

Seminar for Healthcare Technology Assessment (HTA) for Pricing & Reimbursement in Drug Industry

Thursday, Sept. 27th, 2012 8:00 Pm

Ballroom, Engineering Building (A), Dr. Gamal Mokhtar's hall

Intro:

Healthcare Technology Assessment (HTA) is a methodological approach designed to assist policy makers in getting evidence based solutions which control costs and optimize the benefits of introducing the health technologies, such as drugs and devices.

HTA is the process of performing not only economic evaluations but more broadly, the medical, social, ethical, and economic implications of the use of a health technology in practice.

Objectives:

1. Providing an overview about the rationale for using health Economic evaluations in health care policy-making with special focus on the drug industry.
2. Introducing the application of Economic models to reduce the uncertainty of resource allocation to make decisions based on the best available health economic evidence.
3. Shedding the light on some of the international experiences in the area of Healthcare Technology Assessment.



BIOGRAPHY

Zoltán Kaló is a Director of the International Society of Pharmacoeconomics and Outcomes Research (ISPOR), Associate Professor and Director of the Health Economics Research Centre at the Department of Health Policy and Health Economics, Eötvös Loránd University, Budapest. He is a program director of post-graduate courses in Pharmaceutical Policy and Pharmacoeconomics and in Health Policy, Planning and Financing; and he serves as a policy advisor to global health care corporations, public decision-makers and the European Commission. Dr. Kaló is the founder and CEO of Syreon Research Institute, an international research corporation specializing in health economic modeling and technology assessment.

Dr. Kaló has more than 15 years of international experience in academia and industry, specializing in health systems design, health technology assessment, outcomes research, economic modeling and strategic pricing of healthcare technologies. His most recent research topics are the HTA implementation for pricing and reimbursement decisions and the implications of international price referencing on the accessibility of patients to new medicines, with special focus on middle income countries and emerging economies.

Speaker: Dr. Zoltan Kalo

Email: aagsb-cairo@aast.edu

Website: http://www.aast.edu/en/colleges/gsb_cairo