

HEALTH ECONOMICS

Advanced Certificate Program in Health Economics
Outcomes Research (HEOR)

INTRODUCTION AND SCOPE TO HEOR

WHAT IS HEOR

A field bridging healthcare economics and patient outcomes, focusing on healthcare value and population impact

IMPORTANCE

Provides evidence-based insights for decision-making across healthcare.

GOAL

Assess healthcare intervention value, contributing to efficient, equitable, and patient-centered healthcare systems.

OUR PROGRAM

Equip you with the knowledge and skills to excel in HEOR and make a significant impact in healthcare decision-making, policy development, and patient care.

METHODOLOGIES

Pharmacoeconomics, systematic reviews, meta-analysis, patient-reported outcomes, and comparative effectiveness research.

IMPORTANT MARKETS FOR HEOR AND GROWTH

- Need for cost-effective solutions
- Push towards value-based care

THE US MARKET

- The United States represents one of the largest markets for HEOR services, owing to its complex healthcare system with significant presence of pharmaceutical and biotech companies
- The Affordable Care Act and other healthcare reforms have intensified the focus on cost-effectiveness and patient outcomes, propelling the demand for HEOR services
- The USA sees a burgeoning need for HEOR professionals to support drug pricing, market access strategies, and policy development

EUROPE MARKET

- Europe's diverse healthcare systems and the emphasis on cost containment and health technology assessment (HTA) make it a crucial market for HEOR services.
- The European Medicines Agency (EMA) and national health authorities across countries like Germany, France, and the Scandinavian nations have stringent requirements for demonstrating the value of new healthcare interventions.
- This regulatory environment fosters a robust demand for HEOR studies, especially in Pharmacoeconomics and comparative effectiveness research.

THE UK MARKET

- The United Kingdom, with its National Health Service (NHS) and the National Institute for Health and Care Excellence (NICE), is at the forefront of integrating HEOR into healthcare decision-making.
- NICE's role in appraising new medicines and technologies for cost-effectiveness greatly influences the demand for HEOR services, making the UK a leader in the field. Post-Brexit, the UK's focus on optimizing healthcare spending further underscores the importance of HEOR in the region.

AUSTRALIAN MARKET

- Australia's healthcare system, characterized by both public and private sectors, relies heavily on the Pharmaceutical Benefits Scheme (PBS) and the Medical Services Advisory Committee (MSAC) to evaluate new medical interventions.
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JAPAN MARKET

- Japan's rapidly aging population and the government's focus on healthcare sustainability have heightened the need for HEOR services.
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CANADIAN MARKET

- In Canada, the focus on HTA through agencies like the Canadian Agency for Drugs and Technologies in Health (CADTH) drives the HEOR services market.
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INDIAN MARKET

- India's emerging economy and rapidly expanding healthcare sector present a growing market for HEOR services.
- The country's focus on improving healthcare affordability and access, coupled with a burgeoning pharmaceutical industry, underscores the need for HEOR to support drug development, pricing, and health policy formulation.

OTHER GLOBAL MARKETS

- Emerging markets in regions such as Latin America, the Middle East, and Africa are increasingly recognizing the importance of HEOR in addressing their unique healthcare challenges.
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- As healthcare systems worldwide strive to balance cost, quality, and access, the demand for HEOR services is expected to continue rising, offering vast opportunities for professionals and companies in the field.

IMPORTANCE OF HEOR

FOR THE HEALTHCARE AND PHARMACEUTICAL INDUSTRY

Evaluate economic impact and outcomes of interventions, inform drug development, pricing, market access, and ensure value for patients.

FOR GOVERNMENTS

Allocate resources effectively, prioritize interventions, and implement strategies for improved health outcomes and universal health coverage.

FOR PATIENTS

Focus on value of healthcare services, ensure access to clinically effective and economically sensible treatments, and empower patients through patient-centered healthcare policies.

OBJECTIVES & OUTCOMES

OBJECTIVES

Equip participants with HEOR knowledge, analytical skills, and ability to contribute to healthcare decision-making and improve health outcomes.

OUTCOMES

Assess healthcare intervention value, contributing to efficient, equitable, and patient-centered healthcare systems.

PROGRAM CURRICULUM AND TRAINING METHODOLOGY

LIST KEY TOPICS COVERED IN THE PROGRAM:-

- Introduction to HEOR
- Applications in healthcare
- Methods and data sources
- Evidence-based decision making
- Pharmacoeconomic evaluations/modeling
- Real-world evidence
- Health financing
- Health technology assessment
- Pricing and reimbursement
- Expert-Led: Gain insights from experienced professionals.
- Interactive Sessions: Learn through engaging lectures, discussions, and case studies.
- Real-World Practice: Apply knowledge with practical exercises and simulations.

HEOR CAREER PATHWAY

IN GLOBAL PHARMACEUTICAL COMPANIES

- Entry-Level Position: HEOR Analyst
- Mid-Level Position: HEOR Manager
- Senior-Level Position: Senior HEOR Manager/Director of HEOR
- Executive-Level Position: Vice President (VP) of HEOR

IN CONSULTING FIRMS

- Entry-Level Position: HEOR Consultant
- Mid-Level Position: Senior Consultant/Project Manager
- Senior-Level Position: Principal/Director of HEOR
- Executive-Level Position: Partner/Vice President (VP) of HEOR

FACULTY

The faculty consists of senior HEOR professionals with several years of experience in this sector. Some of the faculty members are:-

MANPREET

Expert in health economics and outcomes research with over 10 years of experience in the pharma and life sciences domain

SUNIL

Expert with over 15 years of experience in pharmaceutical, equipment, consumables, consulting, and services industries

RAJPAL

Expert with over 6 years of experience as Engagement Manager, Health Economics and Outcomes Research

EVALUATION AND CERTIFICATION

Cliniminds Advanced Certificate Program in Health Economics Outcomes Research.