

THE NEXT INTERNATIONAL TRAINING PROGRAM OF

## THE EUROPEAN SCHOOL OF HEALTH ECONOMICS

WILL TAKE PLACE IN NICE (CANNES), FRANCE  
ON JANUARY 19-23, FEBRUARY 16-20, MARCH 15-19, 2004

# HEALTH ECONOMICS OF PHARMACEUTICALS AND OTHER MEDICAL INTERVENTIONS

THE PROGRAM 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, PRESIDENT, EUROPEAN HEALTH ECONOMICS SAS

### **COURSE ADVISORS**

TONY CULYER, PROFESSOR, UNIVERSITY OF YORK  
BENGT JÖNSSON, PROFESSOR, STOCKHOLM SCHOOL OF ECONOMICS  
CLAUDE LE PEN, PROFESSOR, UNIVERSITE DAUPHINE, PARIS  
FRANS RUTTEN, PROFESSOR, ERASMUS UNIVERSITY, ROTTERDAM  
MATTHIAS VON DER SCHULENBURG, PROFESSOR, UNIVERSITY OF HANOVER  
ADRIAN TOWSE, DIRECTOR, OFFICE OF HEALTH ECONOMICS, LONDON

### **INTERNATIONAL FACULTY**

ACADEMIC HEALTH ECONOMISTS  
REGULATORS AND GOVERNMENT REPRESENTATIVES  
SPECIALISTS FROM THE PHARMACEUTICAL/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.

## FACULTY

The course brings together a unique international faculty of academic health economists, regulators, government representatives and specialists from the pharmaceutical and biotech industry.

Andrew Briggs	Institute for Health Sciences, University of Oxford, 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
Linus Jönsson	Stockholm Health Economics AB, Stockholm, Sweden
Bruno Jolain	Sanofi-Synthélabo, Paris, France
Gisela Kobelt	European Health Economicsw, Mulhouse, France
Eckhard Kucher	Simon & Kucher, Bonn, Germany
Claude Le Pen	Université Dauphine, Paris, France
Peter Lindgren	Stockholm Health Economics AB, Stockholm, Sweden
Thomas Lönngren	Director, EMEA, London, UK
Alan Lyles	John Hopkins University, Baltimore, USA
Francesco Mennini	University of Rome Tor Vergata, Italy
Carolin Miltenburger	Schering AG, Berlin, Germany
Frans Rutten	Erasmus University Rotterdam, Netherlands
Matthias v.d. Schulenburg	University of Hannover, Germany
Ann-Christine Taubermann	Pharmaceutical Review Board, Stockholm, Sweden
Marc Tomas	Boston Scientific, Paris, France
Adrian Towse	Office of Health Economics, London, UK
Rosario Trindade	INFARMED, Lisbon, Portugal
Helmut Wenzel	Roche Diagnostics, Mannheim, Germany
Other faculty	to be confirmed

## 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: January 19-23, February 16-20, March 15-19, 2004
- Organisation: The course starts at 12.00 on Mondays and runs to 16.00 on Fridays.  
Days are organised in five sessions of classes and group work of 90 minutes each and include evening work.
- Location: All 3 weeks will be held at the conference facilities of the hotel SOFITEL LE MEDITERRANEE (F-06407 Cannes, tel +33 492 99 73 00, fax +33 492 99 73 29). The hotel is approximately 20-30 minutes by bus or taxi from Nice airport.
- Tuition Fee: The course fee is 9500 €. The fee for participants from government agencies or academia is 6500 €. The fee is charged at registration and participation is confirmed when payment is received.
- Accommodation: Accommodation and conference costs are not included in the course fee. The cost of accommodation is 1800 € (4 nights per week), and cost of the conference package is 1185 € (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: For registration please fax the completed registration form to the Office of Health Economics in London (Kerry Sheppard at fax +44 207 747 1419).  
On-line registration is possible at [www.he-europe.com](http://www.he-europe.com)
- Further information: [www.he-europe.com](http://www.he-europe.com)  
or directly  
[info@he-europe.com](mailto:info@he-europe.com)  
Gisela Kobelt, +33 608 075 390  
Susan Holmström, +33 663 572 622  
Kerry Sheppard, +44 20 7930 9203 ext.1440

# REGISTRATION FORM (PLEASE FAX TO +44 20 7747 1419)

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

I would like to enrol in the program "HEALTH ECONOMICS OF PHARMACEUTICALS AND OTHER MEDICAL INTERVENTIONS" of the European School of Health Economics, organised in Cannes (France) on January 19-23, February 16-20, March 15-19, 2004

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.

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

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**Registration package:**

Course fee (full)	9500 €	
Course fee (reduced)	6500 €	
Accommodation		1800 €
Conference package *		1185 €
<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 in Cannes next year!