

# HEALTH OUTCOMES RESEARCH

Decision Making for  
Pricing and Reimbursement  
**A modular educational programme**



VIENNA  
SCHOOL OF  
CLINICAL  
RESEARCH

**NEW  
PROGRAMME  
2011**

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# **Health Outcomes Research Decision Making for Pricing and Reimbursement A modular educational programme**

This programme consists of five courses each building on the knowledge and skills required for health outcomes research and health policy making:

Base Course

## **Evidence Based Decision Making for Pricing and Reimbursement: from Theory to Practice**

Complementary Courses

- **Principles of Pharmacoeconomics**
- **Evidence Based Medicine and Implementation Science – Toolkit**
- **Systematic Reviews for HTA and Reimbursement Decisions**
- **From Licensing to Reimbursement - How to Design Your Studies** (Course in development)

Each module of the programme comprises a series of lectures, tutorials, panel discussions and individual work. The interactive atmosphere during the course ensures effective communication with the faculty and fosters professional exchange and networking between the participants.

The programme is created for members of:

- Pharmaceutical/Biotech Industry (medical, marketing, regulatory, market access, general management, etc.)
- Health Insurers
- Health Care Providers / Commissioners
- HTA & Consultancy Agencies
- Educational & Research Institutions
- Health Policy Organisations





## COURSE FACULTY

Faculty members are contracted by the VSCR and committed to provide independent teaching of state-of-the-art principles.

## CERTIFICATES

Certificates will be provided to all participants attending at least 80% of course hours and completing the final course examination. This course has been submitted for CME credits to the following bodies:

- European Accreditation Council for Continuing Medical Education (EACCME)
- Austrian Medical Academy (DFP)

## THESE CERTIFICATES ARE ACKNOWLEDGED FOR

- Master of Science in Clinical Research
- an elective module for MSc Pharmaceutical Development Science (PharmaTrain - IMI)



## DIPLOMA

For successful completion of the base course and two complementary courses of choice, participants will be awarded with the “VSCR Health Outcomes Research Diploma”.

## REGISTRATION

Registration for this course can be done online: [www.vscr.at](http://www.vscr.at)

## TUITION FEES

The price per course of EUR **3,450.00** includes:

- Course fee
- Course material
- Lunch and refreshments during the course

## Special package price for “VSCR Health Outcomes Research Diploma” EUR 9,600.00

Price reductions might be granted on the basis of applications, considering individual circumstances of students coming primarily from non-profit-organisations.

For information about **group- and early booking discounts**, please contact: [vscr@vscr.at](mailto:vscr@vscr.at)



**BASE COURSE (5 days)**

## **Evidence Based Decision Making for Pricing and Reimbursement: from Theory to Practice**

Vienna, 2 - 6 May 2011

Vienna, 7 - 11 November 2011

This course is designed for professionals working in the industry or in the public health sector and involved in negotiations and decision making for pricing and reimbursement. Those who have a need to understand how evidence based decision making is being used to direct reimbursement and market access decisions will also benefit from this course.

### **COURSE FACULTY**

**ROBINSON** Alan (Director of Value Health Consulting, UK)

**BUCSICS** Anna (Head of Department of Pharmaceuticals, Main Association of Austrian Social Security Institutions, Austria)

**DANKO** David (Research Leader, Corvinus University of Budapest, Hungary)

**IOVAN** Sebastian (PRA Manager, EMS AREA, Eli Lilly Regional Operations, Austria)

**KERPEL-FRONIUS** Sandor (Department of Clinical Pharmacology, Semmelweis University, Hungary)

**RAMSBERG** Joakim (Director Health Economics and Outcomes, Innovus, Sweden)

**SCHULZE-SOLCE** Hans-Nikolaus (Independent Consultant, Member of the board of the OptiMedis AG, Germany)

**SZUCS** Thomas D. (Director of European Center of Pharmaceutical Medicine, University of Basel, Switzerland)

**TOLLEY** Keith (Director of Tolley Health Economics Ltd., UK)

**RIEDL** Viktor (Senior Director Pricing, Reimbursement and Access, Europe, Canada and Australia, Eli Lilly International)

**WINDISCH** Ines (Director Public Affairs / Market Access / Communication, Sanofi -Aventis GmbH, Austria)





### **LEARNING OBJECTIVES:**

- Review the specific aims of the different actors involved in reimbursement
- Understand the trends in health care, cost and budget pressures in Western European and CEE countries and the consequent effects on the payer (parties involved)
- Understand how the Health Technology Assessment (HTA) is being used by reimbursement decision makers and how it is applied in different countries
- Understand how payers using Health Technology Assessment (HTA), including evidence based medicine, systematic reviews of data and pharmacoeconomic analysis, deliver more rational and transparent decisions
- Learn how reimbursement and market access for new drugs are being managed in some key European markets
- Learn how pharma manufacturers are responding to the changing information requirements for reimbursement to support case studies
- Learn how new approaches are applied to negotiation on reimbursement



## COMPLEMENTARY COURSE

# Principles of Pharmacoeconomics

Vienna, 19 - 23 September 2011

This course is designed for personnel working in the public healthcare sector, in pharmaceutical industries or for those involved in negotiations related to the evaluation, pricing and marketing of drugs.

