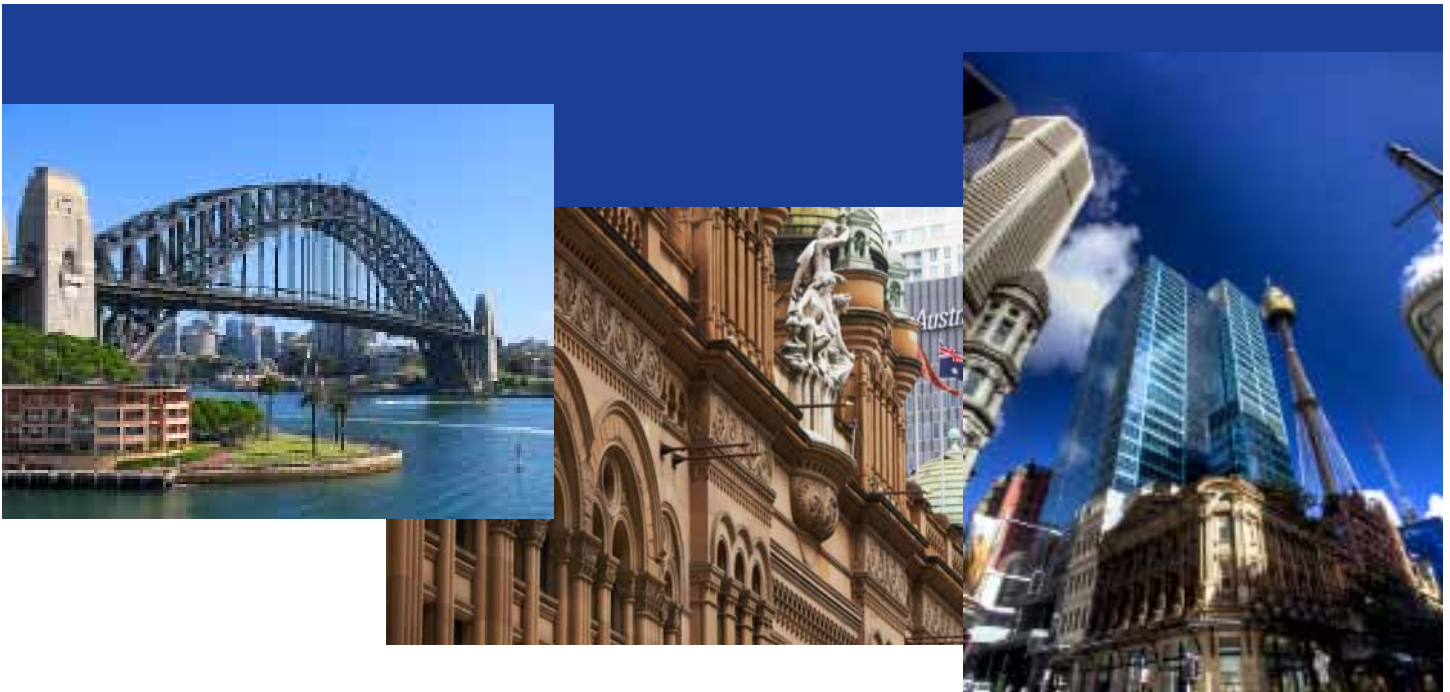


Health Economics from Theory to Practice: Informing Related Decisions of Reimbursement, Research & Regulation



**A Three-Day Workshop
Conducted by Prof Simon Eckermann & Prof Andrew Willan**

**14 - 16 March 2012
Sydney Business School, Sydney, Australia**

HEALTH ECONOMICS FROM THEORY TO PRACTICE: Optimally Informing Related Decisions of Reimbursement, Research and Regulation

