



Dear Sharlyn,

Welcome to TrailBlazers, our revamped monthly start-up newsletter.

APACMed welcomed 69 new start-up members last year, taking the total to 140 start-up companies spanning across medical devices, diagnostics and digital health. Start-ups now account for more than 50% of our total membership base.

To support and facilitate the growth of our start-up members, we're planning new and exciting partnerships, initiatives and programs to give our start-ups access to key stakeholders in the healthcare ecosystem – including corporates, investors, health systems and public agencies.

We are grateful to all our members and partners who have worked with and supported our start-up community. We look forward to a resilient and prosperous new year together.

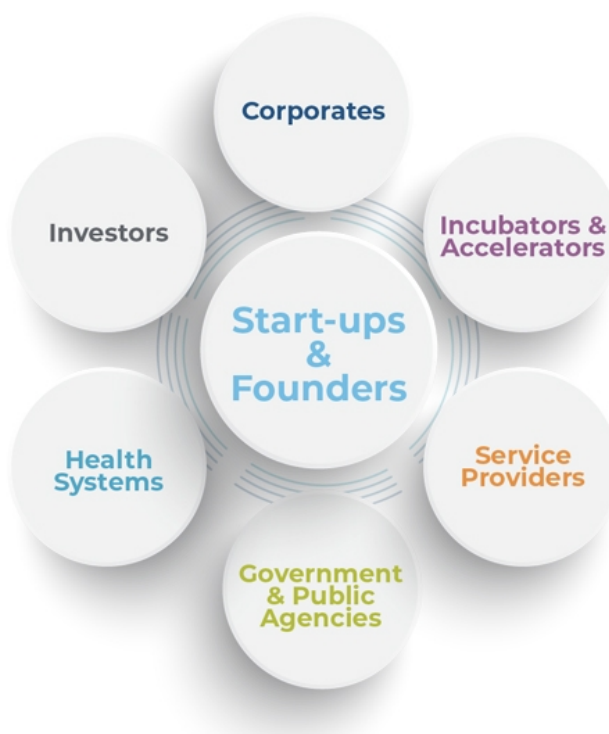
Gabriel Sim

Director, Strategic Partnerships



PARTNERSHIPS & PROGRAMMES

We will be plugging you better into the healthcare ecosystem.



Access to Corporates

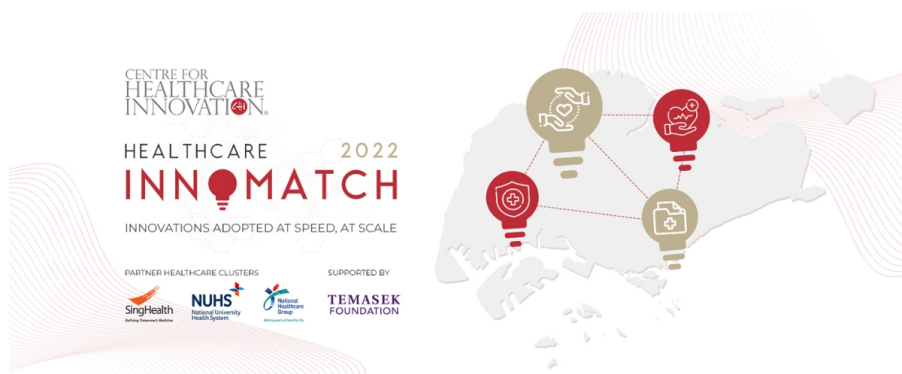
Corporation and start-up collaborations are growing in importance as companies of all sizes try to rapidly respond to shifts in the marketplace. We're partnering individually with our corporates to launch innovation programs that

deepen collaborations with the start-up community. These programs will provide avenues for start-ups to showcase their innovative solutions, build strategic connections and gain high-impact awareness for their product, idea and innovation.



Access to Investors

APACMed will bring you the latest trends and insights in the MedTech sector through the quarterly “**MedTech Venture Hour**”. The event also connects start-ups to potential investors and provides MedTech professionals with a platform to engage and exchange experience on a quarterly basis. Watch out for more information.



Access to Health Systems

APACMed is a collaborating partner of **Healthcare InnoMatch 2022** by CHI and Temasek Foundation, an initiative from the **CHI Start-up Enterprise Link (CHISEL)**. This year's global open call, which officially starts on 7 February, seeks start-ups and SMEs with solutions that can deliver care beyond hospital walls. These near market or market ready solutions should enhance patient care and deliver positive health outcomes that bridge the gap between hospital and home/community; including preventive and predictive care, transition of care, and patient activation for better self-management of care.

Successful start-ups/SMEs will obtain funding support of up to SGD400,000 to test bed their solutions in the healthcare environment, with the support of Singapore's healthcare clusters: **Singapore Health Services (SingHealth)**, **National University Health System**, and **National Healthcare Group**.

Ahead of the website launch on 7 February 2022, please register your interest or send in your queries to: CHISEL@chi.sg



Access to Public Agencies

To enable business-government partnership and engender innovative proposals, APACMed will be partnering with the **Pro-Enterprise Panel (PEP)**, part of the **Ministry of Trade and Industry** Singapore, to host clinic sessions. The PEP serves as a bridge between the private and public sector, facilitating innovation while balancing key considerations of regulators. Together with entrepreneurs, innovators and businesses, PEP hopes to build a more pro-enterprise regulatory environment for businesses in Singapore.

