



# TEACHING THE FUTURE

VIENNA SCHOOL OF CLINICAL RESEARCH, PUBLIC HEALTH AND MEDICAL EDUCATION



NEW  
ADVANCED  
ONLINE  
MODULE

## ! FROM OUTCOME DATA TO VALUE DOSSIERS: AN INTRODUCTION INTO THE BASICS OF SUCCESSFUL HTA DISCUSSIONS

*Mapping stakeholder and arguments for reimbursement*

Webinar 21–22 September 2020

# NEW ADVANCED ONLINE TRAINING

## HEALTH OUTCOME RESEARCH/ HEALTH ECONOMY/MARKET ACCESS

### New Advanced Online Module:

### FROM OUTCOME DATA TO VALUE DOSSIERS: AN INTRODUCTION INTO THE BASICS OF SUCCESSFUL HTA DISCUSSIONS

*Mapping stakeholder and arguments for reimbursement*



### THE PROGRAM IS CREATED FOR MEMBERS OF

- Pharmaceutical/Biotech/Medical Device/Industry (medical, marketing, regulatory, market access, general management, etc.)
- Health Insurers
- Health Care Providers / Commissioners
- HTA & Consultancy Agencies
- Educational & Research Institutions
- Health Policy Organisations

*Course Language:* English

*This module is an advanced module for participants with some pre-knowledge of Health Outcome Research -ideally for those who have attended the VSCR base course. However, attendance to the base course is not a prerequisite. It also can be booked as a stand – alone educational/training unit for participants who already have been working in respective institutions.*

### LEARNING OUTCOMES

#### After attending this advanced course the course participant will

- Understand health economic evaluation and reimbursement processes in key markets
- Be familiar with Mapping of the stakeholder landscape and their data needs
- Will be capable to adapt the relevance of the HE narrative to the HTA assessment body and reimbursement decision makers
- Will be able to develop the value argument for successful pricing discussions with different stakeholders
- Understand how to build alliances for success: successful strategies to network with stakeholders
- Comprehend The 10 do's and don'ts in reimbursement discussions

**This module will be entirely rolled out by webinars and other on-line techniques. Participants will have the opportunity for active engagement by help of virtual communication technology. Some material will be sent to the participants prior to the webinars. During and after the webinars and on-line sessions the participants will have access to MCQs in order to document their learning outcomes. As with other modules of VSCR the participants upon successful attendance will receive their academic certificate.**



Heinrich Klech, MD, PhD  
Managing Director of VSCR

## FACULTY

### SCIENTIFIC COURSE DIRECTORS



**Jürgen Rath, MD**, Lecturer VSCR; Managing Director of Cordée Consulting, Geneva

Jürgen Rath studied medicine and dentistry at the Universities of Heidelberg, Bonn and Cologne. He obtained his doctorate in medicine at the university of Bonn. He got 30 years of experience in the European and global pharma business, with positions held in clinical research, medical, marketing, sales and general management in Europe and the US. Jürgen served as CEO in assignments in public and private specialty pharma companies. Currently Jürgen Rath is managing director of Cordée, a pharma consultancy focusing on commercial models and market access in Geneva. He has leadership experience in: general management, company creation, M&A, change management and corporate restructuring situations, as well as in global business development.



**Heinrich Klech, MD, PhD**, Professor of Medicine, Medical University Vienna, Chief Executive Officer of Vienna School of Clinical Research (VSCR)

Heinrich Klech is an internal medicine specialist by training from the University of Vienna. He is author of more than 200 publications in the field of lung diseases and served on the editorial board of many renowned medical journals in the field of Pulmonology and Internal medicine. After a successful international academic career he changed to executive R&D management positions in the pharmaceutical industry. He held position for Central Eastern Europe, Central Asia, Middle East and Africa for Eli Lilly & Company, and led later Lilly's R&D and regulatory activities in a large part of Western Europe. In 2000 he founded the Vienna School for Clinical Research (VSCR), a not-for-profit postgraduate educational institution.