Day 1 Evidence-based Reimbursement: Decision Making under Uncertainty

8.15-9.00	Arrival tea and coffee
9.00-9.15	Course Introductions
9.15-10.15	Principles and practice of economic evaluation in health technology assessment: Thinking outside the box
10.15-10.30	Morning Coffee
10.30-11.45	Statistical analysis of cost-effectiveness data from clinical trials
11.45-12.15	Tutorial: Modelling Uncertainty
12.15-1.00	Lunch
1.00-2.00	Frankenstein's Monster or Vampire of trials: coverage, comparability and avoiding inferential fallacies
2.00-2.45	Decision Analysis and Decision Tree Methods
3.45-3.30	Tutorial: Probabilistic Sensitivity Analysis (PSA) – from parameter uncertainty to decision uncertainty
3.30-3.45	Afternoon Coffee
3.45-4.30	Best informing societal decisions when comparing two or more strategies: The cost-disutility plane and expected net loss curves and frontiers
4.30-5.00	Tutorial: ENL curves and frontiers

Day 2 Research and Reimbursement: Optimal trial design within and across jurisdictions

9.15-9.00	Breakfast
9.00-10.15	The value of information (VoI) to decision makers & principles for efficient trial design
10.15-10.30	Morning Coffee
10.30-11.00	Tutorial: VoI
11.00-12.15	Relaxing the Assumptions: VoI gets real
12.15-1.00	Lunch
1.00-1.30	Tutorial: EVSI within Jurisdiction
1.30-2.15	Joint research and reimbursement decisions
2.15-3.00	Optimal global trial design
3.00-3.30	Afternoon Coffee
3.30-4.30	Bayes theorem and the value of diagnostic tests
4.30-5.00	Tutorial: VOI with diagnostic tests

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Day 3 Research, Reimbursement and Regulation: Translating theory to practice

8.15-9.00	Breakfast
9.00-10.15	Industry trials, Vol and pricing for approval
10.15-10.45	Morning Coffee
10.45-12.15	Creating incentives for evidence based medicine in practice: measuring efficiency consistent with maximising net benefit
12.15-1.00	Lunch
1.00-2.00	Tutorial: Comparing providers in practice
2.00-2.30	Afternoon Coffee
2.30-3.30	An economically meaningful threshold value
3.30-4.00	Panel Summary and question session



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Registration Form

This document is an Australia Tax Invoice for GST purpose on completion and payment: University of Wollongong
BSB 082-886 Account number 038110002

Name

Organisation

Postal Address

Telephone Mobile

E-mail

I wish to register for the Three Day Health Economics from Theory to Practice : Informing Related Decision of Reimbursement, Research & Regulation work shop (Please Cross X)

Three Day Workshop Fees Include all seminar and tutorial teaching materials*, lunch each day;

Early Bird Fee till 21 December 2011

Fee from 22 December 2011

Academic / Public Sector: \$990/-

Academic / Public Sector: \$1140/-

Private / Commercial Sector: \$1990/-

Private / Commercial Sector: \$2140/-

I wish to purchase a copy of the recommended text (\$115/-)

'Statistical Analysis of Cost Effectiveness Data' by Willan and Briggs (2006)

I wish to pay by,

Cheque / money order (payable to University of Wollongong)

Credit Card (Visa / Master card / Bankcard)

Type of card: Name on card:

Card number:/// Expiry date:

Signature of card holder:Credit card amount: AUD\$

Any special dietary requirements? (Please Circle)

Vegetarian / Gluten Free / Lactose Free / Halal / Other (Please provide details)

.....
Please complete this application form and return it with payment of course fees to:

Megan Edgar

Sydney Business School

Innovation Campus, Building 232

Squires Way

North Wollongong 2500

NSW, Australia.

t: 024221 8138

e: megane@uow.edu.au

Cancellation Policy

A refund will be returned less AUD\$ 100 administration fee for a cancellation up to 1 March 2012.

THERE WILL BE NO REFUNDS given after 1 March 2012.

Workshop size strictly limited to 25 delegates.

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Course Details

Suitable For

Health analysts, policy and decision makers, health technology assessors, health economists, pharmaco-economists and researchers undertaking economic studies in clinical trials and practice.

The course is based on internationally recognised methods as published by Professors Willan and Eckermann for optimal decision making in research design, health technology assessment (HTA) and practice and the book “Statistical Analysis of Cost-Effectiveness Data” by Professors Willan and Briggs.

