OVERVIEW

The course will reflect on market access and health technology assessment (HTA) from a policy perspective and it will focus on the national and subnational levels of strategy formulation and execution. Its main objective is to illustrate how pharmaceutical pricing & reimbursement (funding) policy is developing, how the use of HTA is evolving, and how companies should address these developments by developing and reinforcing their both their strategic and technical market access capabilities. The course will cover key concepts and provide an overview of methods used in the assessment and appraisal of pharmaceuticals during the pricing and reimbursement (funding) decision-making process.

The training session will consist of trainer presentations followed by interactive discussions and case studies. The interactive sessions will allow participants to reinforce their skills to interpret HTA reports and results and to formulate successful local value propositions.

LEARNING OBJECTIVES

At the conclusion of this course, participants will be able to:

• Understand the role, stakeholders and key concepts of pricing & reimbursement policy and how HTA is connected to pricing & reimbursement policy
• Have a clear notion of what building blocks constitute successful market access strategies at national and subnational level
• Be acquainted with different HTA paradigms and architectures, with special regard to economic evaluation, comparative benefit assessment and multi-criteria decision analysis (MCDA)
• Assess the role of HTA in the pricing & reimbursement decision making processes
• Learn about key assessment logics and methods in different HTA paradigms (e.g. cost-effectiveness analysis, budget impact assessment, added clinical benefit, selected scoring algorithms)
• Discuss the current status and the future dynamics of HTA in the region and prepare for most likely developments
• Practice how elements of health economics can strengthen value propositions innovative medicines and make them attractive from a payer perspective

Learning objectives will be achieved using a mix of trainer presentations, trainer-led plenary discussions and case studies.

WHO WILL ATTEND

The course is aimed at professionals with limited/no technical experience of HTA who may or may not have exposure to market access challenges and opportunities on a daily basis. The course will be of interest to participants from the pharmaceutical industry working in the field of:

• Market Access
• Government and Public Affairs
• Health Economics & Outcome Research
• Patient Advocacy
• Drug Development
• Regulatory Affairs
• Marketing
• Medical Affairs

As the training follows a distinct policy perspective, representatives from government agencies, payer organisations, health insurance companies as well as hospital managers, patient advocates, academia and non-profit organisations are encouraged to attend as well.

Level: Beginner, no previous experience of HTA is required.

FACULTY

Mark Peter Molnar
Research Leader
Corvinus University of Budapest, Institute of Management, Hungary
Partner
Ideas & Solutions, Hungary

Katarzyna Kolasa
Professor of Health Economics
Head of Health Economics and Healthcare Management Department, Kozminski University, Poland

KEY TOPICS

• Key principles and notions and stakeholders in pricing & reimbursement policy
• Role of HTA in pricing & reimbursement policy
• Main approaches to HTA
• Economic evaluation: cost-effectiveness analysis, budget impact analysis
• The role of health economics modelling and outcome research
• The logic of comparative benefit assessment and multi-criteria decision analysis using health economics in pricing & reimbursement dossiers
DAY 1

08:00 REGISTRATION

08:30 SESSION 1

INTRODUCTION TO PRICING & REIMBURSEMENT POLICY AND MARKET ACCESS
- Purpose and objectives of pharmaceutical pricing & reimbursement policy
- Elements of pricing & reimbursement policy (price regulation, volume regulation, co-payment regulation), main policy tools used in the region
- Building blocks of successful market access strategies

09:30 SESSION 2

INTRODUCTION INTO HTA
- The need to assess health technologies: supply-induced in health care, the elusive notion of value, limited budgets and the importance of opportunity costs
- Value concepts and frameworks in health care decision making, HTA definitions
- HTA institutions and stakeholders
- Health economics and market access functions in pharmaceutical companies

10:30 COFFEE BREAK

11:00 SESSION 3

KEY SUCCESS FACTORS OF PROPERLY FUNCTIONING HTA SYSTEMS
- Dependence of HTA systems on local institutional environments
- Different HTA systems in function of different policy goals
- Key principles of choosing the most appropriate HTA approach for a health care system
- HTA implementation do's and don'ts

