

# Postgraduate Certificate

Market Access, Health Economics  
and Outcomes Research



## Postgraduate Certificate Market Access, Health Economics and Outcomes Research

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/medicine/postgraduate-certificate/market-access-health-economics-outcomes-research](http://www.techtute.com/us/medicine/postgraduate-certificate/market-access-health-economics-outcomes-research)

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# 01

# Introduction

The pharmaceutical industry encourages its professionals to seek economic efficiency in the choice of therapeutic alternatives, so that the greatest possible benefit is achieved with the available resources. In this way, it can be seen that in recent years the economic evaluation of medicines has registered a spectacular boom on the international stage. Master pharmacoconomics or promoting new analysis methodologies requires highly trained medical professionals. This is why TECH offers specialists this program taught 100% online, which will allow them to be aware of the processes from their creation to the marketing of a treatment, as well as the operation of the different departments. All through innovative and quality multimedia content prepared by faculty with extensive experience in the pharmaceutical industry.



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*A 100% online Postgraduate Certificate,  
flexible and compatible with your  
professional responsibilities of medical"*

Since the 1990s, countries around the world have strengthened their policies to optimize the use of resources, especially with regard to containing health spending. Achieve these goals, they have incorporated strict measures to the recognition and payment of new drugs, their marketing, effectiveness, safety or the requirement for Good Practice certificates.

This regulation has an impact on the economic evaluation of health and the prices of technology management. In this scenario, the Market Access area of a pharmaceutical company has become transcendental given its development of multidisciplinary strategies that allow it to capitalize on the opportunity to enter a particular market with a specific product. Due to its relevance, TECH has created this Postgraduate Certificate, which offers medical professionals the most relevant and recent information in this field, with which you will be able to keep abreast of developments in the operation of the departments of pricing, health economics and market access.

A program that also allows you to delve into the path that a medicine takes after years of development and research, from the different stages to its approval. In addition, this qualification will lead the specialist to be up to date with the authorization processes for marketing (value dossier, estimates of units sold, etc.) and the search for agreements with institutional organizations to its financing.

In this way, in order to achieve the objectives of updating knowledge Market access, Health economics outcomes research, the professional has innovative teaching material that they will have access to at any time of the day, from an electronic device with an internet connection. In addition, thanks to the Relearning method, the professionals will be able to progress through the in a more natural and progressive way, even reducing the long hours of study.

The professional has before him an excellent opportunity to be up to date in this field, through a 100% online university program, without classes with fixed schedules and compatible with the most demanding responsibilities.

This **Postgraduate Certificate in Market Access, Health Economics and Outcomes Research** contains the most complete and up-to-date scientific program on the market.

The most important features of the include:

- ♦ The development of practical cases presented by medical experts and in the Pharmaceutical Industry
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*A program that will give you the keys currently used to overcome the most frequent barriers in financing a drug"*

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*A syllabus with an eminently practical approach, which will bring you up to date on the functioning of the Health economics department”*

The program’s teaching staff includes professionals from the sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*You will be able to reduce long hours of study thanks to the Relearning system used by TECH in its programs.*

*This qualification will allow you to be up to date on formulas to increase market access for new therapeutic options.*



# 02

# Objectives

Once this university program is completed, the medical professional will have managed to obtain the most up-to-date and innovative information on the functioning and the strategies used in Market Access, Health Economics and Outcomes Research To this end, it has clinical cases and a syllabus with a theoretical-practical approach, whose updated knowledge you can successfully integrate into your daily professional performance. In addition, the teaching staff will guide you at all times in achieving of these goals.