## COURSE FACULTY

**KIND** Paul (Professor of Health Economics, Centre for Health Economics, University of York, UK)

**WEATHERLY** Helen (Research Fellow, Centre for Health Economics, University of York, UK)

**WELTE** Robert (Guest Researcher, Helmholtz Zentrum München - Institute for Health Economics and Health Care Management; Head of New Products & Health Outcomes, GSK, Germany)

## LEARNING OBJECTIVES:

- Gain familiarity with the principles and tools of economic evaluation in healthcare
- Understand analysis types including cost-effectiveness, cost of illness and budget impact
- Have a clear understanding of the relationship between the choice of outcome measures and the form of economic analysis
- Understand different types of cost and methods for their estimation
- Establish practical methods for valuing health outcomes, including QALYs
- Know and have the ability to apply the concepts of modelling, discounting, uncertainty and transferability analysis
- Establish the capacity to understand and critically review Health Technology Assessment reports
- Understand the strengths and weaknesses of methods in health care decision making



## COMPLEMENTARY COURSE

# Evidence Based Medicine and Implementation Science - Toolkit

Vienna, 23 - 27 May 2011

This course is designed for personnel working in the pharmaceutical industry, in the public healthcare sector and/or being involved in decision and policy making. The primary course objective is to understand the principles and concepts of evidence-based medicine and implementation science to apply them to decision making and improving health care practice.

## COURSE FACULTY

**HAYNES R. Brian** (Full Prof., Clinical Epidemiology and Biostatistics, McMaster University, Canada)

**KLEIJNEN Jos** (Director, Kleijnen Systematic Reviews Ltd, UK)

**KERPEL-FRONIUS Sandor** (Department of Clinical Pharmacology, Semmelweis University, Hungary)



## LEARNING OBJECTIVES:

- Understand why and how we base health care on evidence
- Understand randomised controlled trials and meta-analyses of randomized controlled clinical trials
- Apply EBM to decision making in health care and the pharmaceutical industry:
  - Finding the evidence
  - Evaluating the evidence
  - Applying the evidence
  - Supporting evidence-informed health care systems



## COMPLEMENTARY COURSE

# Systematic Reviews for HTA and Reimbursement Decisions

Vienna, 5 - 9 September 2011

This course is designed for personnel working in the pharmaceutical industry, in the public health sector, those involved in commissioning health care and research organisations. The course provides intensive, highly practice-oriented training in order to foster the application of systematic reviews and meta-analysis to reimbursement decisions, health technology assessments, treatment decisions in clinical practice and as well as to the formulation of new research questions.

## COURSE FACULTY

**KLEIJNEN** Jos (Director, Kleijnen Systematic Reviews Ltd, UK)

**TIJSSEN** Jan (Professor of Clinical Epidemiology and Biostatistics  
Department of Cardiology, Academic Medical Center - University of  
Amsterdam, The Netherlands)

## LEARNING OBJECTIVES:

- Provide participants with an in-depth understanding of the principles of systematic reviews and meta-analysis
- Provide participants with the ability to critically appraise protocols and reports of clinical trials
- Train participants how to use systematic reviews in:
  - research
  - clinical practice
  - 4th hurdle process
- Familiarise participants about how systematic reviews support EBM



For more information about the Vienna School of Clinical Research and our curriculum please visit our website:



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



[vscr@vscr.at](mailto:vscr@vscr.at)



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### **ABOUT VSCR:**

The Vienna School of Clinical Research (VSCR) is an international non-profit organisation for continuing post-graduate education of physicians and other experts who are involved in clinical research.

The VSCR has trained more than 5000 experts over 90 countries in the last 10 years. Since 2001, approximately 20 different course modules have been developed, involving an international faculty of around 150 experts from more than 40 different countries. The courses cover all topics relevant to clinical trialists including GCP, trial design and methodology, evidence based medicine, biostatistics, clinical epidemiology, ethics, publication, project management and health outcomes research.

### **OUR PRIVATE/PUBLIC/ACADEMIC PARTNERSHIP:**

Based on a partnership between public bodies (City of Vienna, Austrian Government, European Commission), academic centres (15 universities in Europe, US and Africa) and the private sector (pharma- and other industry), the VSCR has developed an educational programme that aims at optimising clinical research by minimising risk and cost and maximising scientific value as well as ethical and quality standards.

Public and private grants and income from course fees provide the funding for a scholarship programme that allows selected participants access to the VSCR educational programme. VSCR is partner of Pharmatrain, an educational initiative of IMI (Innovative Medicines Initiative) sponsored by the European Commission and EFPIA.

# TEACHING THE FUTURE

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