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

“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

WWW.CELEFOPHARMA.COM
The Health Technology Assessment Course  
*Fundamentals, Trends & Opportunities*

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**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.

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**The Expert**

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).

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**Dates & Locations**

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
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<tbody>
<tr>
<td>26 November 2019</td>
<td>Brussels</td>
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<tr>
<td>18 November 2020</td>
<td>Brussels</td>
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<tr>
<td>17 June 2020</td>
<td>Brussels</td>
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Visit [www.celforpharma.com](http://www.celforpharma.com) for registration fees and updates.

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**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.

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**What Participants Say About This Course**

- **Bayer**  
  Mimi De Ruyck  
  Head Market Access & Stakeholders Management  
  Belux (November 2018)  
  *Very good overview of connected topics/processes. Lieven’s teaching style is excellent. Thanks!*  

- **Sanofi**  
  Mirela Horvat Kiš  
  Public Affairs and Market Access Country Head  
  Croatia (November 2018)  
  *Great lecturer with big experience in this field.*

- **BresMed Health Solutions**  
  James Horscroft  
  Senior Insights Analyst  
  United Kingdom (November 2018)  
  *An excellent and highly informative course delivered with charisma and humour — thank you!*
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

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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?
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inge@celforpharma.com

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Course Date(s) ______________________________________________________

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Last Name ___________________________ Country of Work _______________________,
Job Title ______________________________

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Postcode ______________________________ Country ____________________________

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Payment Method
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- □ Credit Card (+3%)

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