducker Frontier. Moderated by **Caitlin Asjes**, Senior Director, Government & Public Affairs, Becton Dickinson

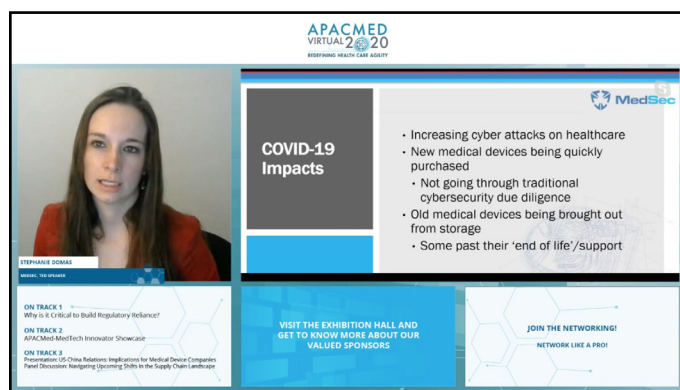
Activating Digital Health

Within the Digital Health Committee track, speakers from all around the globe discussed how to approve and reimburse digital health solutions that are cyber secure and interoperable. Today more than ever the healthcare ecosystem must come together to bring the best solutions to the patients. Optimal regulatory and reimbursement frameworks are urgently needed. They should be specific to digital health, which is intrinsically different from the classical medical devices, and harmonized across the countries. The role of APACMed will be crucial to foster the dialogue among the parties in the near future.



David Koh, CEO, Cyber Security Agency of Singapore & **Jim Sarka**, Vice President & CIO, Business Technology, Asia Pacific, Johnson & Johnson

Mr. David Koh, the Commissioner of Cybersecurity and Chief Executive of the Cyber Security Agency (CSA) of Singapore, reviewed Singapore's strategy on Cybersecurity. As the Commissioner, he has the legal authority to investigate cyber threats and incidents to ensure that essential services are not disrupted in the event of a cyber-attack. Concurrently, he leads Singapore's efforts to provide dedicated and centralised oversight of national cybersecurity functions.



Stephanie Domas, Executive Vice President, MedSec

Stephanie Domas, Executive Vice President of MedSec, a healthcare cybersecurity company exclusively focused on the unique challenges of protecting medical devices, gave an insightful presentation on the Cybersecurity risks, management, and regulations. Her discussion with Jim Sarka, the Chief Information Officer, and Vice President of Business Technology for Johnson & Johnson Medical Devices Asia Pacific, depicted the divergence between security and safety, provided recommendations on cybersecurity traceability metrics, and explained the risk transference amongst HTOs and manufacturers.



APACMED Medtech Innovator Showcase



The Best of the Start-up Ecosystem

The Startups Committee Track provided perspective on the startup ecosystem in Asia Pacific, with insights from MedTech startups and investors.

One of the highlights of the startup session was the APACMed-MedTech Innovator Showcase, where 20 of the best and brightest MedTech startups across Asia Pacific were featured.

The winners of the APACMed-MedTech Innovator Showcase are Healthy Networks, Cartosense and Autoyos.



CARTOSENSE



CARTOSENSE



Endovision



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NETWORKING OPPORTUNITIES



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**MATCHMAKING
360**



**VIRTUAL
DRINKS**

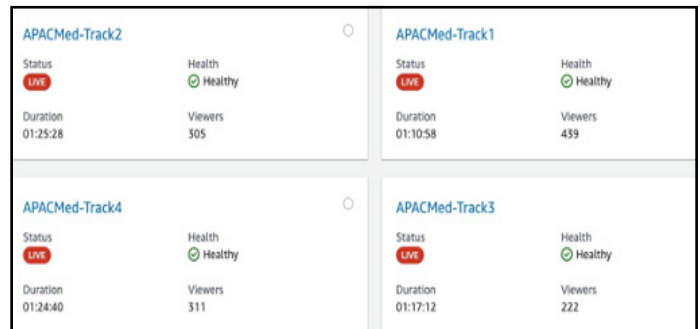
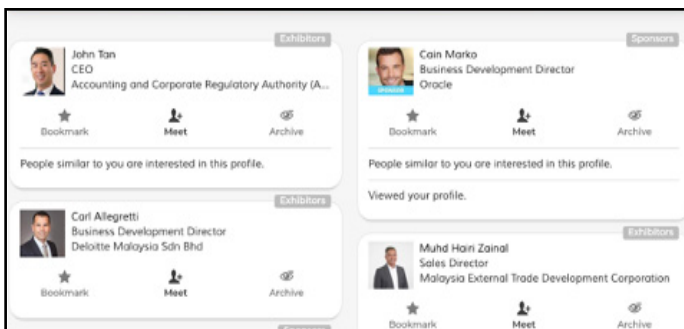
**APACMED
VIRTUAL 2020**
REDEFINING HEALTH CARE AGILITY
24 September 2020

Networking in the New Normal



Being Able to Navigate through the Booths in One Click

As part of our initiative to replicate a traditional in-person conference through our Virtual Forum, we created a virtual exhibition hall that included booths from all our sponsors. Within these booths, attendees had the opportunity to explore what the companies are doing and chat to company representatives via chat boxes.



Being Able to Network with the Matchmaking 360 Platform

Being Able to Track Live the Participation Level

Behind The Scenes: Coordinating 4 Tracks Simultaneously

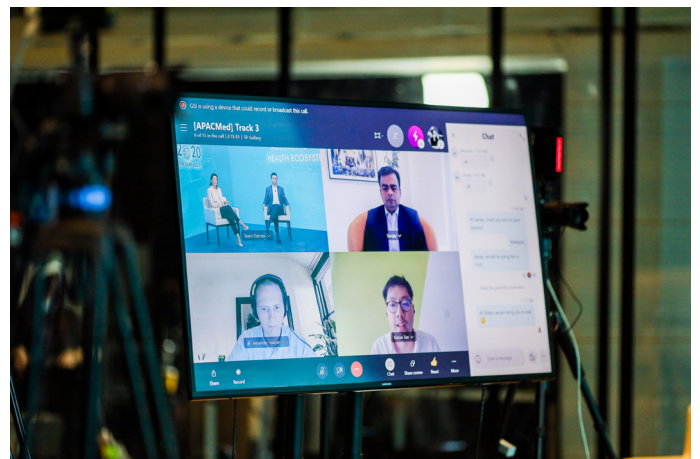
130 speakers from different countries and managing 1450 attendees virtually



Managing Live Speakers in the Studio



Team Decision Time



Coordinating Speakers Live and Remote

THANK YOU

& WE HOPE TO SEE YOU NEXT YEAR

AT

**MEDTECH
FORUM**
ASIA PACIFIC 2021

Acknowledgements



The APACMed Team



Harjit Gill, Chief Executive Officer of APACMed

Sponsors



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The voice of MedTech

The APACMed mission is to improve the standards of care for patients through collaborations among stakeholders to jointly shape the future of healthcare in Asia Pacific.