



Health Economics for Pharmaceutical Personnel

London, UK

30th November–1st December 2010

Description

This course is aimed at those working in the pharmaceutical industry who need to be introduced to the language of economics and economic evaluation.

The course will provide an understanding of the specific characteristics of health as an economic good, its measurement, the indirect nature of the demand for health and the imperfections of the market for health care.

It explains how economists evaluate the costs and benefits of health interventions, and how decision makers in the health services and in the pharmaceutical and medical technology industries use health economics. NICE will be discussed and although based in the UK this will have relevance to markets across Europe.

Who should attend?

This course is suitable for pharmaceutical industry personnel who wish to gain an overview of health economics from an industry perspective. Individuals from commercial and non-commercial backgrounds will find this course of great value.

CPD accreditation

Healthcare's programmes are approved by the Faculty of Pharmaceutical Medicine for CPD accreditation. Details can be supplied on request.

Topics to be covered include

- ▲ What is Health Economics?
- ▲ Data and sources of information
- ▲ Measuring outcomes
- ▲ Measuring costs
- ▲ Cost effectiveness analysis and modelling
- ▲ Economic evaluation
- ▲ Critical appraisal of Health Economic evaluation studies
- ▲ When to begin thinking about Health Economics
- ▲ Role in providing healthcare
- ▲ Case studies and discussions

Faculty includes

Nic Brereton, BresMed Health Solutions Ltd, Sheffield, UK

John Cairns, Professor of Health Economics, London School of Hygiene & Tropical Medicine, University of London, London, UK

Jim Furniss, Director of Market Access Solutions, Bridgehead International Ltd, London, UK

Steve Parrott, Health Economist, Centre for Health Economics, University of York, York, UK

Fee

The registration fee is £1,975 plus VAT. This includes lunch and refreshments throughout the day. Accommodation costs are not included.

Delegates can register on-line or by completing the booking form and returning it together with the appropriate payment to **Healthcare Education Services Limited**. Please retain a copy of the booking form for your records. A reduced academic/NHS fee is available – please contact **Healthcare** for details.

Venue/Accommodation

Details of the venue will be supplied on registration.

Accommodation costs are not included in the course fee. However, **Healthcare** has organised a special bed and breakfast rate at the venue for delegates who require overnight accommodation – details of how to book will be provided with registration documentation.

Faculty Biographies

Nic Brereton

Nic Brereton is a health economist who runs his own pharmacoeconomic modelling and health economics consulting firm. In the past 6 years, Nic has developed numerous health economic models that have been submitted to, and accepted by NICE, SMC and PBAC. Nic has worked closely with Professor Akehurst at the health technology assessment group at Sheffield University in the UK (SCHARR). Recently work includes models built in Osteoporosis (for NICE and PBAC), Glioma (for NICE) and ESRD (for NICE and SMC). He has also built a 'stem' model in Osteoporosis to be adapted to many different countries as they require for their reimbursement submissions.

Nic trained in mathematics and statistics at Bath University that led to 5 years working in the banking industry, modelling and developing systems for stock market analysis before moving into the healthcare industry in 2002.

John Cairns

John Cairns is Professor of Health Economics at the Department of Public Health and Policy, London School of Hygiene and Tropical Medicine. He has previously worked at the Universities of Aberdeen and York. Since 2003 he has been a member of the NICE Appraisal Committee and the Scottish Medicines Consortium. He is a member of the Health Technology Assessment Commissioning Board and of the recently formed advisory committee on the Safety of Blood, Tissues and Organs.

Jim Furniss

Jim Furniss is Director of Pricing and Reimbursement at Bridgehead International. He has a detailed understanding of pharmaceutical policy, pricing and market access issues throughout Europe and extensive practical experience of Company-Government relations in drug pricing and reimbursement.

Prior to moving into consultancy Jim was head of the Pharmaceutical Industry Branch in the UK Department of Health from 1991 to 1997. In this position, he was responsible for the operation of the UK Pharmaceutical Price Regulation Scheme and for the NHS drug budget for the UK. During this time he also represented the UK on pharmaceutical issues at the European Commission. He gained valuable experience in pharmaceutical price regulation across Europe as a member of the European Commission's Pharmaceutical Pricing Transparency Committee.

Jim has spent more than ten years in consultancy in the pharmaceutical industry, initially with Cambridge Pharma Consultancy and most recently with Bridgehead International. During this time he has worked on over 100 pharmaceutical pricing, reimbursement and market access projects, covering all major therapy areas. He has worked with all the major international pharmaceutical companies and many smaller companies. He is a regular speaker at

international conferences on pharmaceutical pricing, reimbursement and market access issues.

Steve Parrott

Steve has worked at the University of York as a health economist for the past 12 years in the Centre for Health Economics and more recently the Department of Health Sciences.

He has published on the economics of smoking, alcohol and illicit drug treatment interventions, and has taught health economics to both students and health care professionals as short courses and as part of undergraduate and postgraduate degrees.



BOOKING FORM

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Please complete your details below and fax this form to: +44 1727 738544

**Should you have any queries regarding payment, please email: finance@bridgehead.com
Bookings are not confirmed until payment has been received.**

Your details

Title: (tick applicable)	Dr <input type="checkbox"/>	Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Ms <input type="checkbox"/>	Miss <input type="checkbox"/>	Other: (please specify)	
First name:					Last name:		
Company:							
Job title:							
Address:							
Post/zip code:					Country:		
E-mail:							
Telephone:					Fax:		

Booking for

Course title:	Health Economics for Pharmaceutical Personnel	
Dates:	30th November–1st December 2010	
Fee: (GBP Sterling)	£1,975.00	PLUS VAT/TAXES

Method of payment

Maestro*	<input type="checkbox"/>	Visa*	<input type="checkbox"/>	MasterCard	<input type="checkbox"/>	AMEX	<input type="checkbox"/>
*Only Debit cards issued by a UK bank can be accepted.							
Card number:							
Security number: (from rear/front of card)					Issue no: (if applicable)		
Start date: (mm/yy)					End date: (mm/yy)		

Please note:

No refund/credit of registration fee will be made for any cancellations received less than 20 working days prior to the date of the course. Cancellations made more than 20 working days prior to the course date will incur a £75 administration fee. Substitutions may be made at any time.

If **Healthcare** cancels or postpones this event, the registration fee will be refunded. **Healthcare** will not accept liability for any other costs.

Healthcare reserves the right to amend the content and timing of all courses.

Your details will be entered onto our database and we may, from time to time, advise you of other Bridgehead Group products that may be of interest to you. If you do not wish to receive this information then please let us know.