

## SAVE THE DATE: VSCR HEOR COURSE MODULE III

Health economic evaluations throughout a medicine's development process. From Target Product Profile to successful patient access.

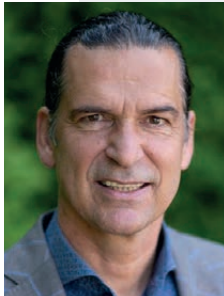
**1 day – 4.5 hours**

**Date: Thursday, 15 September 2022**



**PRACTICAL  
WORKSHOP**

### SPEAKER HIGHLIGHT:



**Lieven Annemans, MSc, PhD**

Senior Professor of Health Economics, Ghent University, Faculty of Medicine and Health Sciences, Belgium

### THE CONTEXT:

Patient access for medicines depends on evidence on value and value for money. How to build this evidence as from early in the development process until the actual usage in real life?

### THE TOOLS:

- Target Product Profile
- Early Health economic models
- Evidence generation plan
- Product Development Teams
- Real World Evidence (RWE)
- Outcomes Based agreements

### THE PROCESSES:

- Introduction to the key concepts – TPP, early model, Product Teams, outcomes based agreements
- WORKSHOP:
  - a) starting from a given TPP, work out a decision model and establish an evidence generation plan;
  - b) for a medicine with sufficient safety and efficacy data and showing reasonable cost-effectiveness, decide on further RWE needed and possible outcomes based agreement options

### WHY YOU SHOULD ATTEND

#### At the end of this module, participants will

- Understand the importance of early health economic evaluations to guide the development process
- Comprehend the need for an evidence generation plan and a product development team
- Have insights in the role of RWE throughout a product's lifecycle
- Learn about the dos and don'ts in outcomes based agreements
- Learn how the health economic and clinical evidence interact
- Get insight in future aspects of capturing health outcomes data
- Be happy that they have participated at this module

### WHO SHOULD ATTEND

#### Newly appointed and experienced representatives from:

- Pharmaceutical/Biotech/Medical Device/Industry
- Health Insurance Organisations
- Health Care Providers/Commissioners
- HTA & Consultancy Agencies
- Educational & Research Institutions
- Health Policy Organisations

### ENJOY THE INTERACTIVE ATMOSPHERE DURING THE COURSE

Get inspired by previous participants from Novartis, Merck, Lilly, Academia, and lecturer

**See Video and for Registration please go to**

<https://vsqr.at/public-health>