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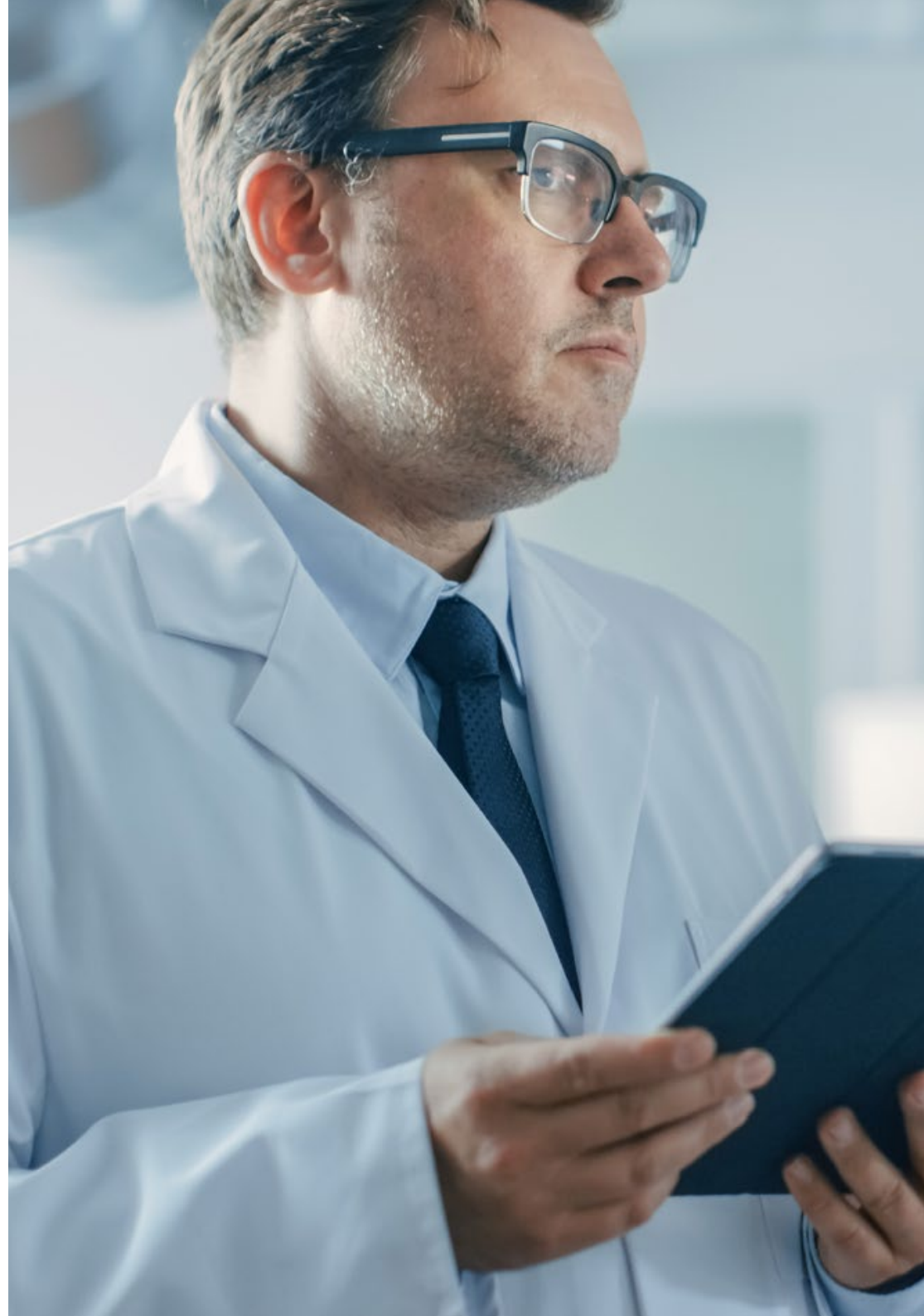
*After 150 teaching hours you will be aware of the trends in Market Access, Health Economics and Outcomes Research"*



## General Objectives

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- Recreate a market access strategy for a medicine
- Describe different models of financing medicines
- Recognize the importance of measuring health outcomes from the point of view from an industry perspective
- Recognize a correct economic evaluation of a medicine