12:00 CASE STUDY 1

HTA SYSTEM DESIGN FOR THE NATIONAL HEALTH CARE SYSTEM IN A FICTIONAL COUNTRY IN THE MIDDLE EAST

13:00 LUNCH

14:00 SESSION 4

COST-EFFECTIVENESS ANALYSIS IN ECONOMIC EVALUATION
- The meaning of cost-effectiveness
- Cost-effectiveness analysis, cost-utility analysis, cost minimization analysis
- Metrics of health outcomes: quality of life, life years gained, QALY/DALY etc.
- Direct and indirect health care costs in economic evaluation
- Use of the incremental cost-effectiveness ratio in decision-making
- Models versus clinical trials: the role of economic modelling
- Short outlook on international HTA systems applying economic evaluation

15:30 CASE STUDY 2

INTERPRETATION OF COST-EFFECTIVENESS ANALYSIS

16:15 COFFEE BREAK

16:45 SESSION 5

BUDGET IMPACT ANALYSIS IN ECONOMIC EVALUATION, MANAGED ENTRY AGREEMENTS
- Differences between gross budget impact and net budget impact
- Linking economic disease burden analyses to budget impact analysis
- The role and types of managed entry agreements, financial and outcome-based contracts

17:30 END OF DAY ONE

DAY 2

08:30 CASE STUDY 3

DESIGN OF MANAGED ENTRY AGREEMENTS

09:30 SESSION 6

COMPARATIVE BENEFIT ASSESSMENT AND MULTI-CRITERIA DECISION ANALYSIS
- Clinical benefit and added clinical benefit, evaluating clinical trial results
- The comparator choice question in comparative benefit assessment
- Other sources of product value: social and ethical considerations, health policy alignment etc.
- Variations for multi-criteria decision-making (MCDA)
- International systems applying comparative and multi-criteria (balanced) assessment

11:00 COFFEE BREAK

11:30 CASE STUDY 4

BUILDING HTA INFORMATION INTO PRODUCT VALUE PROPOSITIONS
- Creation of a value proposition based on real life example (in breakout session)
- Presentation and plenary discussion of value propositions

13:00 LUNCH

14:00 CASE STUDY 5

COMMUNICATING HTA INFORMATION AT PAYER DISCUSSIONS
- Preparing for payer discussions, development of communication and negotiation strategies (based on real product)
- Mock payer negotiation
- Plenary feedback and discussion

15:45 WRAP-UP AND CONCLUDING REMARKS

16:00 END OF TRAINING COURSE

Plan Your Team's Professional Development

Why not take advantage and train your whole department (or even across different departments!) and benefit from increased:
- Focus
- Flexibility
- Convenience
- Cost Effectiveness

For more information please contact EMEA@diaglobal.org.

Unless otherwise disclosed, DIA acknowledges that the statements made by speakers are their own opinion and not necessarily that of the organisation they represent, or that of the DIA. Speakers and agenda are subject to change without notice. Recording during DIA sessions is strictly prohibited without prior written consent from DIA.
**Training Course Venue**

NOVOTEL DUBAI AL BARSHA HOTEL  
Opp Sharaf DG Metro Station  
Sheikh Zayed Road Barsha 1  
POB 450011, Dubai  
United Arab Emirates  
Tel: +971 4 304 90 00  
Email: H6535@accor.com

DIA has blocked a limited number of hotel rooms for the course participants from 7 to 9 May 2018 at the rate of AED 350.00 per superior single room per night including breakfast, 10% municipality fees and 10% service charges, excluding AED 15.00 Tourism fee and 5% VAT (applicable as of 1 January 2018).

In order to book a hotel room, please contact the hotel directly and quote the booking reference “DIA”:

Tel: +971 4 381 22 18  
Fax: +971 4 304 91 00  
Email: H6540-SL11@accor.com  
The room rate is available until 8 March 2018 or until the room block is sold-out, whichever comes first.

