

April 17th/18th 2023 online

# HEALTH ECONOMICS/MARKET ACCESS CAPABILITIES FOR NATIONAL, REGIONAL AND LOCAL HEALTHCARE DECISION MAKING

*A guidance for successful discussions and negotiations between  
Industry and payer organizations.*

VSCR  
SPECIAL  
COURSE

This special course is an elective module of the Diploma program HEALTH OUTCOME RESEARCH-MARKET ACCESS provided by VSCR and the Sigmund Freud University Vienna (SFU).

However, it can be booked also as an independent module on its own as well.

## SPEAKER HIGHLIGHT:



**Lieven Annemans, MSc, PhD**

Senior Professor of Health Economics, Ghent University, Belgium, Past President ISPOR



**Petra Acher**

Key Account Management Expert, ex Director Key Account Management Market Access Eli Lilly Germany, Austria & Switzerland, General Manager in a non profit organization

## RATIONALE AND OBJECTIVE

- Health economic evaluations on a national basis are usually well governed by HE specialists in governmental institutions (HTA), Academia (scientific background/clinical outcomes trial methodology) and Industry (data capture and data presentation of innovations in medicines and medical devices).
- However, for regional & local evaluations and negotiations with regional and institutional /local payer organizations additional HE - capabilities are needed both for industry but also payer authorities. The course will provide understanding of concepts, tools, methods of understanding & building Health Economics evaluations.
- This VSCR course focuses on the needed capabilities of HE/Market Access specialists and other sales management functions to support efforts for reimbursement not only on national level but even more explicitly also on regional and local level for successful discussions between Industry and regional/local payer organizations or institutional purchase managers.

## TARGET AUDIENCE

### Industry

- Market Access specialists
- Key account managers
- Medical affairs managers
- Medical science liaisons
- Sales Managers/ Supervisors
- Marketing managers

- Country managers
- Regulatory affairs managers

### Payer institutions

- Hospital pharmacists
- Local/Regional Health Care Institutions Managers

- Health Insurance House Managers
- Hospital Managers

### Physicians

- upon successful assessment (MCQ) a VSCR certificate can be obtained
- This module can be used as an elective module of VSCRs Diploma Program

# VALUE BEYOND PRICE

## DAY I

17th April 2023  
1-5 pm Vienna time

### CONCEPT

**Understanding & Representing the Value of products – the medical & economic value:** use VSCR's health economics training on basic (beginners) level. Key account management does make deals based on cost effectiveness but even more based on budget impact and multicriteria decision analysis (MCDA). So, they need to understand the concepts of Value, Health Economics, HTA, RWE, MCDA & (crucial) Budget Impact

### PART 1: PRINCIPLES OF HEALTH ECONOMICS/OUTCOMES RESEARCH (HEOR) AND HEALTH TECHNOLOGY ASSESSMENT (HTA)

#### THE CONTEXT

Economic foundations and societal background of healthcare decision making based on HEOR and HTA

#### THE TOOLS:

Evidence Based Medicine (EBM) – Health Outcome Studies – Health Economic Models – Real World Evidence (RWE) – Multi Criteria Decision Analysis – Budget impact analysis

#### THE PROCESSES

- Introduction to the Nature and Principles of HTA
- Value and Value for Money from different perspectives
- The nature of budget impact analysis
- Multi Criteria Decision Analysis (MCDA): pros and cons

#### LEARNING OBJECTIVES DAY I/Part 1

At the end of part 1 participants will

- Understand the present and future challenges for social health care systems
- Have insights about current strategies to cope with rising costs in health care
- Understand the impact of data and evidence - based decision making for health care budgets
- Learn about options how to best prioritize spending in health care budgets both on national and regional level
- Understand how payers will handle trade-offs in health care spending
- Learn about the validity of various Health Outcomes studies and the appropriate scenarios to apply
- Comprehend the need and value of health economic models
- Comprehend the value and opportunity of RWE and how to use and synthesize them into the present bundle of available (conventional) data
- Get insight in future aspects of capturing health outcomes data
- Understand why HTA is a useful process and how it is applied in the context of patient access and health care budget considerations
- Learn about the concept, the basic principles and the formal process of a HTA
- Understand the principles and methods of Budget Impact Analysis
- Understand the principles and methods of MCDA (multicriteria decision analysis)

