



VIENNA
SCHOOL OF
CLINICAL
RESEARCH

SFU Sigmund Freud
University

TEACHING THE FUTURE

VIENNA SCHOOL
OF CLINICAL RESEARCH,
PUBLIC HEALTH AND
MEDICAL EDUCATION



NEW
PROGRAMME
2018

| DIPLOMA HEALTH OUTCOME RESEARCH HEALTH ECONOMY

Decision Making for Pricing
and Reimbursement – a Modular Academic
Diploma Programme



HEALTH OUTCOME RESEARCH HEALTH ECONOMY

Decision Making for Pricing and Reimbursement – a Modular Academic Diploma Programme

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

BASE MODULE

➤ **Module 1: Evidence Based Decision Making for Pricing and Reimbursement: from Theory to Practice**

COMPLEMENTARY MODULES

➤ **Module 2: Principles of Health Economy and Cost-Effectiveness Analysis (advanced course)**

➤ **Module 3: Evidence Based Medicine and Implementation Science – Toolkit**

➤ **Module 4: Systematic Reviews for HTA and Reimbursement Decisions**

➤ **Module 5: From Licensing to Reimbursement – How to Design Your Studies**

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. **Each module can be booked as a stand-alone module.** Successful completion of a single module will be awarded with a certificate.

DIPLOMA

For successful completion of the base module and two complementary modules of choice, participants will be awarded with the “VSCR/SFU Health Outcomes Research Academic Diploma”.

THE PROGRAMME IS CREATED FOR MEMBERS OF:

- Pharmaceutical/Biotech/Medical Device/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 LANGUAGE

English

COURSE FACULTY

Reknown experts in health economy, health outcome research and health care policy bring in their experiences from industry (pharma and medical device), regulatory, health care policy and academia. Lecturers (details see next page):

- Lieven Annemans
- Keith Tolley
- Friedhelm Leverkus
- Paul Kind
- Sueri Moon
- and others

JOINT CERTIFICATES OF VSCR AND SFU

Certificates will be provided to all participants completing each module. This programme has been submitted for CME (Continuing Medical Education) credits to the following bodies:

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

THESE CERTIFICATES ARE ACKNOWLEDGED FOR

- Diploma in Health Outcome Research by Sigmund Freud University, Vienna
- An elective module for MSc Pharmaceutical Development Science (PharmaTrain – IMI)



REGISTRATION

Registration for the modules or programme can be done under office@vscr.at

TUITION FEES

- Price per module:** EUR 3,450.00
- Early booking until 30 September 2018:** EUR 2,990.00
(includes course fee, material and refreshments during the course)
- Special package price for “VSCR Health Outcome Research Diploma” (three modules):** EUR 9,600.00

For group booking discounts and scholarships please contact: office@vscr.at

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



EVIDENCE BASED DECISION MAKING FOR PRICING AND REIMBURSEMENT: FROM THEORY TO PRACTICE

Base Course (Module 1) 4 days

✂ **Vienna, 15–18 November 2018**

✂ **2019 tba** (repetition of module 1)

This module 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

Experienced and reputed lecturers from academia, industry and governmental institutions.

TECHNICAL COURSE DIRECTORS

Heinrich Klech MD, PhD

Professor of Medicine, Medical University Vienna

Margarete Schreiner-Karner, MSc, Vienna

SCIENTIFIC COORDINATORS



Lieven Annemans, MSc, PhD

Senior Professor of Health Economy, University Ghent, Belgium, past president ISPOR

Author of “Health Economics for Non-economists. Principles, methods and pitfalls of health economic evaluations” (Pelckmans Pro) – Revised version released in June 2018.

<https://nolledz.com/product/health-economics-for-non-economists>



Keith Tolley, BA, MPhil

Director of Tolley Health Economics (1987–1997) University of York – Centre for Health Economics and University of Nottingham, UK)

OTHER LECTURERS

Paul Kind, PhD

Professor of Health Outcome Measurement, University Leeds, UK

Friedhelm Leverkus

Leader of Health Technology Assessment Group at Pfizer, Germany

Suerie Moon, MPA, PhD

Director of Research, Graduate Institute of International and Development Studies, Geneva, Switzerland

Karl-Johann Myren

Global Senior Director, Head of Health Outcomes, Value & Patient Access at Swedish Orphan Biovitrum AB, University of Stockholm, Sweden

Robert Welte, MPH, Msc

Head of Health Economy, Glaxo, Germany

and many others

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 used by reimbursement decision makers and how it is applied in different countries
- Understand how payers use 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 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





PRINCIPLES OF HEALTH ECONOMICS AND COST-EFFECTIVENESS ANALYSIS (ADVANCED MODULE)

Complementary Module (Module 2)

✎ **Vienna, January 2019**

This module is designed for personnel working in the public health-care sector, in pharmaceutical and medical device industries or for those involved in negotiations related to the evaluation, pricing and marketing of drugs.

