Lieven Annemans
Health Economics for Non-Health-Economists

LEARN from interacting with your industry peers

“A very pragmatic and well-paced de-mystification of the ‘Dark Arts’ of Health Economics, providing a good balance of why and how, + some clear tools and techniques to apply.”

Sanofi
Faye Dack
Head of Value and Access and New Product Planning
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

Prof. Dr. Lieven Annemans

- The full meaning of QALYs and ICERs, and how to calculate them.
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- Key principles of cost analysis and budget impact analysis.
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- How to assess peer reviewed health economic articles.
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- The importance of health economic evaluations along the innovation life cycle.

Dates & Locations

- 8-9 October 2019, Brussels
- 17-18 December 2019, Brussels
- 10-11 March 2020, Brussels
- 3-4 June 2020, Brussels

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

Additional Benefits

- Face-to-face training by Prof. Dr. Lieven Annemans combines very productive learning with great fun!
- Exchange experiences and discuss issues with your peers from other companies, functions, therapy areas and countries.

What Participants Say About This Course

- One of the best courses I've attended this decade.”
  Roche
  Frank Sima
  Business Development & Market Access Manager
  Austria (September 2018)

- If you work in a pharma company, you need to learn about this topic, otherwise you are not ready to cross-function.”
  AstraZeneca
  Mohamed Aseed
  Sr. Clinical Research Manager
  United Arab Emirates
  (September 2018)

- Very useful training to get a good sense of HE modelling and strategy. I feel more confident to read HE papers and challenge my HEOR colleagues!”
  Lundbeck
  Alice Rouleau
  Senior Epidemiology Research Manager
  France (March 2018)
<table>
<thead>
<tr>
<th>Time</th>
<th>Day 1</th>
<th>Day 2</th>
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<tbody>
<tr>
<td>10:00</td>
<td>Welcome &amp; General Introduction</td>
<td>08:30 Guidelines for Health Economic Evaluations</td>
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<tr>
<td>10:30</td>
<td>Health Economic Evaluations: Why and How</td>
<td>• What distinguishes a good from a bad health economic evaluation?</td>
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<td>• Why health economic evaluations receive increasing attention</td>
<td>• What can one do to increase the credibility of health economic messages in the value message?</td>
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<td>• Key definitions &amp; terminology: talking the same language</td>
<td>• A 10-item checklist for a good health economic paper</td>
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<td>• Key principles of health economic evaluations</td>
<td>• Break out session: how to distinguish a good health economic paper from a poor quality paper</td>
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<td>11:45</td>
<td>Coffee Break</td>
<td>10:30 Coffee Break</td>
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<tr>
<td>12:00</td>
<td>Health Economic Modelling – Commonly Used Models</td>
<td>10:45 Use of Health Economic Evaluations in Price &amp; Reimbursement Decision Making</td>
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<td>• Simple decision trees (+ real examples)</td>
<td>• The large differences in payer expectations</td>
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<td>• Markov models (+ real examples)</td>
<td>• Communication challenge: from very simple messages to high tech requirements</td>
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<tr>
<td>13:15</td>
<td>Lunch</td>
<td>• Pitfalls of health economic evaluations: why some messages fail</td>
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<td>14:00</td>
<td>Cost Analysis and Budget Impact Analysis. Key Principles</td>
<td>• The secrets behind the QALY</td>
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<td>• The perspective of the study (e.g. building in absenteeism in the value message?)</td>
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<td>• How to deal with current benefits versus benefits in the far future?</td>
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<td>• Budget impact implications: state-of-the-art</td>
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<td>• Exercise on budget impact</td>
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<td>15:15</td>
<td>Coffee Break</td>
<td>12:30 Lunch</td>
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<td>• Aligning the collection of health economic data and clinical data</td>
<td>• Role of early economic models</td>
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<td>• Conflicts between the clinical and the health economic perspective</td>
<td>• Organisation and process within HQ and affiliates</td>
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<td>• Practical steps for prospective health economic studies</td>
<td>• Post-launch and the use of real world data</td>
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<td>• Issues with integrating clinical data in health economic evaluations</td>
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<td>• Break-Out Session: “To HE or not to HE?”</td>
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<td>17:15</td>
<td>Close</td>
<td>14:15 Coffee Break</td>
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<td>Group Dinner</td>
<td>14:30 Breakout Session: Developing Together a Health Economic Strategy</td>
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<td>16:00 Final Discussion</td>
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<td>16:15 Close</td>
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Registration Form

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

Questions?
Inge Cornelis
+32 2 709 01 43
inge@celforpharma.com

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  □ Credit Card (+3%)
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 C.E.L. forpharma’s
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   and Privacy Policy (www.celforpharma.com/we-value-your-privacy)

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