## Specific Objectives

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- ◆ Know the basic concepts of pharmacoeconomics and economic evaluation of a medicine
- ◆ Investigate why and why it is used in health decision making
- ◆ Recognize the different methodologies of HTA evaluation
- ◆ Simulate the measurement and estimation of health outcomes
- ◆ Describe the most relevant characteristics of market access

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*This program will take you to go deeper whenever you want, from your computer in the latest HTA evaluation methodologies"*

# 03

## Course Management

In its philosophy of offering all its students a quality program TECH carefully selects the professionals who make up the management and teaching staff of each one of their programs. In this way, the specialist who enters this Postgraduate Certificate has a teaching staff experienced in the pharmaceutical sector holding positions of responsibility and knowledge of research in renowned multinational companies. Additionally, given their Proximity, alumni will be able to resolve any doubts that may arise about the syllabus during the course of of this teaching.





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*TECH has brought together a team of experts in Clinical Research, Pharmaceutical Medicine and Health Economics and Market Access to teach this Postgraduate Certificate"*

## Management



### Dr. Cuchí Alfaro, Miguel Ignacio

- Medical Director of the Puerta de Hierro Majadahonda University Hospital in Spain
- Medical Coordinator of Hospital Audit in the Madrid Service
- Deputy Manager of the Ramón y Cajal University Hospital of Madrid
- Deputy Medical Director of the Ramón y Cajal University Hospital of Madrid
- Degree in Medicine

## Professors

### Ms. Fernández Soberón, Silvia

- Price & Reimbursement & HEOR Senior Specialist at Merck
- Master in Clinical Research and Pharmaceutical Medicine EPHOS
- Master in Health Evaluation and Market Access from the Carlos III University

### Ms. Gómez Carballo, Natalia

- Health Economics & Market Access Manager UCB Pharma
- MBA's Degree in Pharmaceutical Industry and Biotechnology EPHOS EPHOS
- Master in Health Evaluation and Market Access from UC II



04

# Structure and Content

In order to create the content of this Postgraduate Certificate, this academic institution has a teaching team made up of great professionals in Clinical Research and Pharmaceutical Medicine and Market access in the industry. Their well-versed knowledge in this area is reflected in a syllabus, which will lead the specialist to be aware of the main developments in this area. In order to do this, it will also have innovative pedagogical tools, in which TECH has used the latest technology applied to academic teaching.






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*A program that brings you closer to  
pharmacoeconomics and the economic  
evaluation of medicines in a practical way"*

## Module 1. Market Access, Health Economics and Outcomes Research

- 1.1. Introduction to Pharmacoeconomics and Economic Evaluation of Drugs
  - 1.1.1. Basic Concepts
  - 1.1.2. What and why are they used in health decision making?
  - 1.1.3. Opportunity Cost
  - 1.1.4. Consumption of health and non-health resources in studies Pharmacoeconomics (types of costs)
  - 1.1.5. Measurement and estimation of health outcomes (Outcomes)
  - 1.1.6. QALY: concept and methods for its calculation
- 1.2. Types of complete pharmacoeconomic analyzes most used in Economic Evaluation of Medicines
  - 1.2.1. Cost Minimization Analysis
  - 1.2.2. Cost-effectiveness and cost-utility analysis
  - 1.2.3. Cost-Benefit Analysis
  - 1.2.4. Concept of incremental cost per additional unit of health benefit
  - 1.2.5. Interpretation of the results of economic evaluations and decision rules
- 1.3. Types of partial pharmacoeconomic analyzes
  - 1.3.1. Cost of illness and studies of costs and consequences
  - 1.3.2. Budget Impact Analysis: what it is, how it is done and what it is used for in making decisions about the price and financing of medicines
  - 1.3.3. Other analyzes to help decision making NNT, MCDA
- 1.4. Current importance of measuring Health Outcomes
  - 1.4.1. Patient-Reported Health Outcomes PROs and PREs in the Context of Clinical Research
  - 1.4.2. Concept, definition and introduction to measurement with health scales
  - 1.4.3. What can be measured and with what instruments
  - 1.4.4. The EQ-5D SF-36 Questionnaire
- 1.5. Critical review of economic evaluations published in the literature
  - 1.5.1. Application of existing guide lists
  - 1.5.2. Review of international guides and recommendations for designing and carrying out economic evaluations
  - 1.5.3. Systematic reviews and meta-analyses of published economic evaluations



