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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**



CENTRE FOR EXECUTIVE LEADERSHIP
FOR THE PHARMACEUTICAL INDUSTRY

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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 costs 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 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).

Dates & Locations

26-27 March 2019, Brussels
20-21 June 2019, Brussels

8-9 October 2019, Brussels
17-18 December 2019, 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)

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

17:30 Close

Group Dinner

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

14:15 Coffee Break

14:30 Breakout Session: Developing Together a Health Economic Strategy

16:00 Final Discussion

16:15 Close

Registration Form

Complete the below form and email to britt@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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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

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VAT Number
Invoicing Address
Street Address
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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* Transfer & Cancellation Policy (www.celforpharma.com/transfer-cancellation-policy) and Privacy Policy (www.celforpharma.com/we-value-your-privacy)
- I accept that C.E.L.*forpharma* 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 C.E.L.*forpharma's* Privacy Policy (www.celforpharma.com/we-value-your-privacy), of which I accept the terms.