FACULTY

Experienced and reputed lecturers from academia, industry and governmental institutions

SCIENTIFIC COORDINATORS



Paul Kind, PhD

Professor of Health Outcome
Measurement, University Leeds, UK



Robert Welte, MPH, Msc

Head of Health Economy,
Glaxo, Germany

LEARNING OBJECTIVES

- ✎ Gain familiarity with the principles and tools of economic evaluation in healthcare
- ✎ Understand analyses 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 (Quality Adjusted Life Year)
- ✎ 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 (HTA) reports
- ✎ Understand the strengths and weaknesses of methods in health care decision making

EVIDENCE BASED MEDICINE AND IMPLEMENTATION SCIENCE – TOOLKIT

Complementary Module (Module 3)

➤ To be announced

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.

LEARNING OBJECTIVES

- Understand why and how we base health care on evidence
- Understand randomised controlled trials and metaanalyses of randomized controlled clinical trials
- Apply EBM (Evidenced Based Medicine) 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









SYSTEMATIC REVIEWS FOR HTA AND REIMBURSEMENT DECISIONS

Complementary Module (Module 4)

To be announced

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.

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

FROM LICENSING TO REIMBURSEMENT – HOW TO DESIGN YOUR STUDIES

Complementary Module (Module 5)

To be announced





VSCR

The Vienna School of Clinical Research (VSCR) is an international educational institution based in Vienna, Austria, which provides ongoing training and education for physicians and related health professionals. Since its establishment in the year 2000 as a Center of Excellence (CoE) for clinical research and for health economy, VSCR fulfills all scientific and ethical criteria of quality for academically accredited postgraduate education.

VSCR's independent educational advisory board consists of internationally renowned experts and cooperates with many other national and international academic institutions.

VSCR trained and developed clinical researchers on a global basis in close partnership with 14 international universities. In the past 17 years the VSCR has been training more than 7000 scientists from more than 90 countries.

VSCR is a non-profit limited company (gemeinnützige GmbH). It is dedicated to progress in medical science and postgraduate education in the spirit of the „Wiener Medizinische Schule“ for the benefit of patients. Any surplus of VSCR has to be used either for support of students or for investments in VSCR's educational programs.

Managing Director VSCR

Univ.-Prof. Dr. Heinrich Klech

Chairman VSCR Educational Advisory Board

Univ.-Prof. Dr. Andreas Festa

Operational Manager VSCR

Mag. Margarete Schreiner-Karner

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

Sigmund Freud University

The Faculty of Medicine (Medical School) at the Sigmund Freud University Vienna (SFU) aims at being the platform for implementing a new training concept. Our mission is to offer degree programs where the concept of participatory medicine, which considers the multidimensionality of human beings and the complexity of health needs, is realized through excellent, research-oriented teaching, resulting in a medical education with quality and soul.

The SFU was accredited and recognized as a private university by the Austrian accreditation authority in 2005. Individual support, dialogue with the teaching staff, and the guarantee of practical relevance exemplify the high quality of studies at the SFU. The close connection between research and practice further encourages the acquisition of knowledge in a creative teaching and learning environment. In addition to the home university in Vienna with its four faculties Psychotherapy Science, Psychology, Medicine, and Law, the SFU offers locations in Paris, Milano, Ljubljana, Linz, and Berlin.

Rector

Univ.-Prof. Dr. Dr. h.c. mult. Alfred Pritz

Dean

Univ.-Prof. DDr. Christian Kratzik

For more information about the
Sigmund Freud University
please visit the website:

www.sfu.ac.at

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Contract Research Organization (CRO) and advanced training for clinical trials: Centrial

CenTrial GmbH is an independent Contract Research Organisation with 15 years of experience in clinical trials for the pharmaceutical and medical devices industries in Germany and abroad. We also work with non-commercial institutions (investigator-initiated trials). CenTrial offers an abundant range of operational clinical trial services for trials with drugs and medical devices, non-interventional studies, registries and post market clinical follow-up. Study sites are located in Germany and all over Europe. CenTrial is close to the University Hospital of Tübingen with direct access to specialists and medical expertise.

Our comprehensive experience and expertise is shared with clients and students in CenTrial's renowned advanced training programs that make a significant contribution to study team qualification. We offer up-to-date topics in a variety of seminar formats to investigators, study assistants, monitors/CRAs, data managers, study managers and everyone interested in clinical studies.

General Manager

Prof. Dr. med. Christoph H. Gleiter

For more information about
CenTrial GmbH
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