



C.E.L. for pharma  
CENTRE FOR EXECUTIVE LEADERSHIP

# The Health Technology Assessment Course

## Trends & Opportunities



Understand what HTA really means, the different types of HTAs across the EU and what can be expected from it – Learn the optimal HTA process and which criteria for assessment should be applied – Discover multiple solutions for optimising the quality of the evidence.



### **Prof. Dr. Lieven Annemans**

- Europe's most entertaining health economics and HTA expert.
- A unique profile: an academic professor, past-president ISPOR, consultant and former pharma executive.
- Sought-after advisor and educator to health policy makers and pharma companies.
- Highly respected for his vast international and cross-therapeutic experience.
- Author of *Health economics for non-economists* (Academia Press, 2008).

## By Attending This Course, You Will



- 1) Understand what Health Technology Assessment really means and the different types of HTAs across the EU.
- 2) Understand the optimal HTA model, how to work effectively with the different HTA processes / stakeholders and how to influence decision-making.
- 3) Learn how to determine the many possible criteria for assessment and their relative weights.
- 4) Be introduced to the Health Economic principles used in HTAs and understand that there are many other factors at play in the assessment.
- 5) Discover solutions to the most common problems and mistakes when optimising the quality of the clinical evidence.

## Why You Should Attend

Health Technology Assessments in the EU are rapidly evolving year-on-year. Most countries have their own HTA body with a different level of maturity and different views on how the HTA process should be conducted – combine this with the multiple EU wide organisations and stakeholders also involved and the situation can become very complex!

**The Content:** With this challenge in mind, The Health Technology Assessment Course is designed to give you an up-to-date overview of everything you need to know about HTAs in the EU. You will leave with practical advice on how to optimise processes and criteria in the preparation and conduct of a HTA.

**The Expert:** Prof. Lieven Annemans is ideally placed to deliver this training, not only due to his wide international experience in health economic evaluations, but also because he has been directly involved in the preparation, conduct and/or supervision of over 400 HTAs in recent years. Throughout his career, Lieven has worked in pharmaceutical companies, healthcare policy environments, academia and consultancy positions.

*The Health Technology Assessment Course is the only available public training course delivered by Prof. Lieven Annemans on the topic of HTA.*

## Who Should Attend

This course will be of great benefit to those who prepare for the HTA - i.e. executives in pharma, diagnostics and medical device companies involved in the provision of clinical, economic and other required data (e.g. ethical). In addition, this course will be valuable to everyone for whom understanding the principles behind HTA, its usage and value is critical in their function, such as:

- Market Access
- Medical
- Regulatory Affairs
- Pricing & Reimbursement
- Health Economics
- Marketing

Finally, the HTA bodies themselves and all those who have to deal with the implications of HTA in practice (physicians, health insurance companies, hospitals and other decision makers) would benefit from attending.

## Agenda

### 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 used across HTA bodies

11:45 Coffee Break

### 12:00 Selecting from the Wide Range of 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 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

## Learning Methodology

Prof. Lieven Annemans is very experienced in leading interactive sessions and will actively engage participants in discussion throughout the day. He has a very passionate and entertaining presentation style and uses examples from his vast experience to help bring the theory to life. During the day you will take part in group exercises which are specifically designed to put you in the mind of the decision maker.

*One of the most valuable aspects of attending any C.E.L.forpharma course is not only being able to have your specific questions answered by a leading expert, but also having the opportunity to share experiences and have in-depth discussions with your international peers.*

## How To Register

- 1.) Check our website ([www.celforpharma.com](http://www.celforpharma.com)) for the most recent course dates and fees.
- 2.) Click "Register Now" & fill out the registration form with your personal and company (invoicing) details.

*If applicable please add your company's VAT number. We will include this on your invoice, which is needed for your company to reclaim VAT.*

- 3.) Choose a payment method.
  - a. If you select "Pay by credit card" we will email you a pro forma invoice and secure payment link.
  - b. If you select "Pay by bank transfer" we will email you a pro forma invoice for you to process through your company's payment system.

- 4.) Click [Confirm Registration >](#)

You will receive an automatic confirmation email shortly followed by a personal email with your pro forma invoice and further payment instructions.

## Included in the Registration Fee

- Course Material (Digital & Print Versions)
- Coffee, Tea & Refreshments During the Course
- Lunch During the Course
- Certificate of Attendance Signed by the Expert

## Have Any Questions?



Contact Annelies Swaan for general enquiries, group discounts, and more info.

**email:** [annelies.swaan@celforpharma.com](mailto:annelies.swaan@celforpharma.com)

**call:** +32 (0)2 709 01 42



*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 - May 2017



*Great overview of HTA with a very enthusiastic speaker.*

### AstraZeneca

Pieter Van Bochaute, Medical Science Liaison  
Belgium - December 2016



*Quite a broad subject that was well-explained. By attending this course, you will understand the most recent trends and get interesting examples.*

### UCB

Solène Thieffry, Senior Health Outcomes Manager  
Belgium - December 2016