### OPERATIONAL COURSE DIRECTOR



**Margarete Schreiner-Karner, MSc**, Business Operations Manager of Vienna School of Clinical Research (VSCR)

Margarete Schreiner-Karner graduated from the Vienna University of Economics and Business Administration specializing in marketing and social policy. She began her career as a biomedical analyst in a medical-diagnostic laboratory for clinical chemistry and hematology, before joining the pharmaceutical industry in 2002. As product and brand manager, she was responsible for product launches, especially in the indications of obesity, diabetes with Sanofi and oncology with Takeda, in close cooperation with market access and medicine. Mrs. Schreiner-Karner was able to gather additional expertise in the context of conducting phase III clinical trials in the field of diabetes at MedUni Vienna, University Department of Internal Medicine III, Division of Endocrinology and Metabolism. In 2018 Mrs. Schreiner-Karner joined the VSCR team as operational manager and member of the VSCR management board.

### TECHNICAL SUPPORT



**Dr. Nils Mensel**, Managing Partner skeirs GmbH

With a background in consulting and innovation management Nils started skeirs in 2007 to put IT related ideas into existence in the healthcare landscape. Skeirs is now providing services to international companies for the distribution of knowledge and the application learning tools.

## OTHER FACULTY

**Jörg Rustige, MD**

Jörg studied physics in Kiel and Hamburg, and worked several years as a physicist in the field of high energy particles. He also completed Medical School in Hamburg, and has been practising for more than 15 years in university and academic teaching hospitals specializing in internal medicine, interventional cardiology, emergency medicine and intensive care. He participated in the design and conduct of clinical trials, and initiated one of the biggest real-life registries in myocardial infarction in Germany. Jörg has also decades of experience in the pharma industry in Europe and North America, being responsible at different stages in senior positions for medical affairs, medical information, clinical research in all phases, regulatory, quality assurance and basic research laboratories. Lately, he had supported European small pharma companies in Medical Affairs and Regulatory and he is now active with Cordée Consulting and VSCR.

**Steffen Wahler, MD**

Steffen is Managing Director of Hamburg-based St. Bernward Consulting. He has held leadership positions in German health insurance as well as in medical device and pharmaceutical industry. He served as director in the German pharma trade association and was in the curator-board of IQWiG and the HTA division of DIMDI, both German health care evaluation bodies. Steffen obtained his Doctorate in Medicine at the University of Rostock and specialized as Diabetologist. He earned degrees in economics at Universities of California and York/England as well as at INSEAD, France. He is regularly publishing in his and adjacent fields, like epidemiology and care organization research. He co-authored the German Health Economics guidelines (Hanover Consensus). In his 25 years in local and global health care business, Steffen has gained broad experience in patient care, health politics as well as in the academic arena.

**Anna Bucsics, MD**

Anna Bucsics has a MD from the Karl-Franzens-University of Graz, Austria, where she did postgraduate research at the Department of Experimental & Clinical Pharmacology. In 1991 she moved to Vienna where she audited pharmaceutical expenditures at the Viennese Social Health Insurance and worked at the Main Association of Austrian Social Insurance Institutions, assessing pharmaceuticals for reimbursement. She was Head of the Department of Pharmaceutical Affairs until 2014. She was an instructor at the Department of Finance, University of Vienna and a member of the European Commission Experts Group on Rare Diseases, and has participated in European projects (EUnetHTA, the Pharmaceutical Forum, and the Platform on Access to Medicines in Europe). Currently, she is advisor to the MoCA project, (Mechanism of Coordinated Access to Orphan Medicinal Products, [www.eurordis.org/content/moca](http://www.eurordis.org/content/moca)) and Judicial Advisor at the Federal Administrative Court of Austria.