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- 1.6. Market Access
    - 1.6.1. Environmental. Health Systems Bismark Model and Beveridge Model
    - 1.6.2. Equity/access
    - 1.6.3. Challenges of Health Systems
  - 1.7. Arrival of the medication to the patient
    - 1.7.1. Price negotiation and financing process
    - 1.7.2. Most frequent barriers in financing/pricing of the drug
    - 1.7.3. Price erosion over the life of the drug
  - 1.8. What is market access?
    - 1.8.1. Introduction
    - 1.8.2. How to create an access strategy
    - 1.8.3. Value proposition and strategic market access dossier of a new medicine
    - 1.8.4. Definition and implementation of the access plan for a new therapeutic option
  - 1.9. Different medicine financing models
    - 1.9.1. Financial models (price-volume agreements, spending ceiling, etc.)
    - 1.9.2. Models based on clinical outcomes (risk-sharing programs, etc.)
    - 1.9.3. Schemes of Patient Access-Up
    - 1.9.4. Other formulas to increase market access for new therapeutic options
  - 1.10. HTA Assessment (Health Technology Assessment)
    - 1.10.1. Different methodologies in different countries
    - 1.10.2. Basic standards that an HTA regulation must have
    - 1.10.3. Current Situation and Future Development

“ *A top-level academic option that will take you into the latest developments in the price and financing negotiation processes*”

05

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program, students will face multiple simulated clinical cases, based on real patients, in which they will have to do research, establish hypotheses, and ultimately resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Specialists learn better, faster, and more sustainably over time.

*With TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world.*



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, trying to recreate the real conditions in the physician's professional practice.

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*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that evaluate real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.



## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

This university is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, a real revolution with respect to the mere study and analysis of cases.

*Professionals will learn through real cases and by resolving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*





At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology, more than 250,000 physicians have been trained with unprecedented success in all clinical specialties regardless of surgical load. Our pedagogical methodology is developed in a highly competitive environment, with a university student body with a strong socioeconomic profile and an average age of 43.5 years old.

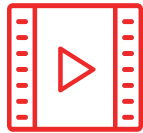
*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



#### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



#### Surgical Techniques and Procedures on Video

TECH introduces students to the latest techniques, the latest educational advances and to the forefront of current medical techniques. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch the videos as many times as you like.



