ACQUIRE BUSINESS-CRITICAL MARKET ACCESS COMPETENCIES

LEARN from Pharma’s international top experts

Lieven Annemans

The Health Technology Assessment Course
Fundamentals, Trends & Opportunities

LEARN from interacting with your industry peers

“\textit{This course is structured, interactive and helpful! The 3 most valuable aspects are: the core perspectives of HTA, the impact on regulatory decisions and the future developments.}”

Merck
Georgios Amexis
Director Global Regulatory Lead, RAC
Germany

CELforPharma
NEVER STOP LEARNING
The Health Technology Assessment Course
Fundamentals, Trends & Opportunities

Learn
- The meaning of HTA and the key decision-making processes of HTA in the EU.
- The health economic principles used in HTAs and the interpretation by HTA bodies.
- The different types of HTA approaches across the EU.
- How to deal with the many possible criteria for assessment and their relative weights.
- How to prepare all departments within a company for the different HTA processes.
- Pros & cons of a possible joint clinical assessment in the EU.
- The solutions to the most common problems and mistakes when optimising the quality of the evidence.

The Expert
Lieven Annemans

Prof. Dr. Lieven Annemans has been involved as expert in a large number of HTAs and is actively involved in HTA on a European level.

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
- 17 June 2020, Brussels
- 24 November 2020, Brussels

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

Additional Benefits
- Learn from Europe's most entertaining health economics and HTA expert.
- Exchange experiences and discuss issues with your peers from other companies, functions, therapy areas and countries.

What Participants Say About This Course

A very well-balanced course, not too technical but not too general, an HTA overview by an excellent teacher.”

Novartis
Christophe Gerbeau
Head Market Access Early Products
France (May 2019)

The course is highly valuable to jump into the HTA topic and to understand the multi-layered context. The lecturer combines relevant medical topics with health economic questions in an eloquent and flexible way. In summary, Prof. Annemans teaches the auditorium complicated things in a very entertaining way. The course is really fun.”

Livanova
Claudia Lentner-Böhlm
Director Market Access DACH
Germany (November 2019)

Very valuable, as this course provides you with a good theoretical foundation as well as relevant real-life examples and policy developments. There is also room for discussion and questions with clear answers.”

Celgene
Esther Berden
Associate Director Government Relations & Policy Europe
Belgium (May 2019)
10:00 Welcome & General Introduction

10:15 Understand What is HTA - What it is Not
- Definitions
- Different types of HTA and the wide variety across countries
- Key principles of HTA

11:00 Thresholds Used by HTA Bodies in ICER-based Decision Making
- Recap of basic health economic principles (e.g. QALY, ICER ...)
- The variety of thresholds approaches used across HTA bodies

11:45 Coffee Break

12:00 Selecting from the Wide Range of Decision Criteria - part 1
- Exploring the assessment criteria in HTA and their relative weight
- Providing evidence for all criteria

13:00 Lunch

13:45 Selecting from the Wide Range of Decision Criteria - part 2
- Using Multi-Criteria Decision Analysis (MCDA) to determine weights and influence decision making
- Trading off between criteria

15:00 Coffee Break

15:15 Effectively Working with HTA Processes Across the EU
- The optimal HTA process: does it exist? – Learn from differences between countries
- The benefits and risks of international cooperation
- 'Adaptive' HTA and contracts based on outcomes guarantees

17:00 Summary of Dos and Don’ts & Final Discussion

17:15 Closing

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