



HEMAR for Patients

**Latest Trends in Health Economics, Market
Access & Reimbursement**

Description

One of major objectives for pharma companies is to guarantee accessibility of the right treatment for the right patient with accepted price. Many challenges are facing payers, pharma companies, regulators and finally patients to achieve those goals.

HEMAR course was developed to strategies, tactics, analysis, implementation plans for Health Economics, Market Access & Reimbursement concepts.

Who should attend?

- Market access executives
- Key account manager
- Pricing executives
- Marketing and commercial executives
- Tender managers
- Customers; Payers/ Procurement / Hospital Tenders/ Technical Committee Advisors



MODULES

Session 1 & 2:

- Introduction of health economics principals
- Impact of health economics on market equilibrium
- Measuring costs & Outcomes
- What we need to understand about Cost effectiveness analysis and modelling.

Session 3 & 4:

- How to understand economic evaluation report
- Updating for using real world data
- Understanding Different health system structure and features
 - Role of Health Economics in providing healthcare
 - When to begin thinking about Health Economics?
 - Health economics and value propositioning

Session 5 & 6:

- Changes in the Pharmaceutical world, Market access strategies & Plans challenges and opportunities
- Different Market access approaches with payers & Analysis of their Policies
- Updates Market access AND HTA value communication
- Market access and resources management
- Updates of payers models and funding strategies
- Stakeholders for market access mapping and analysis
- Situation analysis for pharmaceutical purchasing policies in different countries
- Implementing a "Pricing and Market Access Strategies "
- New trends for pharmaceutical purchasing



Abdalla Abotalleb is one of the most profound experts in healthcare policy and regulations in the Middle East

His expertise extend from HTA & Reimbursement policies to regulatory and supply chain strategies in the public sector

He has been involved in the fields of health economics, results research, and reimbursement policy within the healthcare industry for 15 years, with experience across the pharmaceutical, biologicals and vaccines. And now works for WHO as a Project Manager at Health Care Reforming Area

Abdalla Abotalleb graduated in faculty of pharmacy then obtained a post-graduate in health economics followed by a PhD in Health Economics & Policy from York University. He also has a degree in Project management professional (PMP), (Pharm D certificate (and a Master of business administration (MBA)

In addition to being a committee member and project manager in a number of national projects in many countries including Germany. United Kingdom, Egypt, Algeria, Sudan, Russia and Poland

Abdalla Abotalleb remains a very rich source of developmental initiatives having been hands on expert across different sectors of the healthcare systems and a visionary for healthcare reform