

THE NEXT INTERNATIONAL TRAINING PROGRAM OF

## THE EUROPEAN SCHOOL OF HEALTH ECONOMICS

WILL TAKE PLACE IN CANNES/NICE, FRANCE  
ON FEBRUARY 21-25, MARCH 21-25, APRIL 11-15, 2011

### HEALTH ECONOMICS OF PHARMACEUTICALS AND OTHER MEDICAL INTERVENTIONS

THE PROGRAM HAS BEEN RUNNING SINCE 1996 AND COVERS

THE INTERNATIONAL HEALTH CARE ENVIRONMENT  
THEORY AND METHODS OF ECONOMIC EVALUATION OF HEALTH CARE PROGRAMS  
DEVELOPMENTS IN HEALTH ECONOMIC RESEARCH

#### **COURSE DIRECTOR**

GISELA KOBELT, EUROPEAN HEALTH ECONOMICS SAS

#### **COURSE ADVISORS**

TONY CULYER, UNIVERSITY OF YORK  
MARTIN BUXTON, BRUNEL UNIVERSITY, LONDON  
BENGT JÖNSSON, STOCKHOLM SCHOOL OF ECONOMICS  
GERARD DE POUVOURVILLE, ESSEC, PARIS  
FRANS RUTTEN, ERASMUS UNIVERSITY, ROTTERDAM  
MATTHIAS VON DER SCHULENBURG, UNIVERSITY OF HANOVER

#### **INTERNATIONAL FACULTY**

ACADEMIC HEALTH ECONOMISTS  
REGULATORS AND GOVERNMENT REPRESENTATIVES  
SPECIALISTS FROM THE PHARMACEUTICAL/DIAGNOSTIC/MEDICAL DEVICE INDUSTRIES

THE COURSE PROVIDES PARTICIPANTS WITH AN UNDERSTANDING OF HEALTH ECONOMICS AND IN-DEPTH KNOWLEDGE OF THE METHODS OF ECONOMIC EVALUATION OF PHARMACEUTICALS AND MEDICAL INTERVENTIONS. THE PROGRAM IS DESIGNED FOR THE NEEDS OF PROFESSIONALS IN THE PHARMACEUTICAL, MEDICAL DEVICE AND DIAGNOSTICS INDUSTRY INVOLVED IN THE DEVELOPMENT OF REIMBURSEMENT DOSSIERS AND FOLLOW-UP STUDIES, AS WELL AS FOR GOVERNMENT AGENCIES AND OTHER ORGANISATIONS INVOLVED IN HEALTH CARE DECISIONS. PARTICIPATION IS LIMITED TO ~24.

#### **REGISTRATION**

**ON LINE** [www.he-europe.com](http://www.he-europe.com) (European School of Health Economics)  
**FAX** +33 493 605 968

#### **INFORMATION**

**TEL** +33 608 075 390 or [info@he-europe.com](mailto:info@he-europe.com)

## **FACULTY (2011 FACULTY TO BE CONFIRMED)**

The course brings together a unique international faculty of academic health economists, regulators, government representatives, as well as specialists from the pharmaceutical, medical device and biotech industry. The final faculty is to be confirmed, but previous lecturers have included

Andrew Briggs	Institute for Health Sciences, University of Oxford, UK
Martin Buxton	Brunel University, London, UK
Michael Drummond	Centre for Health Economics, University of York, UK
Tony Culyer	Department of Economics, University of York, UK
Audun Hågå	SLK - Medicines Control Agency, Oslo, Norway
Bengt Jönsson	Stockholm School of Economics, Stockholm, Sweden
Dirk Kars	Simon & Kucher, Bonn, Germany
Gisela Kobelt	European Health Economics, Mulhouse, France
Eckhard Kucher	Simon & Kucher, Bonn, Germany
Claude Le Pen	Université Dauphine, Paris, France
Gérard de Pourville	ESSEC, Paris, France
Peter Lindgren	European Health Economics AB, Stockholm, Sweden
Thomas Lönngren	Director, EMEA, London, UK
Alan Lyles	John Hopkins University, Baltimore, USA
Lorenzo Mantovani	University of Naples, Italy
Francesco Mennini	University of Rome Tor Vergata, Italy
Sören Olofsson	Southern Region (County Council), Sweden
Ulf Persson	IHE Lund and Pharmaceutical Review Board, Sweden
Frans Rutten	Erasmus University Rotterdam, Netherlands
Matthias v.d. Schulenburg	University of Hannover, Germany
Nelson Teich	MedInsight, Rio de Janeiro, Brazil
Adrian Towse	Office of Health Economics, London, UK
Rosario Trindade	INFARMED, Lisbon, Portugal

## **PROGRAM DETAILS**

THE COURSE COMBINES LECTURES, DISCUSSIONS AND GROUP WORK. A LARGE NUMBER OF CASE STUDIES WILL ALLOW PARTICIPANTS TO GET AND SHARE EXPERIENCE THROUGHOUT THE COURSE.

