

WHY YOU SHOULD ATTEND

It is vital that those involved in the clinical development and promotion of new drugs and technologies understand the discipline of health economics and, in particular, economic evaluation and the role it plays in determining access and coverage of new therapies. The objective of this course is to provide a thorough introduction to best practice in health economics. It will help you understand how to integrate economic studies into the development process and communicate appropriately to their customers.

WHO SHOULD ATTEND

This course is suitable for personnel working in Pharmaceutical and Medical Device Industries, who wish to gain an overview of health economics. It will be of particular relevance to medical directors, marketing directors, clinical research managers, business development managers, statisticians, data managers and regulatory affairs personnel, or anyone wanting an introduction to this important topic.

DOCUMENTATION

Delegates will receive a course material folder containing comprehensive documentation which will be a valuable source of reference for the future.

ATTENDANCE LIMITED – EARLY REGISTRATION RECOMMENDED

This limitation, a unique feature of all MANAGEMENT FORUM seminars, will give participants the opportunity for a thorough discussion of the complex issues to be covered by the programme.

Register on-line at
www.management-forum.co.uk
or telephone +44 (0)1483 730071

SPEAKERS

Professor Paul Trueman is Professor of Health Economics and Director of the Health Economics Research Group at Brunel University, London. Paul's main research interests are the application of economic evaluation techniques to healthcare interventions. He has also published several publications examining international trends in reimbursement and coverage. Paul joined Brunel at the start of 2010. Prior to this he spent 5 years as Director of the York Health Economics Consortium at the University of York and 10 years working in the pharmaceutical and medical device industries in positions with responsibility for health economics, health outcomes and reimbursement. Paul is a member of the NICE Technology Appraisal Committee and has contributed to the development of national guidance on cancer, obesity, smoking cessation and physical activity.

Professor John Hutton is Professor of Health Economics in the Department of Health Sciences at the University of York as well as a Project Director at YHEC. John is an experienced health economist who has spent time in academia, the public sector and healthcare consulting. In his current role, John is responsible for leading consulting projects with NHS and pharmaceutical and medical device industry clients. He has published extensively on methods of economic evaluation and on applications in a wide range of disease areas, especially cardiovascular disease and cancer. In addition to this, in his previous position with UBC Health Care Analytics (formerly MEDTAP), John was responsible for leading the development of the original guidelines for manufacturers' submissions to NICE. He is a founding co-editor of Health Economics, and a Non-Executive Director of York Hospitals NHS Foundation Trust.

A Certificate of Attendance for Professional Development will be given to each participant who completes the seminar.

PROGRAMME

▶ Welcome and Introduction

Session 1 – Introduction to Health Economics in Pharmaceutical and Medical Technology Evaluation

▶ Introduction to Economic Evaluation

- Rationale for economic evaluation: scarcity and choice
- Policy environment for economic evaluation
 - UK and beyond

▶ Methods for Economic Evaluation

- Making sense of commonly used terminology
- Introduction to methods for measuring and valuing costs and outcomes
- Best practice/guidelines for economic evaluation

Session 2 – Constructing your Cost Effectiveness Evidence

▶ Sources of Cost and Outcomes Data

▶ Measuring Resource Use and Costs

▶ Measuring Outcomes

- Clinical effectiveness
- Patient Reported Outcome Measures (PROMs)
- Quality Adjusted Life Years

▶ Presenting your Findings

- Incremental cost effectiveness ratios
- Sensitivity analyses

Session 3 – Economic Evaluation in Practice

- ▶ Economic Evaluation and Health Technology Assessment (HTA)
- ▶ Economic Evaluation and Pricing/Reimbursement
- ▶ Economic Evaluation at a Commissioning level
- ▶ Cost Effectiveness vs Affordability
- ▶ Future Directions: Conditional Coverage, Risk Sharing and Patient Access Schemes

Workshop Sessions will take place throughout the day.