At the conclusion of the course, participants will have learnt the principles and practical methods to:

- 1) Apply health economic methods to undertake robust health technology assessment and evidence synthesis and translation (Willan and Briggs, 2006; Eckermann, Briggs and Willan, 2008; Eckermann, Coory and Willan 2008, 2009, 2011);
- 2) Apply value of information methods in optimally informing joint research and reimbursement decision and research design allowing for real decision contexts including time, option value and opportunity costs of delay, costs of reversal, implementation and global trial design (Willan and Pinto, 2005; Eckermann and Willan, 2007, 2008a, 2008b, 2009, 2010; Willan, 2007, 2008; Willan and Kowgier, 2008; Willan and Eckermann 2010, 2011);
- 3) Undertake efficiency measurement in practice consistent with the maximising of net benefit underlying evidence based medicine (Eckermann, 2004; Eckermann, Briggs and Willan, 2008; Eckermann and Coelli, 2008; Eckermann and Willan 2011).
- 4) Identify efficient pricing in practice using a robust framework allowing for quality of care consistent with evidence based medicine while preventing cost shifting and cream skimming incentives for providers (Eckermann 2004, 2009; Eckermann and Coelli 2011) and in HTA allowing for decision uncertainty (Willan and Eckermann 2011).

Course materials provided include a comprehensive manual with tutorials and electronic templates in Microsoft® Excel to enable application of the methods in practice.

The workshop format is seminar and tutorial based presenting from first principles methods for optimal decision making, demonstrating the importance of considering each of the above points and their interaction.

Since 2005, more than 260 participants from policy, epidemiological, clinical, statistics and health economic backgrounds have successfully undertaken the course, including health analysts, researchers and policy makers from the UK, Canada, USA, Japan, Korea, China, Germany, France, Eastern Europe and the Pharmaceutical Benefits Advisory Committee (PBAC), Medical Services Advisory Committee (MSAC), Negotiation Oversight Committee and Prostheses List Advisory Committee (PLAC) in Australia and PBAC economic sub-committee as well as industry analysts and decision makers.

Further details on the course presenters, background, aims, content and references as well as the venue are available at <http://www.uow.edu.au/content/groups/public/@web/@gsb/documents/doc/uow090821.pdf>



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Course Material

Teaching material and references include the following recently published articles:

1. Eckermann S, Willan A. Presenting evidence and summary measures to best inform societal decisions when comparing multiple strategies. **PharmacoEconomics**. 2011; 29(7):563-577. IF 3.440.
2. Eckermann S, Coory M, Willan A. Consistently estimating absolute risk difference when translating evidence to jurisdictions of interest. **PharmacoEconomics**. 2011; 29(2): 87-96. IF 3.440.
3. Willan AR, Eckermann S. Accounting for between-study variation in incremental net benefit in value of information methodology. **Health Economics**. 2011 doi: 10.1002/hec.1781. [Epub ahead of print]. IF 1.946.
4. Willan A, Eckermann S. Value of information and pricing new health care interventions. **PharmacoEconomics**. Forthcoming, accepted 31st March 2011. IF 3.440.
5. Eckermann S, Karnon J, Willan A. The value of Value of Information: best informing research design and prioritization using current methods. **PharmacoEconomics**. 2010; 28(9):699-709. IF 3.440.
6. Willan AR, Eckermann S. Optimal clinical trial design using value of information with imperfect implementation. **Health Economics**. 2010; 19 : 549-561. IF 1.946.
7. Eckermann S, Willan AR. Globally optimal trial design for local decision making. **Health Economics**. 2009; 18: 203-216. IF 2.013.
8. Eckermann S, Coory M, Willan AR. 2009. Indirect comparison: relative risk fallacies and odds solution. **Journal of Clinical Epidemiology**. 2009; 62: 1031-1036. IF 3.753.
9. Eckermann S., Briggs A. & Willan A.R. 2008, 'Health Technology Assessment in the Cost-Disutility Plane'. **Medical Decision Making**, 28, 172-181. IF 2.013
10. Eckermann S. & Willan A.R. 2008, 'Time and Expected Value of Sample Information Wait for No Patient'. **Value in Health**, 11, 522-526. IF 3.032.
11. Eckermann S. & Willan A.R. 2008, 'The Option Value of Delay in Health Technology Assessment'. **Medical Decision Making**, 28, 300-305. IF 2.013.
12. Willan A.R & Kowgier ME. 2008,'Determining optimal sample sizes for multi-stage randomized **Clinical Trials** using value of information methods'. **Clinical Trials**, 5, 289-300.
13. Willan AR. 2008. Optimal sample size determinations from an industry perspective based on the expected value of information. **Clinical Trials** 2008; 5:587-594.
14. Eckermann S. & Willan A.R. 2007, 'Expected Value of Information and Decision Making in HTA'. **Health Economics**, 16: 195-209. IF 1.946.
15. Willan A.R. 2007, 'Clinical decision making and the expected value of information'. **Clinical Trials**, 4, 279-285.
16. Willan A.R. & Pinto E.M. 2005, 'The expected value of information and optimal clinical trial design. **Statistics in Medicine** 2005; 24:1791-1806. (Correction: **Statistics in Medicine** 2006; 25:720)