**HOW TO GET THERE**

From Dubai Airport take the Red Metro line towards UAE Exchange and get off at Sharaf DG station. The hotel is located right next to the station.

www.dubai-online.com/transport/metro/map

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**About DIA**

DIA is the global connector in the life sciences product development process. Our association of more than 18,000 members builds productive relationships by bringing together regulators, innovators, and influencers to exchange knowledge and collaborate in an impartial setting. DIA’s network creates unparalleled opportunities for exchange of knowledge and has the inter-disciplinary experience to prepare for future developments.

The dedicated efforts of DIA staff, members and speakers enable DIA to provide a comprehensive catalogue of conferences, workshops, training courses, scientific publications and educational materials. DIA is a global community representing thousands of stakeholders working together to bring safe and effective products to patients.

DIA is an independent, non-profit organisation has its Global Center in Washington, DC, USA with the European office in Basel, Switzerland, and additional regional offices in Horsham, Pennsylvania, USA; Tokyo, Japan; Mumbai, India; and Beijing, China.

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**Continuing Education**

The Swiss Association of Pharmaceutical Professionals (SwAPP) and the Swiss Society for Pharmaceutical Medicine (SGPM) have accredited this training course with 12.75 credits.

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**Special Group Discount**

**BUY 3 AND GET 1 FREE!**

All 4 individuals must register and prepay at the same time without exception. DIA will apply the value of the lowest applicable fee to this discounted registration; it does NOT include fees for optional events or DIA membership. You may substitute group participants of the same membership status at any time; however, administrative fees may be incurred.

Group registration is not available online and only available for the industry rate.

To take advantage of this offer, please print the registration form for each of the four registrants from your company. Include the names of all four group registrants on each of the forms and return them together to DIA.

For groups of 5 or more individuals, please contact Basel@DIAglobal.org for a custom group rate.
REGISTRATION FORM
Market Access and HTA: What Every Pharmaceutical Stakeholder Should Know # 18537
8-9 May 2018 | Novotel Dubai Al Barsha Hotel | Dubai, United Arab Emirates

REGISTRATION FEES
Registration fee includes refreshment breaks, lunches and electronic access to training course material. Please note that the full amount must be received by DIA by commencement of the course to get the electronic access to the material. Please check:

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<th>FEES</th>
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<td>INDUSTRY</td>
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All registration fees are subject to applicable local VAT.

If DIA cannot verify your membership upon receipt of registration form, you will be charged the non-member fee.

**Payment is due 30 days after registration and must be paid in full by commencement of the course.**

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The DIA Contact Centre Team will be pleased to assist you with your registration from Monday to Friday between 08:00 and 17:00 CET. Tel.: +41 61 225 51 51 Fax: +41 61 225 51 52

Email: EMEA@DiaGlobal.org Mail: DIA, Küchengasse 16, 4051 Basel, Switzerland Web: www.diaglobal.org

CANCELLATION POLICY
All cancellations must be made in writing and be received at the DIA office four weeks prior to the event start date. Cancellations are subject to an administrative fee:
- Industry (Member/Non-member) € 200.00
- Academia/Charitable/Government/Non-profit (Full-time) (Member/Non-member) € 100.00

If you do not cancel four weeks prior to the event start date and do not attend, you will be responsible for the full registration fee.

DIA reserves the right to alter the venue and dates if necessary. If an event is cancelled or postponed, DIA is not responsible for airfare, hotel or other costs incurred by registered attendees. Registered attendees are responsible for cancelling their own hotel and travel reservations.

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Payments must be net of all charges and bank charges must be borne by the payer. If you have not received your confirmation within five working days, please contact DIA.

By signing below, I confirm that I agree with DIA’s Terms of Service and Conditions of booking. These are available from the office or on [http://www.diaglobal.org/EUTerms](http://www.diaglobal.org/EUTerms)

Date
Signature

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