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international top experts



Lieven Annemans

ONLINE SELF-STUDY PROGRAMME:

Basics of Health Economics

“ I would like to thank you for the excellent online self-study programme! Logistically and content-wise it was truly excellent. I enjoyed Lieven Annemans who is really an outstanding lecturer.”

Kay Joest, VP Marketing - **Bayer** (Germany)



ONLINE SELF-STUDY PROGRAMME:

Basics of Health Economics

LEARN

- > The logic and math behind QALYs, ICERs, decision-trees and Markov models.
- > How external stakeholders use and assess health economic evidence.
- > Key principles of cost-effectiveness analysis and Budget Impact Analysis.
- > The role of health economic evaluations in clinical research, pricing & reimbursement decisions, post-launch.



The Expert
Lieven Annemans

- Prof. Dr Lieven Annemans has participated in more than 400 health economic evaluations in over 20 countries across a wide spectrum of therapeutic areas. He has also been involved as an expert in a large number of Health Technology Assessments (HTAs) and is actively involved in HTA on a European level.
- Lieven has a unique profile: academic professor, past-president of ISPOR, author of *Health economics for non-economists* (Pelckmans Pro, 2018), trainer and consultant.
- 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.
- Lieven has been on CELforPharma faculty since 2009 and is always applauded by participants for his engaging and fun teaching style.

**The following
4-week online
programmes
are planned**

4 March - 7 April 2025

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

What Participants Say About This Programme

“10/10 recommendation for this self-study programme! Prof. Dr Lieven Annemans explains the concepts in a very clear way, and the exercises were very illustrative.”

Grifols

Angels Pardos
Global Commercial Learning
& Development Director
Spain (March 2023)

“This course is truly a great value for money. It has provided me with a comprehensive understanding of health economic topics and has empowered me to actively participate in discussions with our reimbursement team. It's not every day that a course surpasses expectations, but this one certainly did.”

Medtronic

Tim van den Heuvel
Senior Medical Affairs Specialist
The Netherlands (June 2023)

“The course provides a great overview of the key concepts of Health Economics with a clear, effective and flexible programme, based on the experience of Prof. Dr Lieven Annemans.”

Chiesi

Giacomo Brandi
Market Access Specialist,
EU&EMs, Rare Diseases
Italy (September 2023)

Agenda



Each programme will start with a kick-off webinar led by the Learning Coach on the first day (14.00-15.00 CET/ Brussels Time), and end with a closing webinar on the final day (14.00-14.45 CET/Brussels Time).

I. KICK-OFF WEBINAR (~1 h)

You will meet the other participants and your Learning Coach will address the following:

- Introduction of the programme
- Pre-course motivational self-assessment exercise: at what level of understanding of health economics are you now and how do you compare to the industry benchmark?
- What you will master after the programme
- Tips on how to get started and how to get the most value out of the programme

II. SELF-STUDY – 5 MODULES & FINAL TEST (~7 h 30 min):

After the kick-off webinar, you have 4 weeks to complete the following 5 self-study modules and the final test:

> MODULE 1 – QALYs & ICERs (~1 h 15 min)

- Why health economics, and more specifically: Why do we need health economic evaluations?
- Understanding the QALY, a commonly used measure to quantify the health impact of treatments across diseases
- Examples of utility scores, a key element in QALY calculations, and how changes over time impact on a patient's QALYs
- Different perspectives of the cost dimension of a new treatment
- Understanding the ICER, a commonly used measure to quantify the cost-effectiveness of treatments across diseases
- Terminology used by health economists for different types of health economic analyses

At the end of the module, you will need to solve 4 exercises on QALY and ICER calculations online.

Upon completion, you will get access to module 2, at the start of which Prof. Dr Lieven Annemans explains the solutions.

> MODULE 2 – Challenging the QALY and the Value of Health (~1 h 15 min)

- Pros & cons of the different methods used for obtaining the utility scores in QALY calculations
 - Direct methods: Time Trade Off and Standard Gamble
 - Indirect methods: EuroQoL5D and SF-36
- Shortcomings of the QALY approach, with a focus on the inaccuracies of utility scores in some diseases, and how this is being addressed
- Challenging the ICER thresholds
 - Pros & cons of the different approaches of setting the thresholds: Benchmarking, GDP-based or at the discretion of the payer
 - Why disease burden and budget impact need to be considered in deciding what societies are willing to pay for innovations

At the end of the module, you will need to solve 3 exercises on the use of utility scores and ICER thresholds.



Agenda (ctd.)



Each programme will start with a kick-off webinar led by the Learning Coach on the first day (14.00-15.00 CET/ Brussels Time), and end with a closing webinar on the final day (14.00-14.45 CET/Brussels Time).

> **MODULE 3 – Decision Models for Health Economic Evaluations (~1 h 30 min)**

- Decision Tree models, most often used for short term treatments
 - Understanding the logic and the maths of a simple decision tree for a hypothetical new treatment
 - Some real-life examples will illustrate that the same principle is used throughout often rather complex Decision Tree models
- Markov models, most often used for chronic diseases or diseases with sequelae
 - Understanding the logic and the maths of a simple Markov model for a hypothetical new treatment
 - Several real-life examples will illustrate that the same principle is applied throughout more complex Markov models
- Two key challenges that companies need to be prepared for when facing payers: Model validation and the need for sensitivity analyses to map and manage uncertainty around underlying data

At the end of the module, you will need to solve 2 exercises on the Decision Tree model and 1 on a Markov model.

> **MODULE 4 – The Cost Dimension and Budget Impact Analysis (~1 h 30 min)**

- The cost dimension
 - A structured overview of cost categories that can be included in cost-effectiveness studies and how to reflect on those
 - The 3-step process for a cost calculation
 - Overview of potential data sources
 - Understanding the meaning of “discounted results”
- Budget impact analysis
 - Thinking from the payer’s budget perspective
 - New elements that come into play on top of what is considered in cost-effectiveness studies
 - A real-life example in breast cancer that not only illustrates the complexity, but also the necessity for companies to do this seriously

At the end of the module, you will need to solve 2 exercises on the cost dimension and 1 on the budget impact analysis.

> **MODULE 5 – Health Economic Evaluations and Clinical Trials (~1 h)**

- The tremendous value of health economic insights to pharma/medtech products throughout their entire lifecycle, from early product development onwards
- The conflicting views between clinical trialists and health economists
- How prospective health economic evaluations within clinical trials (also called pragmatic or naturalistic trials) can partly address the problem
- The added value of Real World Evidence to fill the evidence gaps and for demonstrating a products’ value in the real world, e.g. outcomes based contracts

> **Final Test (~1 h)**

The final test consists of 12 questions that span the content of the 5 modules. It allows you to digest and truly embed the learnings of the full programme.

III. CLOSING WEBINAR (~ 45 min)

Your Learning Coach will address the following:

- Overview of the solutions of the exercises in the final test
- Overview of the final test results of the group and a comparison with the industry benchmark

Registration Form



Complete the below form and email to aswaan@celforpharma.com or go to www.celforpharma.com and complete the online registration form.



QUESTIONS?

Annelies Swaan
aswaan@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

Company Name _____
VAT Number _____
Invoicing Address:
Street Address _____
City/Province _____
Postcode _____
Country _____

Payment

Payment Method Bank Transfer (+3%) Credit Card
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 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.