Access to Accelerators

To support the industry's most promising MedTech start-ups from across the region and to help them succeed, APACMed will be partnering with **MedTech Innovator** for the fourth year to present the MedTech Innovator Asia Pacific Accelerator program. Apply now and get a chance

to win up to USD300,000 in non-dilutive cash prizes and in-kind awards. Deadlines have now been extended till 15 February 2022. Apply now at <https://medtechinnovator.org/asia-pacific/>



WELCOME: NEW MEMBERS IN JANUARY 2022

Please join us in welcoming our new start-up members for January 2022.



START-UP SPOTLIGHT

Joye, an APACMed member, recently partnered with Microsoft to offer digital, personalised mental wellbeing through the Microsoft Teams app.

What is Joye?

Inspired by how '10,000 steps' revolutionised physical fitness a decade ago, Joye (<https://joye.ai/>) focusses on weaving mental wellbeing into its users' daily lives, providing the right suggestion at the times when you are feeling down or drained after long meetings. You can measure your joy-level and manage your wellbeing with Joye's Daily Brew or the Stress Busters. Imagine - after a stressful call Joye prompts you to recharge and boost your productivity again! To achieve this, the company has partnered with Microsoft to bring Joye in Microsoft Teams.



Sanjeev Magotra, CEO,
JOYE. AI.

Partnership with Microsoft

Joye analyses a user's work pattern in Teams and delivers timely prompts and suggestions during those critical moments of a typical workday. Now the right care will come to you, when you may need it the most, where you spend 6 - 10 hours of your workday. This will empower every employee in the hybrid workplace - especially when they are lonely, overworked and/or stressed.

With Microsoft Teams being the leading platform for workplace collaboration, Joye is available as an add-on paid application for organisations who subscribe to Microsoft Teams. An organisation can activate Joye for its employees with one-click by the Team's administrator in the Teams app store. The employer and the employees can be assured that Joye is private, encrypted and anonymised, and employee data is not shared with anyone. While the employee manages his/her mental fitness, an anonymised dashboard of employees' daily emotional health is also available. This is much-needed intelligence for the management in the new normal when most of the employees continue to work remotely. In addition to the value for the employee and the employer, this partnership helps Microsoft to add value to their Teams users, and it also helps Joye to reach over 250 million Teams users, globally.

Challenges and Opportunities ahead

One of the biggest disruptions of the pandemic is “hybrid work”. The employee-related policies and solutions are back on the drawing board. HR teams are once again leading the decision-making for the most important resources for any organisation – its people. The opportunity for innovation is ripe: companies seeking new ideas from start-ups to help navigate and manage the hybrid work environment. At Joye, work is done towards realising the vision of bringing joy to the work life and assisting enterprises to better manage the future of work. One way is to dig deeper on relevant B2B models, given the potentially larger business opportunities than the tradition B2C model. This will of course need a different and bottom-up approach to design, GTM, pricing and more. In addition, time and effort to iterate and evaluate strategies. Joye is pleased to have Microsoft as its global partner – which shows how partnerships are a key B2B component of this new age of remote working.

FEATURED CONTENT

Alira Health recently published an in-depth, must-read analysis of the **global surgical robotics landscape**. The full 97-page report has been made available to all APACMed members to download for FREE from our [Member Resource page](#). The report covers adoption dynamics, technology drivers, business models, stakeholders, decision criteria, funding and much more.



For all MedTech players considering a footprint expansion into the United States, check out the four-part guide to US Regulations for Non-US Companies Seeking to Navigate the US Digital Health Market, brought to you by K&L Gates [here](#). The articles provide an overview of the predominant regulatory considerations non-US companies should know if they plan to develop or expand their digital health presence.

UPCOMING EVENTS

To give you a head start, here are some **major APACMed events** for 2022.

- **Feb 2022:** APACMed Annual General Meeting
- **Mar 2022:** Regulatory Reliance Symposium
- **May 2022:** Digital Health Symposium
- **Jun 2022:** GAMA Supply Chain Resilience Symposium
- **Jul 2022:** APACMed Townhall
- **Aug 2022:** China MedTech Forum 2022
- **Sep 2022:** Legal, Ethics & Compliance Summit
- **Sep 2022:** Asia Pacific MedTech Forum 2022



APACMed is also pleased to bring you a new tailored webinar series in 2022 in partnership with Alira Health. Join us for the new **webinar series “Expanding Beyond APAC”** to discuss the strategies, challenges, and best practices of entering new markets and scaling beyond Asia Pacific. The webinar series, which will be held every last Tuesday of the month starting on 22 February 2022, will cover the following topics:

- **Feb 2022:** Capital Raising from US, EU, and UK for Asian MedTech Start-ups
- **Mar 2022:** US, EU, and UK Regulatory Strategies for MedTech Start-ups
- **Apr 2022:** US, EU, and UK Clinical Development for MedTech Start-ups
- **May 2022:** US, EU, and UK Market Access, Reimbursement, Pricing & Health Economics

- **Jun 2022:** Planning a Transaction: Partnering, Licensing, M&A or going public via IPO or SPAC

Stay tuned for the detailed registration information!

NOT YET A MEMBER?

APACMed is a non-profit trade association that represents the medical technology industry across Asia Pacific. We represent more than 260 member companies that develop, manufacture and sell innovative medical devices, diagnostic test and digital health products. [Join us to shape the industry and the future of healthcare in Asia Pacific.](#) Please contact the APACMed Secretariat at info@apacmed.org



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