HEOR Online Training Modules for Your Team

For busy professionals at all experience levels

Modules focus on Health Economic & Outcomes Research (HEOR) concepts and trends

EMPOWER your team to

• Engage colleagues in HEOR discussions
• Interpret HEOR studies
• Communicate HEOR data more effectively
• Understand how analyses are used by decision makers
• Become better consumers of pharmacoeconomic literature
Each Module Contains

- Learning objectives
- 1-hour videos presented in short segments
- Interactive video questions
- Presentation slides
- Dynamic self-assessment quizzes
- Interactive games

For more information
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Select Modules that Benefit Your Team

Pharmacoeconomic principles
- Define pharmacoeconomic research and how it's used
- Identify five ways a medication can be considered “cost-effective”
- Distinguish among types of costs (direct medical, direct non-medical, indirect, intangible)
- Describe types of outcomes (e.g., surrogate vs final, economic, clinical, patient reported) and how they are incorporated into cost-effectiveness analyses
- Recognize how to interpret a cost-effectiveness plane
- Describe various study perspectives
- Identify the importance of sensitivity analysis

Pharmacoeconomic methodology
- Identify differences among various pharmacoeconomic methodologies, such as cost-of-illness analysis, cost-minimization analysis, cost-effectiveness analysis, cost-utility analysis, and cost-benefit analysis
- Calculate the incremental cost-effectiveness for one medication over another
- Describe how utility values are used to calculate a quality-adjusted life year
- Discuss the difference between average cost-effectiveness ratios and incremental cost-effectiveness ratios
- Describe the advantages of using cost-effectiveness acceptability curves

Patient-reported outcomes (PRO) assessment
- Define patient-reported outcomes (PROs) and when they should be used
- Identify types of instruments used to measure PROs, including generic and disease-specific tools
- Describe examples of commonly used PRO instruments, including the SF-36 Health Survey and the EQ-5D
- Discuss the importance of measuring what is important to the patient
- List examples of PRO label claims
- Outline recommendations in the FDA PRO Guidance
- Explain how a PRO instrument can be considered valid and reliable
Budget impact analysis

- Define components included in budget impact analyses
- Discuss ISPOR Principles of Good Practice for Budget Impact Analysis
- Describe examples of published budget impact analyses
- Identify key questions that are raised about budget impact analyses
- Outline differences between budget impact and pharmacoeconomic analyses
- Discuss ways to best communicate budget impact models with end users

Real world evidence – overview of methods

- Clarify definitions and policy issues, and why RWE has received so much attention from various stakeholders
- Describe different types of RWE studies including associated advantages and disadvantages
- Differentiate observational study designs including cohort, case control, and pragmatic trials
- Discuss statistical techniques used in observational research such as propensity score matching
- Compare and contrast various tools available for evaluating observational studies

Real world data sources and use in studies

- Outline definitions and uses of primary, secondary, and tertiary data sources
- Describe common sources and examples of observational data (registries, surveys, administrative claims and electronic medical records databases) used to generate RWE, including their advantages and limitations
- Identify common sources and examples of costs and outcomes data used to populate pharmacoeconomic analyses, including their advantages and limitations

Pay for performance measures (Risk-based contracting)

- Describe key characteristics of performance-based risk-sharing (PBRS) agreements and why they are becoming so popular
- Discuss use of agreements in the US, including types and therapeutic areas
- Identify good practice recommendations issued by the International Society for Pharmacoeconomics and Outcomes Research (ISPOR) PBRS Task Force
- Outline specific examples of PBRS agreements
- List benefits, challenges, and potential barriers for performance-based risk-sharing agreements
New Modules
The following modules are now available!

Decision analysis
• Identify the steps in building a decision tree
• Indicate how the data elements entered into a decision tree should be analyzed
• Apply the fundamental concepts learned to build a decision tree using Excel software
• Outline results from a case study on a cost-effectiveness plane
• Interpret findings from the decision analysis based on willingness-to-pay principles
• Recognize how to calculate incremental cost-effectiveness ratios (ICERs) for 3+ alternatives

Markov models
• Differentiate between decision trees and Markov models
• Describe Markov model structures & how patients transition between health states
• Identify temporary, tunneling, and absorbing states in a model
• Discuss how to assign costs & utility values to health states that patients accrue over time
• Distinguish between a cohort model and a patient-level model
• Apply Markov modeling concepts to construct a model using Excel software

Value frameworks
• Define value frameworks & identify their limitations
• Recognize that high drug prices demand justification from payers
• Outline initiatives by professional societies to create value frameworks
• Recognize the impact of the Institute for Clinical & Economic Review (ICER) recommendations
• Describe pricing strategies & alternative payment models to manage costly pharmaceuticals
• Indicate challenges with current value-based pricing models

Consider combining with customized live program
• Reinforce online modules with interactive workshops and discussions
• Enhance with additional topics tailored for your team
• Choose from a wide array of sessions focusing on additional tools, concepts, and methods
• Visit Tucson or our faculty will come to you
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