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*Mapping stakeholder and arguments for reimbursement*

21–22 September 2020

## COURSE DIRECTORS/MODERATOR:

Univ. Prof. Dr. Heinrich Klech, Managing Director, VSCR, Vienna

Dr. Jürgen Raths, Managing Director Cordeé Consulting, Geneva, Switzerland

## MONDAY, 21 SEPTEMBER 2020

### DAY 1

13:30		Opening platform
14:00–14:10	[10 min]	<b>WELCOME &amp; OPENING</b>   Univ. Prof. Dr. Heinrich Klech & Mag. Margarete Schreiner-Karner ✎ Get to know participants, agenda, ways of working
14:10–15:00	[50 min]	<b>LECTURE: THE FOUNDATION OF HTA PROCESSES</b>   Dr. Steffen Wahler ✎ Definitions & Processes ✎ The hierarchy of evidence ✎ Key scales of health economic outcomes
15:00–15:45	[45 min]	<b>LECTURE: HTA PROCESSES &amp; INSTITUTIONS WORLD-WIDE</b>   Dr. Jürgen Raths ✎ Types of healthcare funding ✎ Key stakeholders ✎ Missions processes & timelines
15:45–16:00	[15 min]	Break
16:00–16:45	[45 min]	<b>LECTURE: HTA DECISION MAKING</b>   Dr. Anna Bucsics ✎ Submissions & decisions ✎ Why HC systems pay different prices for similar outcomes
16:45–17:10	[25 min]	<b>PRESENTATION/THE CASE STUDY</b>   Dr. Jürgen Raths ✎ The case ✎ Q&A and organization of group work
17:10–17:50	[40 min]	<b>GROUP EXERCISE 1 – MODERATED CASE STUDY 1: SELECTING DATA TO DEVELOP ARGUMENTS</b>   Dr. Jürgen Raths & Dr. Steffen Wahler ✎ Preparing the submission ✎ Team work in 2 groups: selecting the data & the arguments ✎ Presentation worksheets group exercise
17:50–18:00	[10 min]	<b>MODERATED Q&amp;A</b>   Univ. Prof. Dr. Heinrich Klech and all presenters <b>ONLINE FEEDBACK DAY 1</b>   Mag. Margarete Schreiner-Karner