HEALTH ECONOMICS FROM THEORY TO PRACTICE: Optimally Informing Related Decisions of Reimbursement, Research and Regulation

Professor Andrew Willan
SickKids Research Institute/University of Toronto

Dr Willan is an academic biostatistician and clinical trial methodologist. He is Senior Scientist and Scientific Director of Quantitative Methods at SickKids Research Institute, Professor of Biostatistics in the Dalla Lana School of Public Health at the University of Toronto and Professor Emeritus in the Department of Clinical Epidemiology and Biostatistics at McMaster University. His contributions to statistical methodology include publications in the areas of cost-effectiveness analysis, value of information methods, management trials, crossover trials, non-nested regression analysis and bivariate response models. He has been particularly instrumental in devising robust methods for modelling uncertainty in economic evaluation and interpreting such evidence for decision making in health technology assessment through the use of value of information methods. Previously held positions include the Head of Biometry of the Clinical Trials Program at the National Cancer Institute of Canada and the Head of Clinical Trials and Epidemiology for the Cancer Program at Sunnybrook Medical Centre in Toronto.

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Professor Simon Eckermann
Sydney Business School

Simon Eckermann is Professor of Health Economics at the University of Wollongong and adjunct Professor at Flinders University, and was previously Senior Health Economist at the NHMRC Clinical Trial Centre, Sydney University. He has extensive experience in undertaking original and applied research with health economic methods in Health Technology Assessment (HTA) and practice. His original research includes:

- (i) Value of information methods for optimally informing joint reimbursement and research decisions by society decision makers and industry locally and globally with Professor Willan (<http://www.andywillan.com>)
- (ii) Methods for consistently estimating absolute risk differences to overcome inferential fallacies identified with use of relative risk in indirect comparisons and translating evidence;
- (ii) The expected net loss frontier and comparison on the cost-disutility plane to best inform risk neutral or risk averse decision makers when comparing more than two strategies in HTA;
- (iv) a correspondence method allowing efficiency measures of health care providers or health systems in practice consistent with the maximisation of net benefit underlying evidence-based care.

More generally, this research has demonstrated links between optimal decision making in research, reimbursement and regulation. Associated methods have been taught by Professor Eckermann as part of the internationally acclaimed 3-day short course “Health Economic Method from Theory to Practice: informing related decisions of research, reimbursement and regulation” with Professor Willan since 2005. Prof. Eckermann also actively sits on and undertakes guideline revision and health economics educational activities for National decision bodies including the PBAC Economic Sub-Committee (2005-2010), Palliative Care Trials Scientific Committee (2006-current), Prostheses List Advisory Committee (2010-current), Medical Services Advisory Committee (2011-current), and is a CI on competitive research grants totalling more than A\$16 million.