ACQUIRE BUSINESS-CRITICAL 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

“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 programs.
- 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 has conducted health economic evaluations in over 20 countries across a wide spectrum of therapeutic areas.

A unique profile: Academic professor, past-president ISPOR, consultant and former pharma executive.

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).

The Expert

Lieven Annemans

Dates & Locations

10-11 December 2020 (live online)
16-17 March 2021 (live online)
8-9 June 2021 (live online)

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

**Excellent well-paced course that gives you the language and questioning skills of health economic assessments.”**

**Pfizer**

Rachel Russell

Director Health Economics & Outcomes Research Team Leader

United Kingdom (March 2019)

**The course was a very positive learning experience that largely met my original expectations. I would recommend the course to anyone who wants to improve his/her understanding of health economics.”**

**EFPIA**

François Bouvy

Executive Director Economic and Social Affairs

Belgium (October 2019)

**Thank you Prof. Annemans for an excellent course on Health Economics. Thoroughly enjoyed learning in a very relaxing environment and sharing experiences with fellow colleagues.”**

**Lundbeck**

Mayura Deshpande

Senior Medical Manager

United Kingdom (June 2019)
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  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
- Break-Out Session: “To HE or not to HE?”

17:15  Close

Group Dinner

The above agenda is for the face-to-face format. The online version of this course will cover the same modules, but the format and timing will be adapted to suit the online training setting.
Timing of the online course will be: 10-12 AM (CET) + 13-17 PM (CET)

Subscribe to our NEWSLETTER at www.celforpharma.com to receive tips & insights from our expert faculty.
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 (+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.