## TUESDAY, 22 SEPTEMBER 2020

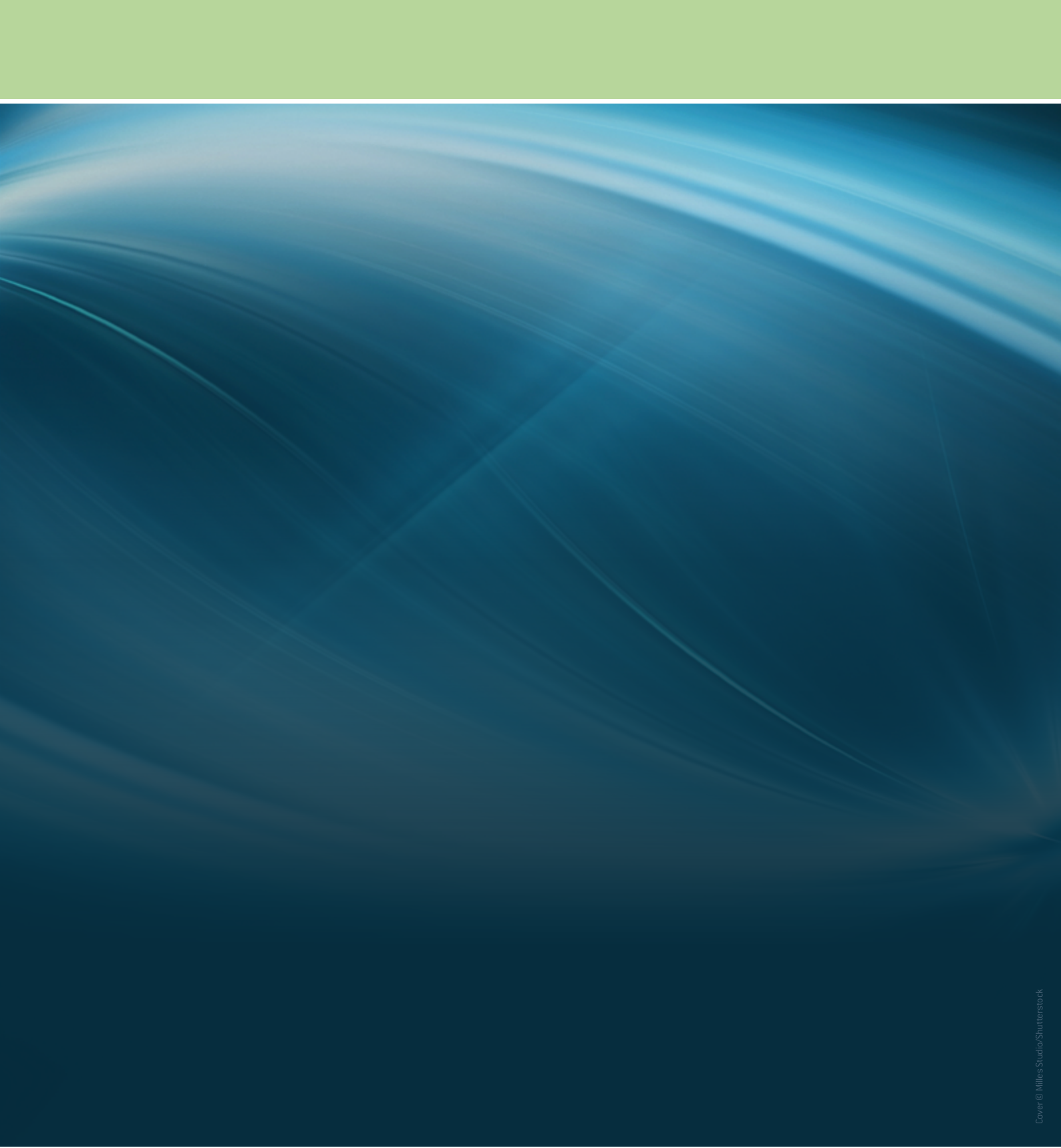
### DAY 2

13:30		Opening platform
14:00–14:10	[ 10 min ]	<b>WELCOME &amp; OPENING</b>   Univ. Prof. Dr. Heinrich Klech & Mag. Margarete Schreiner-Karner
14:10–14:50	[ 40 min ]	<b>LECTURE: ESTABLISHING THE “VALUE NARRATIVE”</b>   Dr. Jürgen Raths <ul style="list-style-type: none"><li>➤ Stakeholders and decision makers</li><li>➤ What argument for what audience?</li></ul>
14:50–15:40	[ 50 min ]	<b>GROUP EXERCISE 2 – MODERATED CASE STUDY 1: ESTABLISHING THE “VALUE NARRATIVE”</b>   Dr. Jürgen Raths & Dr. Steffen Wahler <ul style="list-style-type: none"><li>➤ Establishing arguments and stakeholder maps</li><li>➤ Team work in 2 groups: developing targeted arguments</li><li>➤ Presentation worksheets group exercise 2</li></ul>
15:40–15:55	[ 15 min ]	Break
15:55–16:35	[ 40 min ]	<b>LECTURE: NEGOTIATING VALUE AND DEFINING A PRICE BAND</b>   Dr. Jürgen Raths & Dr. Steffen Wahler <ul style="list-style-type: none"><li>➤ Turning value into price</li><li>➤ Pricing models &amp; reimbursement schemes</li></ul>
16:35–17:15	[ 40 min ]	<b>GROUP EXERCISE 3 – MODERATED CASE STUDY: AGREEING ON A PRICE</b>   Dr. Jürgen Raths & Dr. Steffen Wahler <ul style="list-style-type: none"><li>➤ Finding a price proposition</li><li>➤ Teamwork in 2 groups: developing a pricing suggestion</li><li>➤ Presentation worksheets group exercise 3</li></ul>
17:15–17:45	[ 30 min ]	<b>LECTURE &amp; PRESENTATION: 10 STEPS TO SUCCESSFUL HTA NEGOTIATIONS</b>   Dr. Jürgen Raths & Dr. Steffen Wahler <b>MODERATED Q&amp;A</b>   Dr. Jürgen Raths & Dr. Steffen Wahler
17:50–18:00	[ 10 min ]	<b>SUMMARY</b> <b>ONLINE FEEDBACK DAY 2 AND TEST</b>   Mag. Margarete Schreiner-Karner

**For more information contact:**

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