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# Health Economics for Non-Health-Economists

By:

## Lieven Annemans



- Europe's most entertaining health economics expert
- A unique profile: an academic professor, consultant and former pharma executive
- Sought-after advisor and educator to health policy makers and pharma companies
- Highly respected for his vast international and cross-therapeutic experience
- Author of *Health economics for non-economists* (Academia Press)

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### By attending this course, you will:

1. Learn about the **language**, key **principles and methods** of health economic evaluations.
2. Know how to **interpret the results of health economic evaluations**.
3. Learn to **integrate health economic evaluations** in product development, pre-marketing and post launch.
4. Gain insight into the **perspective of decision makers**.
5. Ensure **alignment of health economics with marketing strategies**.
6. Understand and avoid **the pitfalls** of health economic evaluations.
7. Gain expert insight and advice from Lieven Annemans who conducted health economic evaluations in over 20 countries across a wide spectrum of therapeutic areas.

### What sets this course apart?

- The expert: Our expert-trainer, Prof. Lieven Annemans, not only has a wide international experience in health economic evaluations (over 200 completed projects with over 30 different pharmaceutical or medical device companies) but also built a very strong reputation within the international pharmaco-economic community

as a high-impact trainer. Throughout his career, Lieven has worked in pharmaceutical companies, in health care policy environments, in consultancy and in academic positions.

- The content: This course not only provides you with an explanation of concepts and methods. More importantly, it discusses the integration of health economic evaluation in clinical development and brand marketing plans (with practical examples), as well as the perspective of the decision maker, including examples of successful applications of health economic evaluations.

## Who should attend?

As the course title suggests, this course is designed for non-health-economists.

As pharma companies are facing ever-increasing hurdles to optimize market access for their brands, all managers in product development and marketing should attend such course so that they can contribute to a successful integration of health economic evaluations into clinical and brand plans.

## Course agenda

The course starts on day 1 at 09:30h with a welcome coffee and ends on day 2 at 16:30h.

### Day 1

- **Welcome & General Introduction**
- **Health Economic Evaluations: Why – What – How**
  - Why health economic evaluations
  - Why health economic evaluations receive increasing attention in marketing messages
  - Key definitions & terminology: talking the same language
  - From value proposition to cost-effectiveness
  - Main methods of health economic evaluations

*Exercise on QALYs*

- **Health Economic Modelling – Commonly Used Models**
  - Back of the envelope models
  - Simple decision trees (+ examples)
  - Markov models (+ examples)

*Exercise on decision tree model*

- **Issues in Analysing Costs and Savings**
  - The perspective of the study (e.g. building in absenteeism in the value message?)
  - The study setting: hospital-based drugs and ambulatory drugs require different approaches!
  - How to deal with current benefits versus benefits in the far future?
  - Budget impact implications: state-of-the-art

*Exercise on budget impact*

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- **Guidelines for the Conduct and Reporting of Health Economic Evaluation**

- What distinguishes a good from a bad health economic evaluation?
- What can one do to increase the credibility of health economic messages in the value message?
- A 10-item checklist for a good health economic paper

*Exercise on guidelines: how to distinguish a good health economic paper from a poor quality paper*

## GROUP DINNER

## Day 2

- **Prospective Health Economic Evaluations**

- Aligning health economic data with clinical data
- Conflicts of interest between the clinical and the health economic perspective
- Practical steps for prospective health economic studies

- **Use of Health Economic Evaluations in Different Countries**

- The large differences in payer expectations
- Methodological challenges: from very simple messages to high tech requirements
- Pitfalls of health economic evaluations: why some messages fail to have an impact

*Exercise on priority setting*

- **Implementing Health Economic Evaluation in Pre- and Post-launch Phases**

- Pre-marketing
  - Developing a value dossier
  - Organisation and process within HQ and affiliates
  - Where to get the data?
  - The cost-effectiveness of cost-effectiveness studies
- Post-launch
  - How to prepare for a second assessment

- **Final Exercise:** Developing an inventory of information needs for a typical health economic dossier.

- **Final Discussion and Close**

## Learning methodology

Prof. Lieven Annemans is very experienced in leading interactive sessions and will actively engage participants in discussions. In addition, two exercises will be used to help bringing theory into practice.

## Meet the expert: Lieven Annemans PhD, MSc

Lieven Annemans is a Full Professor of Health Economics at Ghent University and Brussels University. He is Past-President of ISPOR, the International Society for Pharmacoeconomics and Outcomes Research, chairman of the Flemish Health Council (advising the Minister of Health), and external expert to the Belgian HTA body “KCE”. He has experience in health economic evaluations of pharmaceutical drugs, medical devices and preventive health actions in various medical areas, and conducted studies in over 20 countries. He is currently also active as an independent consultant in health economics and prior to his professorship he has also worked in the pharma industry.

His main interests are epidemiological models, early new technology assessment, retrospective/ prospective health economic evaluations, and physician payment systems. He has published over 100 papers in peer-reviewed journals, presented over 250 posters/papers at conferences and has given over 300 lectures and trainings on health economic evaluation. He is the author of the book “Health economics for non-economists: an introduction to the principles, methods and pitfalls of health economic evaluations” ([info@academiapress.be](mailto:info@academiapress.be)).

## Dates

16-17 November 2010

## Venue & Accommodation

This course takes place at the Sheraton Airport Hotel & Conference Center, which is situated opposite Brussels National Airport, literally at 2 minutes’ walking distance from the arrival hall.

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Brussels National Airport  
1930 Zaventem  
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We have secured preferential room rates at this four-star hotel for our delegates. Registering three weeks or more prior to the course will secure your room at a preferential rate. Upon your registration, C.E.L. for pharma will send you a Hotel Accommodation Sheet to complete and send back. Do not hesitate to contact Marie Stricklesse, Programme Coordinator, if you need assistance in this matter ([marie.stricklesse@celforpharma.com](mailto:marie.stricklesse@celforpharma.com) ; tel +32 (0)2 709 22 41).

## Registration fee

	Price*
<b>16 – 17 November 2010 Course (HEC-04)</b>	
▪ Registration before 1 October 2010	€2.450
▪ Registration after 1 October 2010	€2.850

\* (VAT excl.)

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