### **WEEK 1**

HEALTH CARE IN AN INTERNATIONAL PERSPECTIVE, REIMBURSEMENT SYSTEMS, HEALTH CARE REFORM, HEALTH ECONOMIC THEORY, ECONOMIC EVALUATION, COSTING THEORY AND PRACTICE, COST OF ILLNESS STUDIES, THE NEED FOR MODELLING, MODELS (DECISION TREES), ECONOMIC EVALUATION WITHIN CLINICAL TRIALS, INTERNATIONAL TRANSFER OF ECONOMIC DATA, GUIDELINES FOR ECONOMIC EVALUATION, COMPUTER MODELLING(1).

### **WEEK 2**

ACTIVITIES DURING THE PRODUCT LIFE CYCLE, ECONOMIC STUDY PROTOCOLS, OUTCOME ASSESSMENT (QUALITY OF LIFE, UTILITY), COST-BENEFIT ANALYSIS, WILLINGNESS TO PAY STUDIES, MODELS (MARKOV MODELS), COMPUTER MODELLING (2), ECONOMIC EVALUATION IN DIFFERENT MARKETS, EXAMPLES OF ECONOMIC EVALUATIONS, WORKING IN HEALTH ECONOMIC DEPARTMENTS IN THE INDUSTRY.

### **WEEK 3**

STATISTICS IN ECONOMIC EVALUATION, ECONOMIC EVALUATION IN DIFFERENT MARKETS, EUROPEAN ASPECTS OF REIMBURSEMENT, PRICING IN A GLOBAL MARKET, WORKING IN A REIMBURSEMENT AGENCY, THE FUTURE OF THE PHARMACEUTICAL AND BIOTECH INDUSTRY, EUROPEAN INDUSTRIAL POLICY, HEALTH TECHNOLOGY ASSESSMENT (THE CASE OF NICE)

## Course Details

- Course Dates: February 21-25, March 21-25, April 11-15, 2011
- Organisation: The course starts each week at 12.00 on Mondays and runs to 17.00 on Fridays. Days are organised in five sessions of classes and group work of 90 minutes each and include evening and home work.
- Location: The first week will be held at the Novotel in Cannes and the second and third week at the Radisson Blu in Nice.
- Tuition Fee: The course fee is 10800 €. The fee for participants from government agencies or academia is 7600 €. The fee is charged at registration and participation is confirmed when payment is received. A discount of 1000 € is offered for early registration (prior to October 31, 2010). Participation is limited to ~24.
- Accommodation: Accommodation and conference costs are not included in the course fee. The cost of accommodation is 1850 € (4 nights per week), and cost of the conference package is 1700 € (including all meals). Accommodation and conference costs are payable at registration.
- Cancellation: The tuition fee and hotel deposit will be refunded in the case of cancellations until 2 months prior to the course. An administrative fee of 200€ will however be charged. In the case of a cancellation less than 2 month before the course, the fee will not be refunded, but can be credited to the program of the following year. In the case of cancellations less than 14 days prior to the course, payments will only be credited to the next year if a participant can be replaced.
- Registration: Please register on-line at [www.he-europe.com](http://www.he-europe.com), (European School of Health Economics). Alternatively, please fax the completed registration form to +33 493 605 968. Registration is confirmed when payment has been received.
- Further information: [www.he-europe.com](http://www.he-europe.com)  
For specific questions, use e-mail or telephone [info@he-europe.com](mailto:info@he-europe.com) or [gisela.kobelt@he-europe.com](mailto:gisela.kobelt@he-europe.com)  
Gisela Kobelt, +33 608 075 390

# REGISTRATION FORM (PLEASE FAX TO +33 493 605 968)

(Please note that the detailed course program will be mailed to you upon registration.)

I would like to enrol in the 2011 program "HEALTH ECONOMICS OF PHARMACEUTICALS AND OTHER MEDICAL INTERVENTIONS" of the European School of Health Economics, organised in Cannes/Nice (France) on February 21-15, March 21-25, April 11-15, 2010.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company/Organisation \_\_\_\_\_

Department \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

e-mail \_\_\_\_\_

Telephone/Fax \_\_\_\_\_ / \_\_\_\_\_

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Please indicate the level your current knowledge and experience of health economics, as well as related subjects.

	little/no knowledge	some knowledge	good knowledge
Cost-effectiveness analysis	_____	_____	_____
Decision analysis	_____	_____	_____
Economics	_____	_____	_____
Statistics	_____	_____	_____
Epidemiology	_____	_____	_____
Clinical Medicine	_____	_____	_____

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**Registration package:**

	<b>Cost</b>	<b>To be paid</b>
Course fee (full)	10800 €	
- Full fee, early registration	9800 €	
Course fee (reduced)	7600 €	
- Reduced fee, early registration	6600 €	
Accommodation	1850 €	1850 €
Conference package *	1700 €	1700 €
<b>TOTAL (€)</b>		

\* The Conference package is mandatory and includes all meals and coffee breaks.

Date\_\_\_\_\_

Signature\_\_\_\_\_

Upon receipt of your registration, we will send you an invoice. Please indicate the billing address below, if different from your address on the previous page. (Please also indicate whether you require a separate invoice for the tuition fee and the accommodation and conference package.)

Billing address:

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Thank you for your interest in this course and we are looking forward to meeting you next year!