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COMPETENCIES IN
YOUR FUNCTION

LEARN from Pharma's
international top experts

Lieven Annemans

Health Economics for Non-Health-Economists

LEARN from interacting
with your industry peers



The HE course was absolutely excellent, pitched at the right level and helped me understand (and demystify!) this topic! There is an excellent balance between theory and practices with tangible real-life examples/illustrations. The trainer was excellent, showed huge expertise and was engaging! I strongly recommend this course!"

Vertex Pharmaceuticals

Celine Ladure

International Marketing Director

United Kingdom



Health Economics for Non-Health-Economists

Learn

- The full meaning of QALYs and ICERs, and how to calculate them.
- Commonly used health economic modelling techniques.
- Key principles of cost analysis and budget impact analysis.
- The 10 guidelines for conducting and reporting health economic evaluations.
- How to assess peer reviewed health economic articles.
- How health economic evaluations are integrated in clinical trial programmes.
- The use of health economic evaluations in pricing & reimbursement decision making.
- The importance of health economic evaluations along the innovation life cycle.



The Expert

Lieven Annemans

- ➔ Prof. Dr. Lieven Annemans has participated in more than 400 health economic evaluations in over 20 countries across a wide spectrum of therapeutic areas. He has also been involved as an expert in a large number of Health Technology Assessments (HTAs) and is actively involved in HTA on a European level.
- ➔ A unique profile: academic professor, past-president of ISPOR, advisor to policy makers, trainer and consultant.
- ➔ Highly respected for his vast international and cross-therapeutic experience, Lieven is a much sought-after advisor and educator to health policy makers and the innovative healthcare industry.
- ➔ Author of *Health economics for non-economists* (Pelckmans Pro, 2018).

Dates & Locations

15-16 December 2022 (Brussels) 14-15 December 2023 (Brussels)
28-29 March 2023 (Brussels)

Visit www.celforpharma.com for registration fees and updates.

Additional Benefits

- Participating in the 2-day face-to-face course with Prof. Dr. Lieven Annemans gives you the opportunity to discuss your own projects/issues with him during the breaks.
- The face-to-face classroom training enforces learning from your industry peers: The exchange of experiences and ideas, as well as the discussions about issues you face in your function, are very intense. The Q&A sessions are very rich and you will have many opportunities for conversations with your peers outside the formal agenda.

What Participants Say About This Course



This training is a MUST for any professional new to the pharma sector. The big picture and key principles of Health Economics are presented in a comprehensive manner and are accompanied with many actionable insights."

Janssen

Jonathan Dicker

Manager Global Pricing Analytics
Belgium (December 2021)



Very comprehensive, yet practical and quick, introductory course into HEOR. Lieven is a knowledgeable, clear talker, enthusiastic about his field. Mixed audience in level of experience and companies, very nice. Thanks for everything, I enjoyed the training - it was very useful, nice and well organised."

Astellas

Olga Wedemeier

Sr. Medical Director BeNeLux
The Netherlands (June 2022)



This training is a must for non-HE who want to develop further in HE."

GSK

Raymond Kienhuis
Field Market Access
Manager

The Netherlands
(June 2022)

Agenda

Day 1

10:00 Welcome & General Introduction

10:30 Health Economic Evaluations: Why and How

- Why health economic evaluations receive increasing attention
- Key principles of health economic evaluations
 - QALY: The maths – examples
 - Balancing costs vs. health effect
 - The Incremental Cost-Effectiveness Ratio (ICER) and its thresholds
 - Health economic evaluations vs. Health Technology Assessment (HTA)

11:45 Coffee Break

12:00 Health Economic Modelling – Commonly Used Models

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

13:15 Lunch Break

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

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

15:30 Coffee Break

15:45 Prospective Research for Health Economic Evaluations

- Conflicts between the clinical and the health economic perspective
- Practical steps for prospective health economic studies
- Break-out session: “To HE or not to HE?”
- Issues with integrating clinical data in health economic evaluations

17:00 Close Day 1

Group Dinner

Day 2

09:00 Recap of Day 1 through Exercises on QALYs & ICERs

09:45 Guidelines for Health Economic Evaluations

- What distinguishes a good from a bad health economic evaluation?
- A 10-item checklist for a good health economic paper
- How to increase the credibility of health economic messages in the value message?
- Break-out session: How to distinguish a good health economic paper from a poor quality paper

10:30 Coffee Break

10:45 Guidelines for Health Economic Evaluations (continued)

12:30 Lunch Break

13:15 Use of Health Economic Evaluations in Price & Reimbursement Decision Making

- What is true innovation – the payer perspective
- The secrets behind the QALY
- The role of medical need
- The role of budget impact

14:30 Health Economic Evaluation in a Pharmaceutical Drug’s Life Cycle

- The importance of early economic models
- Organisation and processes within HQ and affiliates
- Post-launch and the use of real world data

15:00 Break-Out Session: Developing Together a Health Economic Strategy

Coffee Break will be served during break-out session

16:00 Final Discussion

16:15 End of Course

Registration Form

Complete the below form and email to aswaan@celforpharma.com or fax to +32 2 721 13 82 or go to www.celforpharma.com and complete the online registration form.



Questions?

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Course(s)

Course Title
Course Date(s)

Registration Fee

Visit our website www.celforpharma.com for information about the early bird fee and full fee, group discounts, etc.

Participant Details

Title Email
First Name Mobile Number
Last Name Country of Work
Job Title

Company Details

Company Name
VAT Number
Invoicing Address:
Street Address
City/Province
Postcode
Country

Payment

Payment Method Bank Transfer (+3%) Credit Card
PO Number (optional)

Confirm Registration

In order to complete the registration, please tick the following box(es):

- I, the participant(s), have read and accept CELforPharma's Transfer & Cancellation Policy (www.celforpharma.com/transfer-cancellation-policy) and Privacy Policy (www.celforpharma.com/we-value-your-privacy)
- I accept that CELforPharma regularly sends me information by email on topics discussed within their website (www.celforpharma.com) and relevant to my function, under the condition that I can unsubscribe at any time. I accept that relevant personal details are stored in a database for that purpose, as per CELforPharma's Privacy Policy (www.celforpharma.com/we-value-your-privacy), of which I accept the terms.