



C.E.L. for pharma  
CENTRE FOR EXECUTIVE LEADERSHIP

# Health Economics for Non-Health-Economists



Understand the terminology, tools, models and argumentation used in health economic evaluation articles – Learn to distinguish good from bad ones – Know how to integrate HECON studies into clinical & marketing plans – Learn how to use HECON evaluations towards healthcare payers.



## Prof. Dr. Lieven Annemans

- Europe's most entertaining health economics and HTA expert.
- A unique profile: an academic professor, past-president ISPOR, 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, 2008).

## 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 Prof. Dr. Lieven Annemans who has conducted health economic evaluations in over 20 countries across a wide spectrum of therapeutic areas.

## Why You Should Attend

**The Content:** This health economics course not only provides you with an explanation of concepts and methods, it also discusses the integration of health economic evaluations 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.

**The Expert:** Prof. Dr. 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 Health Economics for Non-Health-Economists course is the only available public training course delivered by Prof. Lieven Annemans on the topic of health economics.*

## Who Should Attend

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

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

Furthermore, while most of the examples and exercises discussed in this course are about pharmaceuticals, this course is equally relevant to, and has always been highly valued by, executives from the medical devices industry.

## Agenda Day 1

### 10:00 Welcome & General Introduction

### 10:30 Health Economic Evaluations: Why and How

- Why health economic evaluations receive increasing attention
- Key definitions & terminology: talking the same language
- Key principles of health economic evaluations

11:45 Coffee Break

### 12:00 Health Economic Modelling – Commonly Used Models

- Simple decision trees (+ real examples)
- Markov models (+ real examples)

13:15 Lunch

### 14:00 Cost Analysis and Budget Impact Analysis. Key Principles

- The perspective of the study (e.g. building in absenteeism in the value message?)
- How to deal with current benefits versus benefits in the far future?
- Budget impact implications: state-of-the-art
- Exercise on budget impact

15:15 Coffee Break

### 15:30 Guidelines for Health Economic Evaluations

- 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
- Break out session: how to distinguish a good health economic paper from a poor quality paper

17:30 Close

**Group Dinner**

## Agenda Day 2

### 09:00 Solution to the Exercise on Guidelines

### 09:45 Prospective Research for Health Economic Evaluations

- Aligning the collection of health economic data and clinical data
- Conflicts between the clinical and the health economic perspective
- Practical steps for prospective health economic studies
- Issues with integrating clinical data in health economic evaluations

10:45 Coffee Break

### 11:00 Use of Health Economic Evaluations in Price & Reimbursement Decision Making

- The large differences in payer expectations
- Communication challenge: from very simple messages to high tech requirements
- Pitfalls of health economic evaluations: why some messages fail
- The secrets behind the QALY

12:30 Lunch

### 13:15 Health Economic Evaluation in a Pharmaceutical Drug's Life Cycle

- Role of early economic models
- Organisation and process within HQ and affiliates
- Post-launch and the use of real world data

14:45 Coffee Break

### 15:00 Breakout Session: Developing Together a Health Economic Strategy

### 16:00 Final Discussion

### 16:15 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 bring theory into practice.

*One of the most valuable aspects of attending any C.E.L.forpharma course is not only being able to have your specific questions answered by a leading expert, but also having the opportunity to share experiences and have in-depth discussions with your international peers.*

## How To Register

- 1.) Check our website ([www.celforpharma.com](http://www.celforpharma.com)) for the most recent course dates and fees.
- 2.) Click "Register Now" & fill out the registration form with your personal and company (invoicing) details.

*If applicable please add your company's VAT number. We will include this on your invoice, which is needed for your company to reclaim VAT.*

- 3.) Choose a payment method.
  - a. If you select "Pay by credit card" we will email you a pro forma invoice and secure payment link.
  - b. If you select "Pay by bank transfer" we will email you a pro forma invoice for you to process through your company's payment system.

- 4.) Click [Confirm Registration >](#)

You will receive an automatic confirmation email shortly followed by a personal email with your pro forma invoice and further payment instructions.

## Included in the Registration Fee

- Course Material (Digital & Print Versions)
- Coffee, Tea & Refreshments During the Course
- Lunch During the Course
- A Group Dinner on the First Day
- Certificate of Attendance Signed by the Expert

## Have Any Questions?



Contact Annelies Swaan for general enquiries, group discounts, and more info.

**email:** [annelies.swaan@celforpharma.com](mailto:annelies.swaan@celforpharma.com)

**call:** +32 (0)2 709 01 42



*Lieven is an excellent teacher, both engaging and energetic. The course content is easy to understand and the balance between lectures and workshops works very well. I highly recommend it.*

### Allergan

Rishi Rattan, Director, International Market Access - Ophthalmology  
United Kingdom - September 2016



*This training is a must-have eye-opener for anyone in the industry who does not directly deal with reimbursement of medicines. Lieven Annemans gives a solid and balanced view on this important shift in healthcare economics, impeccably supported by the C.E.L.forpharma team. Thanks!*

### AbbVie

Laurence Leclercq, Government Affairs Manager  
Belgium - June 2016



*While Lieven is a true health economics expert, he is also capable of explaining this specialized topic in simple wordings - I don't feel like a dummy anymore!*

### Shire

Joy Müller, Medical Affairs Manager  
Belgium - September 2016