

PHARMED

Module 14

19 - 20 June 2019

For more information please contact :

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The courses take place in Brussels, at
IBIS BRUSSELS ERASMUS HOTEL
Route de Lennik 790 – 1070 Brussels
Phone : 32-02/523 62 82

Health economic analysis and market access

- Health economic analysis
- Patient reported outcomes
- Pricing and reimbursement of medicinal products
- Market access

HEALTH ECONOMIC ANALYSIS

Philippe VAN WILDER

The course aims to focus on the health economic evaluation of medicinal products within the framework of the health technology assessment.

It will focus on costs and effects, linked to the use of medicinal products, on the different types of economic evaluations and on the outcome from an economic evaluation, expressed as the incremental cost-effectiveness ratio (ICER).

The course will address the interpretation of the cost-effectiveness plane and discuss the impact of the economic evaluation in the field of market access.

PATIENT REPORTED OUTCOMES

Guy VANDENHOVEN

Patient Reported Outcome course will cover the various aspects of economic and quality of life studies, including the principles and measurement, as well as the impact of those factors on drug development. Basic requirements of assessments, design, analysis and interpretation, as well as resource allocation will be discussed. Examples of both generic and disease standard instruments will be described. A case study on the economics of advanced therapies will be presented. Real-world evidence databases and toolboxes from various scientific organizations will be reviewed.

PRICING AND REIMBURSEMENT OF MEDICINAL PRODUCTS

Marc CZARKA

The course will present an overview of current pricing and reimbursement regimes in European Member States. It will address the following issues :

- The challenge of patients access to new medicines
- Principles of pricing : free pricing, administrative pricing, negotiated pricing
- The role of health technology assessment



Philippe VAN WILDER
Ph.D. in pharmaceutical sciences, VUB, former head of the Pharmaceutical Department of INAMI-RIZIV, consultant in access to healthcare, Smart & Bi, Professor at the School of Public Health, ULB



Guy VANDENHOVEN
M.D., K.U.L., Ph.D., FFPM, FBCPM, HE2B-ISEK, Environmental, Ageing & Occupational Physiology Lab.



Marc CZARKA
M.D., FBCPM, General Manager HM3A-Vivactis (Market Access Associates)

WEDNESDAY
19 June 2019

Welcoming participants
9.30-10.00

Health economic analysis
Philippe VAN WILDER
10.00-13.00

Health economic analysis
Philippe VAN WILDER
14.00-15.00

Patient reported outcomes
Guy VANDENHOVEN
15.00-15.50

Coffee break
15.50 - 16.10

Patient reported outcomes access
Guy VANDENHOVEN
16.10-18.00

THURSDAY
20 June 2019

Pricing and reimbursement of medicinal products
Marc CZARKA
09.00-10.50

Coffee break
10.50-11.10

Pricing and reimbursement of medicinal products
Marc CZARKA
11.10-13.00

Lunch
13.00-14.30

Market access
Guy VANDENHOVEN
14.30-17.30

- Examples of cost containment measures across Europe
- The challenge of parallel trade
- The political debate about pricing of medicines, expectations from payors, patients, pharmaceutical industry
- Outlook on future models in Europe.

MARKET ACCESS

Guy VANDENHOVEN

The Market Access lecture will provide a basic understanding of market access and its relation to the entire pharmaceutical organization. Insight into the key challenges of obtaining market access will include : basic market access vocabulary; development of value generation from clinical trials, real-world evidence, life-cycle management and health economics; knowledge of key stakeholders and their influence on the drug prescription process; understanding of requirements and different perspectives of payers from various markets and how they are changing; importance of patient centricity; skills and training necessary to develop effective pharmaceutical personnel and cross-functional market access teams.