#### Interactive Summaries

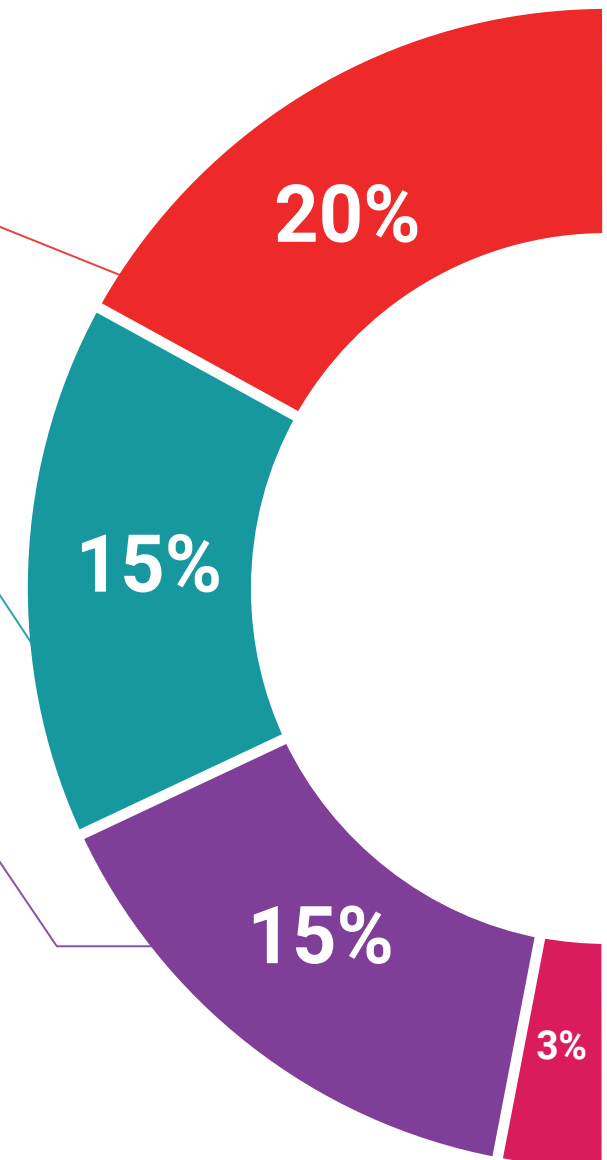
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

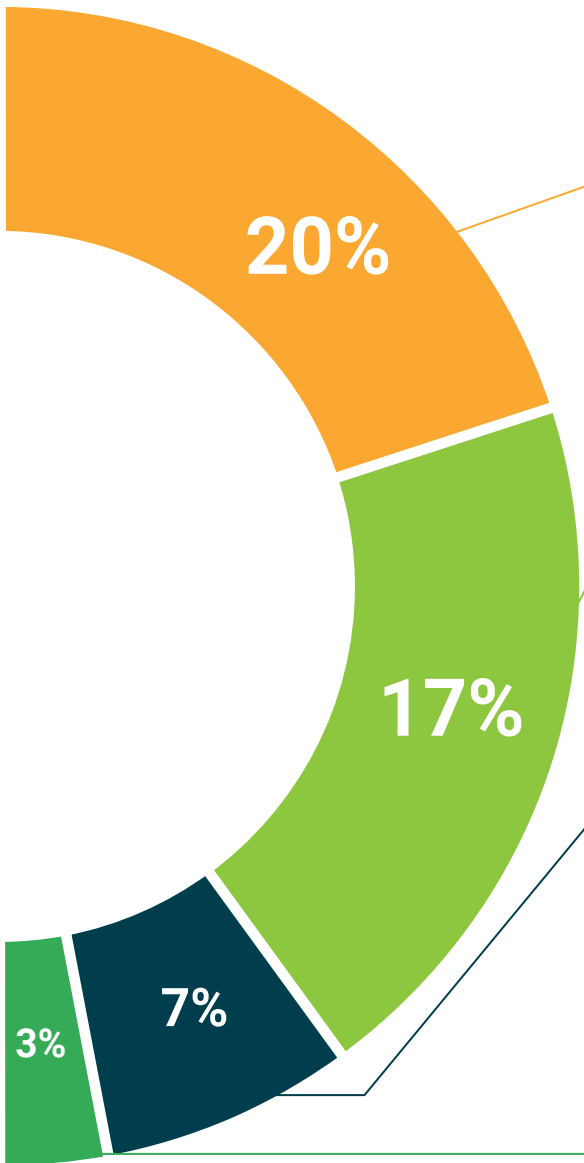
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





#### Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



#### Classes

There is scientific evidence on the usefulness of learning by observing experts. The system known as Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



#### Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



# 06 Certificate

The Postgraduate Certificate in Market Access, Health Economics and Outcomes Research guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Market Access, Health Economics and Outcomes Research** contains the most complete and up-to-date scientific program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Market Access, Health Economics and Outcomes Research**

Official N° of Hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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