

SAVE THE DATE: MARKET ACCESS – PRACTICAL WORKSHOP

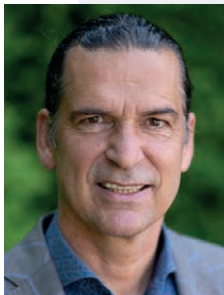
Health economic evaluations throughout a medicine's development process. From Target Product Profile (TPP) to successful patient access.

1 day – 4.5 hours

Date: Thursday, 15 September 2022

NEW ONLINE
Workshop

SPEAKER HIGHLIGHT AND COURSE DIRECTOR:



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>

SCIENTIFIC COURSE DIRECTORS



Lieven Annemans, MSc, PhD Senior Professor of Health Economics, Ghent University, Belgium, past president ISPOR. Author of “Health Economics for Non-economists. Principles, methods and pitfalls of health economic evaluations” [Pelckmans Pro] – Revised version released in June 2018. He has twenty-five years of experience in health economic research in more than 20 countries and published more than 320 papers on health economic evaluations for medicines, devices and diagnostics. He was advisor to the Belgian Minister of Health from 2001–2003 and president of the Flemish health council from 2003–2009. He was president of the International Society of Pharmaco-economics (ISPOR) in 2004–2005. He is author of books on health economic evaluations and on the future of health care systems. He provides international lectures, trainings and advice on health economics, health care systems and health technology assessment (HTA).



Heinrich Klech, MD, PhD, FCCP, GFMD, Professor of Medicine, Medical University Vienna, Chief Executive Officer of Vienna School of Clinical Research (VSCR). Heinrich Klech is an internal medicine specialist by training from the University of Vienna. He is author of more than 200 publications in the field of lung diseases and served on the editorial board of many renowned medical journals in the field of Pulmonology and Internal medicine. After a successful international academic career he changed to executive R&D management positions in the pharmaceutical industry. He held position for Central Eastern Europe, Central Asia, Middle East and Africa for Eli Lilly & Company, and led later Lilly’s R&D and regulatory activities in a large part of Western Europe. In 2000 he founded the Vienna School for Clinical Research (VSCR), a not-for-profit postgraduate educational institution.

OPERATIONAL COURSE DIRECTOR



Margarete Schreiner-Karner, MSc, Business Operations Manager of Vienna School of Clinical Research (VSCR). Margarete Schreiner-Karner graduated from the Vienna University of Economics and Business Administration specializing in marketing and social policy. She began her career as a biomedical analyst in a medical-diagnostic laboratory for clinical chemistry and hematology, before joining the pharmaceutical industry in 2002. As product and brand manager, she was responsible for product launches, especially in the indications of obesity, diabetes with Sanofi and oncology with Takeda, in close cooperation with market access and medicine. Mrs. Schreiner-Karner was able to gather additional expertise in the context of conducting phase III clinical trials in the field of diabetes at Med Uni Vienna, University Department of Internal Medicine III, Division of Endocrinology and Metabolism. In 2018 Mrs. Schreiner-Karner joined the VSCR team as operational manager and member of the VSCR management board.

ACADEMIC SUPERVISION AND QUALITY CONTROL



Alfred Pritz, PhD, Prof. of Psychotherapy, has been engaged in many national and international research and educational projects and co-operations. He has been teaching psychotherapists in training at various levels, from different quarters and on many occasions for over 40 years. Alfred Pritz is also the founding father and principal of the Sigmund Freud Privat-Universität, which was accredited in 2005 and keeps expanding and growing (further SFU locations so far: Paris, Linz, Berlin, Milano, Ljubljana). Later on the SFU was enlarged by other faculties (Medicine, Law and Business). Since 2005 he is rector of the Sigmund Freud University. He is a founding member and president of the World Council for Psychotherapy, as well as a founding member and former general secretary of the European Association for Psychotherapy. The first three World Congresses of Psychotherapy in Vienna were organized by him and he was also a co-organizer for the World Congresses in Buenos Aires, Beijing, Sydney and Durban. He is an active editor and author of various books, book series and professional articles in journals and textbooks.