### PART 2: FROM OUTCOME DATA TO VALUE DOSSIERS: AN INTRODUCTION INTO THE BASICS OF SUCCESSFUL SUBMISSIONS OF DOSSIERS

#### LEARNING OBJECTIVES DAY I/Part 2

At the end of part 2 participants will

- Understand how payers assess technologies depending on their own incentives and setting;
- See the opportunities in changing payment systems for hospitals and clinicians;
- Understand the principles and methods of Budget Impact Analysis
- Understand the need for a tailored yet coherent value story and understand regional economic conditions (e.g., budget impact)
- See the options about how to deal via agreements with uncertain evidence

## THE BUSINESS ACUMEN

### DAY II

18th April 2023  
1-5 pm Vienna time

#### CONCEPT

**Critical knowledge and business skills** needed for successful market access and management of key accounts

**Understand & utilize the market access capabilities in concert with supporting functions** such as key account management and sales organizations, medical affairs and finance

#### BUSINESS BASICS

- Market knowledge on health care payers and providers
- Basic financial concepts
- Strategic planning including account planning process, tools for implementation & monitoring
- Market Access instruments: Payer agreements, contracts and process of implementation
- Negotiation skills

Include complementary workshops and business cases.

#### LEARNING OBJECTIVES Day II

- Achieve critical market access business knowledge (payer market, product life cycle, legal framework)
- Understand the R & R of different internal and external players
- Be able to define strategic access goals including major key accounts
- Knowledge on account planning process and appropriate tools
- Understand different type of payer agreements that can be done at national and regional/local level
- Have a clear understanding of how a good quality Business case for access looks like
- Understand basic financial concepts, P&L structure for pharmaceutical companies and key definitions of parameters
- Basic elements for good negotiation skills and use of simple tools to prepare & be successful in a negotiation
- Enhance job skills by improving business & financial skills
- Leading in market access within a company structure with different hierarchies and roles

**This special course is an elective module of the Diploma program HEALTH OUTCOME RESEARCH-MARKET ACCESS provided by VSCR and the Sigmund Freud University Vienna (SFU).**

**However, it can be booked also as an independent module on its own as well.**

## FURTHER INFORMATION ON

[www.vscr.at](http://www.vscr.at)

and

<https://vscr.at/courses-on-demand/health-economics-for-national-regional-and-local-healthcare-decision-making/>

#### Vienna School of Clinical Research, Public Health and Medical Education – VSCR

The Vienna School of Clinical Research (VSCR) is an international educational Institution based in Vienna, Austria, which provides ongoing training and education for physicians and related health professionals. Since its establishment as a Center of Excellence (CoE) for clinical research and for health economy, VSCR fulfils all scientific and ethical criteria of quality for academically accredited postgraduate education. VSCRs independent educational advisory board consists of internationally renowned experts and cooperates with many other national and international academic institutions. VSCR is a non-for-profit organization (gemeinnützige GmbH). It is dedicated to progress in medical science and postgraduate education. [www.vscr.at](http://www.vscr.at)

## 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 twentyfive 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.



**Petra Acher, Key Account Management Expert, ex Director Key Account Management Market Access Eli Lilly Germany, Austria & Switzerland, General Manager in a non profit organization**

Petra Acher graduated from the German Justus Liebig University, Giessen in agriculture with specialisation in animal production specialising in economics and animal health. She began her career with Elanco, an animal health division of Eli Lilly & Co, working in market research, marketing and key account management, before she changed to the pharmaceutical department within Lilly Germany. In various sales leadership assignments, she was responsible for market introduction of products in diabetes, CNS, cardiology, osteology and others. In this time she developed outstanding leadership and coaching skills specially in difficult people situations. In 2007 she changed to corporate affairs becoming responsible to build and develop a new group of pharma key account management for the hospital business and later including contract business with sickness funds and other health care stakeholders. As director of key account management market access, she developed various successful market access strategies, becoming an expert and advisor within Lilly for various European and non-European countries (including China & Australia). Since 2022 she is general manager of a non-profit organization, which answers principal questions on socio- and health politics. Petra Acher is married and has 3 children.

## 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.