

2nd ANNUAL PHARMASSIST SEMINAR ATHENS, GREECE

October 20-21, 2011
Divani Caravel Hotel

Health Economics, Economic
Evaluation in Health Care,
Drug Pricing and
Reimbursement, Micro and
Macroeconomic Analysis of
Pharmaceutical Expenditures,
Health Technology
Assessment



Economic Evaluation of Health Technologies for Pricing & Reimbursement Purposes



Who should attend: Directors, Heads, Managers, Officers & Personnel of : Pricing and Reimbursement, Market Access, Health Economics, Finance, Economics and Government Affairs, Business Strategy, Sales & Marketing, Brand Management, Corporate Strategy, Operations, Regulatory Affairs, Public Relations & Affairs, Outcomes Research, Contracts, Legal, Health Policy Advisors

2st Announcement

Info at: www.pharmassist.gr

PHARMASSIST LLC. 262 Messogion Av. 155 62 Holargos
Athens-Greece Tel.:+30 210 6560700 Fax: +30 210 6512210



In
Collaboration
with



Greece
ISPOR
Chapter

2nd Annual PHARMASSIST SEMINAR
ECONOMIC EVALUATION OF HEALTH TECHNOLOGIES
FOR PRICING & REIMBURSEMENT PURPOSES
20-21 October, Divani Caravel Hotel, Athens, Greece

DAY 1 Thursday 20 October

09:00 - 09:30

REGISTRATION - ATTENDANCE

09:30 – 09:40

WELCOME – OPENING REMARKS

09:40- 10:15

INTRODUCTION TO ECONOMIC EVALUATION OF HEALTH CARE AND ITS ROLE IN THE DECISION-MAKING AND HEALTH POLICY

10:15: 11:00

METHODS OF ECONOMIC EVALUATION ANALYSIS I

11:00 - 11:30

COFFEE BREAK

11:30 - 12:15

METHODS OF ECONOMIC EVALUATION ANALYSIS II

12:15 - 13:00

THE ROLE OF HTA ORGANIZATIONS AND THE DEVELOPMENT OF CLINICAL GUIDELINES. Presentation of the National Institute of Clinical Excellence (NICE) technology appraisal process and the NHS-Economic Evaluation Database of the University of York – UK

13:00 - 13:30

DISCUSSION QUESTIONS AND DEBATE; Chair Mary Geitona – Magda Hatzikou

13:30 - 15:00

LUNCH BREAK

15:00 - 15:45

HANDLING UNCERTAINTY IN ECONOMIC EVALUATION
Methodological issues and constraints

15:45 - 16:30

UTILIZATION OF EPIDEMIOLOGICAL, CLINICAL AND ECONOMIC DATA
Evidence based medicine (EBM) assessment. Application of economic evaluation case studies and modeling techniques

16:30 - 17:00

DISCUSSION QUESTIONS AND DEBATE

Ioanna Koukli Ph.D
General Manager
PHARMASSIST LLC

Mary Geitona
As. Professor of Health Economics, University of Peloponnese, President of Greece ISPOR chapter

Magda Hatzikou Ph.D
Health Economist,
Novartis Hellas

Magda Hatzikou Ph.D
Health Economist,
Novartis Hellas

Dimitra Labreli Ph.D
Health Economist,
UnitedBiosource (UBC)
London

Maria Raikou, Ph.D
Health Economist
LSE, Lecturer

Maria Raikou, Ph.D
Health Economist
LSE, Lecturer

2nd Annual PHARMASSIST SEMINAR
ECONOMIC EVALUATION OF HEALTH TECHNOLOGIES
FOR PRICING & REIMBURSEMENT PURPOSES
20-21 October, Divani Caravel Hotel, Athens, Greece

DAY 2 Friday 21 October 2011

09:00 - 09:30
ATTENDANCE

09:30- 10:15
PRICING AND REIMBURSEMENT IN HEALTH CARE: Reimbursement models in EU countries

Isabel Henkel
Director Market Access & Reimbursement
JnJ, Germany

10:15: 11:00
STRATEGIES OF EUROPEAN HEALTH CARE SYSTEMS: Market Access and reimbursement pathways

Isabel Henkel
Director Market Access & Reimbursement
JnJ, Germany

11:00 - 11:30 COFFEE BREAK

11:30 - 12:15
MICRO AND MACROECONOMIC ANALYSIS OF PHARMACEUTICAL EXPENDITURE
The potential economic impact of HTA on rational decision making and on health policy and economics

John Yfantopoulos
Prof. of Health Economics
University of Athens,
Greece

12:15 - 13:00
THE IMPACT OF ECONOMIC EVALUATION AND HTA ON THE DEVELOPMENT PROCESS; The Spanish perspective

Oriol Sola-Morales
Medical Director
Sabirmedical S.L.
Barcelona, Spain

13:00 - 13:30
DISCUSSION QUESTIONS AND DEBATE. Chair John Yfantopoulos, Oriol Sola-Morales

13:30 - 15:00 LUNCH BREAK

15:00 - 15:45
HEALTH TECHNOLOGY ASSESSMENT; The Pharma industry perspective

Angeliki Angeli MSc.
Health Economist
Sanofi-Aventis

15:45 – 16:15
DISCUSSION QUESTIONS AND DEBATE
Recent developments and future challenges for economic evaluation methods in health care

Mary Geitona
As. Professor of Health Economics, University of Peloponnese, President of Greece ISPOR chapter

16:15 – 16:30
CLOSING REMARKS

2nd Annual PHARMASSIST SEMINAR ECONOMIC EVALUATION OF HEALTH TECHNOLOGIES FOR PRICING & REIMBURSEMENT PURPOSES

REGISTRATION FORM
Price includes coffee and snacks,
lunch & conference material

Divani Caravel, Athens, Greece
20-21 October 2011

Standard Fee for 2 Day Seminar Attendance, €800.00

<i>Standard fee</i>	€800.00	<input type="checkbox"/>	
<i>Reduced fee</i> (15% for second attendee from the same company)	€680.00	<input type="checkbox"/>	<i>NOTE: Payment of registration fees must be received before commencement of the course</i>
<i>Reduced fee</i> (20% for third attendee from the same company)	€640.00	<input type="checkbox"/>	
<i>Reduced fee for Academia and Full Government</i>	€400.00	<input type="checkbox"/>	

REGISTRANT

Please complete with CAPITAL letters

Prof. Dr. Ms. Mr.

Last name

First name

Company/ Institution

Job Title/ Position

Street Address/ PO Box

Postal Code

City

Telephone

Fax or email (required for confirmation)

Please indicate your professional category:

Academia Government
 Industry Contract Research Organisation

PAYMENT METHODS

Cheques should be made payable to: PHARMASSIST LLC (ΦΑΡΜΑΣΙΣΤ ΜΕΠΕ) and mailed together with a copy of the registration form to facilitate identification to: PHARMASSIST LLC, 262 Messogion Av. 155 62 Holargos, Athens, Greece

Bank Transfers: Payments should be addressed to:

PHARMASSIST LLC

BANK: ALPHA BANK

ACCOUNT: 153 00 2320 002897

IBAN: GR14 0140 1530 1530 0232 0002 897
including your name, company and Meeting ID: 11/01.

Payments must be net of all charges and bank charges must be borne by the payer.

We have arranged for special accommodation prices at Divani Caravel Hotel. If accommodation is needed please notify the Hotel's reception

CANCELLATION POLICY

Registrants who do not cancel five working days prior to the course start date and do not attend, will be responsible for the full registration fee. PHARMASSIST reserves the right to alter the dates if necessary.