

BASE MODULE: EVIDENCE BASED DECISION MAKING FOR PRICING AND REIMBURSEMENT: FROM THEORY TO PRACTICE

27–29 May 2019, Vienna

This module is designed for professionals working in the pharmaceutical and medical device industry, in the public health sector and those who are involved in negotiations and decision making for pricing and reimbursement. Those who have a need to understand how evidence based decision making is being used to direct reimbursement and market access decisions will also benefit from this course.

PROGRAM DIRECTORS:

Lieven Annemans, MSc, PhD, Senior Professor of Health Economy, University Ghent, Belgium, past president ISPOR

Jürgen Raths, MD, Chief Executive Officer of Cordée Consulting, Geneva

Heinrich Klech MD, PhD, Professor of Medicine, Medical University Vienna, Chief Executive Officer of Vienna School of Clinical Research (VSCR)

TECHNICAL COURSE DIRECTOR:

Margarete Schreiner-Karner, MSc, Chief Operations Officer of Vienna School of Clinical Research (VSCR)

DAY 1

MONDAY, 27 MAY 2019

09:00–09:10	[10 min]	OPENING & INTRODUCTION Heinrich Klech , CEO VSCR (AT) Margarete Schreiner-Karner , COO VSCR (AT)	
09:10–10:30	[80 min]	1. LECTURE APPLICATION OF HEALTH TECHNOLOGY ASSESSMENT <ul style="list-style-type: none">≡ Why understanding the value and value for money of innovative pharmaceuticals and other health technologies is important! A brief history of HTA≡ Why healthcare systems engage in HTA≡ Assessment versus appraisal for market access≡ Key stakeholders: EUNetHTA, ICER (US), NICE, EMA, other ISPOR top 10 HEOR trends≡ The payer perspective: Value for money versus affordability challenge in practice. Why budget impact is important to payers	Jürgen Raths (CH)
10:30–10:45	[15 min]	Coffee break	
10:45–11:30	[45 min]	1. LECTURE CONTINUED APPLICATION OF HEALTH TECHNOLOGY ASSESSMENT <ul style="list-style-type: none">≡ Overview of country differences in the application of HTA≡ HTA for decision/policy making: pricing and reimbursement of pharmaceuticals and recent requirements for devices≡ Special cases: ultra- orphan drugs and regenerative medicines HTA and the patient perspective	Jürgen Raths (CH)

DAY 1 (CONTINUED)**MONDAY, 27 MAY 2019**

11:30–12:15	[45 min]	2. GROUP EXERCISE BREAK OUT SESSION ON HTA APPLICATIONS FOR DECISION MAKING: THE TABLE OF CONTENTS OF HTA	Jürgen Raths (CH)
12:15–12:30	[15 min]	3. KNOWLEDGE TEST	Jürgen Raths (CH)
12:30–13:30	[60 min]	Lunch break	
13:30–15:00	[120 min]	4. LECTURE HTA, PRICING AND REIMBURSEMENT: CHALLENGES OF VALUE ASSESSEMENT FRAMEWORKS ACROSS MARKETS (GERMANY, FRANCE, SWEDEN, UK)	Jürgen Raths (CH)
15:00–15:30	[30 min]	5. LECTURE CRITERIA FOR SUCCESS AND FOR PITFALLS FOR HTA SUBMISSIONS – A CASE STUDY	Jürgen Raths (CH)
15:30–16:00	[30 min]	6. LECTURE DEEP DIVE-HTA ACROSS MARKETS (BENELUX, AT, CEE) ☞ Main players of the national healthcare systems ☞ HTA methodology, process timelines and potential outcomes of an evaluation ☞ Pricing consequences of the HTA result	Stefan Sladeczek (AT)
16:00–16:30	[30 min]	Coffee break	
16:30–17:30	[60 min]	7. LECTURE KEY ELEMENTS OF A SUCCESSFUL HTA: EVIDENCE, REAL CASE STUDIES, WHAT MIGHT INFLUENCE DECISION MAKERS	Jürgen Raths (CH)

