

Market Access & HTA in the Middle East: what every pharmaceuticals stakeholder should know

16-17 October 2019

Royal Maxim Palace Kempinski, New Cairo, Egypt



OVERVIEW

Today, pharmaceutical companies face many challenges but also opportunities while they try to substantiate and communicate the value of their products to stakeholders, especially decision-makers and budget holders. Although there are several elements to a successful market access strategy, the informed and strategy-focused application of health economics analyses has a pivotal role as more and more countries implement health economics assessment into their decision-making, or build health technology assessment (HTA) systems.

The course will reflect on market access and 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

By the end 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 levels
- Be acquainted with different HTA paradigms and architectures, with special regard to economic evaluation, comparative effectiveness assessment and multi-criteria assessment
- 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 frameworks, 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:

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

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KEY TOPICS

- Key principles and notions and stakeholders in pricing & reimbursement policy
- Role of health technology assessment (HTA) in pricing & reimbursement policy
- Main approaches to HTA
- Economic evaluation: cost-effectiveness analysis, budget impact analysis
- The role of health economics modelling
- The logic of comparative effectiveness assessment and multi-criteria assessment
- Using health economics in pricing & reimbursement dossiers

DAY 1

08:30 REGISTRATION

09:00 SESSION 1

INTRODUCTION INTO HEALTH TECHNOLOGY ASSESSMENT (HTA)

- Definition and purpose of health technology assessment (HTA)
- Basics of health economic concepts behind HTA: supply-induced demand, opportunity costs, and the notion of value
- Value frameworks and different approaches to HTA
- HTA processes, institutions and stakeholders

10:15 COFFEE BREAK

10:45 SESSION 2

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

11:45 CASE STUDY 1

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

12:45 LUNCH

13:45 SESSION 3

COST-EFFECTIVENESS ANALYSIS IN ECONOMIC EVALUATION

- The meaning of cost-effectiveness
- Cost-effectiveness analysis, cost-utility analysis, cost minimization analysis, cost benefit analysis, cost consequence analysis
- Measurement of health outcomes and resource utilization
- Use of the incremental cost-effectiveness ratio (ICER) in decision-making
- Models versus clinical trials: the role of economic modelling
- Outlook on international HTA systems applying economic evaluation

15:00 CASE STUDY 2

INTERPRETATION OF COST-EFFECTIVENESS ANALYSIS

16:30 QUESTIONS AND ANSWERS

17:00 END OF DAY ONE

DAY 2

09:00 SESSION 4

BUDGET IMPACT ANALYSIS

- Drivers of budget impact, structure of budget impact models
- Linking economic disease burden analyses to budget impact analysis
- The role and types of managed entry agreements, financial and outcome-based contracts

10:00 SESSION 5

COMPARATIVE EFFECTIVENESS ASSESSMENT AND MULTI-CRITERIA ASSESSMENT

- Evaluating clinical trial results in HTA
- Comparator choice, acceptable evidence and decision-relevant endpoints
- Clinical benefit and added clinical benefit
- Short overview of value dimensions in multi-criteria assessment
- International HTA systems applying comparative and multi-criteria assessment

11:00 COFFEE BREAK

11:30 CASE STUDY 3

- Comparative effectiveness assessment for a novel medicine

13:00 LUNCH

14:00 CASE STUDY 4

ADDRESSING HTA ASSESSMENT RESULTS DURING PAYER NEGOTIATIONS

- Preparing for payer discussions, development of communication and negotiation strategies
- Mock payer negotiation
- Plenary feedback and discussion

15:45 WRAP-UP AND CONCLUDING REMARKS

16:00 END OF TRAINING COURSE
