

Introduction to Pharmacoeconomics **Pharmacoeconomics I**

3-Day Professional Development Seminar

East Asia Training & Consultancy Pte Ltd, is happy to invite you to attend a three-day professional development seminar on **Introduction to Pharmacoeconomics (Pharmacoeconomics I)** in Singapore.

Course Overview

Economic issues related to the health sector have been gaining much attention in Asian countries. This increasing attention to health economics in the region is due to the recent implementations of financial and structural reforms in health care sectors in this region. The challenge of providing quality and comprehensive health care to a growing population has become increasingly complex. At the same time, in recent years, there have been much medical breakthroughs and innovation, specifically in the area of pharmacological treatments. These more expensive, new treatments put further pressure on health care budgets but bring about improvements in quality of life and health status of the population. Since governments are responsible to provide supply of high-quality drugs within tight budgets, pharmaceutical companies are thus required to provide evidence of value for money for new drugs. This three-day course is an introductory course to address these important needs and to provide the necessary tools for medical personnel, policy makers, pharmaceutical executives and others working in medical or related fields.

Duration of the course:

3 days

Target audience of the course:

Personnel from pharmaceutical companies or government agencies who are working in the area of health care and pharmaceuticals. The course will be conducted in English.

Objective:

To help participants acquire a basic understanding of the concepts and practice of pharmacoeconomics. Specifically:

1. To introduce participants to basic principles of economics and its applications in the health sector, with a focus on pharmaceuticals.
2. To introduce participants to a set of analytical tools of economic evaluations of drug/health care programs.
3. To increase the knowledge of pharmaceutical regulations, pricing policy and other economic related topics.

Coverage

The course will cover the following topics:

- Introduction to economic concepts: supply, demand, efficiency, equity, health policy etc.
- Basics of market and health care markets: market failures, health insurance, and pharmaceuticals markets.
- Economic evaluation for decision making : cost-effectiveness analysis, cost-utility analysis, cost-benefit analysis.
- Measuring and assigning direct and indirect costs to a health care programme
- Economics issues and pharmaceutical regulations

Teaching style:

- Teaching will include core sessions with lectures to cover basic theory, and practical session involving analyzing real-world scenarios and discussions in small groups.

Modules include:**DAY 1****Module 1 – Introduction to the basics of economics, health economics and pharmacoconomics**

- The need for economics in healthcare
- The basis of economics– making choices
- Health economics– applying economics to healthcare
- Pharmacoconomics– applying health economics to pharmaceuticals

DAY 2**Module 2 – Pharmacoconomics and its role in healthcare**

- What is healthcare?
- How do healthcare systems work?
- Is there a market for healthcare?

DAY 3**Module 3 – Pharmacoconomics and pharma - The role of pharmacoconomics in brand value**

- What can the industry do with pharmacoconomics?
- When can they use it?
- Demonstrating value in a cost-conscious environment

Fee & Registration

The fee includes extensive course materials, data-sets, lectures, lunches, morning and afternoon coffee/tea breaks, receptions and the opportunity to network with medical researchers, pharmacists, epidemiologists and biostatisticians across the various industries in the region.

The number of participants is restricted. Please register early to guarantee your place. Please complete the official registration form and email it to us at administrator@eastasiatc.com.sg to reserve your place. Confirmation will only be made upon receiving full payment. Further instructions will be sent to confirmed participants.