DAY 2**TUESDAY, 28 MAY 2019**

09:00–09:20	[20 min]	OPENING & INTRODUCTION	Heinrich Klech (AT)/Margarete Schreiner-Karner (AT)
09:20–10:50	[90 min]	8. LECTURE HEALTH ECONOMIC EVALUATIONS CONCEPTS AND PRINCIPLES	Lieven Annemans (BE)
10:50–11:15	[25 min]	Coffee break	
11:15–12:15	[60 min]	9. LECTURE HEALTH ECONOMIC MODELS 1, CONCEPTS, PRINCIPLES OF DECISION TREES	Lieven Annemans (BE)
12:15–13:15	[60 min]	Lunch break	
13:15–15:00	[105 min]	10. LECTURE HEALTH ECONOMIC MODELS 2, CONCEPTS AND PRINCIPLES OF MARKOV MODELS	Lieven Annemans (BE)
15:00–16:30	[90 min]	11. GROUP EXERCISE DESIGN A MODEL	Lieven Annemans (BE)
16:30–17:00	[30 min]	Coffee break	
17:00–17:30	[30 min]	12. KNOWLEDGE TEST	Lieven Annemans (BE)

DAY 3

WEDNESDAY, 29 MAY 2019

09:00–09:30	(30 min)	13. LECTURE ASSESSING AND INTERPRETING THE VALUE OF ORPHAN DRUGS	Anna Bucsics (AT)
09:30–10:00	(30 min)	14. LECTURE EUNetHTA AND ITS ROLE – THE PURPOSE OF JOINT EMA-HTA SCIENTIFIC ADVICE	Claudia Wild (AT)
10:00–10:30	(30 min)	15. KNOWLEDGE TEST	Anna Bucsics (AT)/Claudia Wild (AT)
10:30–11:30	(60 min)	Coffee break	
11:30–12:00	(30 min)	16. KEY NOTE LECTURE OPENING AND INTRODUCTION Alfred Pritz , Rektor SFU KEY NOTE LECTURE CURRENT AND FUTURE ADVANCEMENTS IN CANCER THERAPY – HOW TO BALANCE BENEFITS AND COSTS FOR SOCIETY Heinz Ludwig , oncologist, Wilheminspital, Vienna	
12:00–14:00	(120 min)	17. PANEL DISCUSSION MODERN ANTICANCER THERAPY – TO WHAT EXTENT IS SOCIETY WILLING OR PREPARED TO PAY?	Lead: Anna Bucsics (AT)
Invited participants:		<p>Heinz Ludwig (Oncologist, Wilheminspital, Vienna) Ernst Agneter (Executive Board of Association of the Austrian Pharmaceutical Industry, Chairman of the Pharmig working group Health Economics & Reimbursement) Helga Thurnher (patient organization colon cancer) Anna Bucsics (Former Department Head, Department of Pharmaceutical Affairs, Federation of Austrian Social Insurance Institutions) Alexander Rödiger (MSD, Policy Lead-Oncology [EMEAC]) Wolfgang Wein (General Manager Merck Austria) Vladimir Kopernicky (Vice President, International Medical Affairs, Eli Lilly) Ronald Pichler (Head of Public Affairs, Austrian Pharmaceutical Industry)</p>	
14:00–15:00	(60 min)	Lunch break	
15:00–15:30	(30 min)	18. LECTURE A CASE STUDY IN ONCOLOGY	Stefan Sladeczek (AT)
15:30–16:00	(30 min)	19. LECTURE MARKET ACCESS: CURRENT PERSPECTIVES FOR MEDICAL DEVICE INDUSTRY, EXPERIENCES FROM MIDDLE EAST	Flutura Hasa (Dubai)
		<ul style="list-style-type: none"> ≈ Overview of medical devices trends and regulations globally ≈ Who pays for the medical devices industry and how is reimbursed? ≈ How medical device industry has changed healthcare and what are the continuous challenges? ≈ How to quantify and demonstrate value of medical device industry ≈ How much are healthcare decision makers willing to pay for medical devices? ≈ Does innovative and best in class medical devices solutions decrease healthcare associated complications in hospitals? ≈ Is there any happy ending if all players and key stakeholders collaborate together for a value based healthcare? ≈ Obstacles and Opportunities for a better access to medical device innovations 	
16:00–16:30	(30 min)	20. LECTURE EUROPEAN PRICING CHALLENGES FOR VALUE ASSESSMENT	Sebastian Iovan (DE)
16:30–17:00	(30 min)	CLOSING REMARKS, PLUS EVALUATION OF STUDENTS ASSESSMENTS AND HANDOVER OF CERTIFICATES AND AWARDS	Heinrich Klech (AT)