

Health Economics and Outcomes Research (HEOR)

1 ECONOMIC MODELLING AND ANALYSIS

a. **Cost-Effectiveness Analysis:** By comparing the relative costs and outcomes (effects) of multiple scenarios, this critical analysis ascertains which choice is the most efficient. It supports healthcare decision-makers in allocating resources to maximize health benefits.

b. **Budget Impact Models:** These budgetary impact models evaluate the consequences of implementing novel health interventions within a defined budgetary framework, assisting payers in comprehending the immediate and enduring economic ramifications.

c. **Disease Simulation Models:** Disease simulation models recreate therapy effects and disease progression using complex algorithms, thereby enabling strategic planning in healthcare interventions, and providing insight into long-term outcomes.

2 HEALTH TECHNOLOGY ASSESSMENT (HTA)

a. **Evidence Synthesis:** This process entails the thorough collection and assessment of data from several sources to guide healthcare decisions, thereby ensuring that the evidence applied in HTA is comprehensive and pertinent.

b. **Clinical-Effectiveness Assessment:** It evaluates the benefits of a health technology compared to current standard care, focusing on the impact on patient health and quality of life.

c. **Policy Development Support:** By providing policymakers with evidence-based insights that guide the development of healthcare policies, HEOR specialists ensure that such policies are sustainable and effective.

3 MARKET ACCESS AND PRICING STRATEGIES

a. **Pricing Analysis:** When determining the most effective pricing strategies for emerging healthcare innovations, HEOR experts conduct an analysis of multiple criteria including market conditions, competition, and willingness-to-pay levels.

b. **Reimbursement Strategy:** This entails formulating strategies to get reimbursement from payers, so securing coverage and accessibility of novel health technologies for patients.

c. **Value Proposition Development:** To persuade stakeholders of the value of new health technology, HEOR experts articulate their value by recognizing their benefits when compared to their costs.

4 TRAINING AND EDUCATIONAL SERVICES

a. **HEOR Workshops:** To educate stakeholders to understand the principles and practical applications of health economics and outcomes research in the context of decision-making, interactive workshops are organized.

b. **Customized Training Programs:** To build competence in HEOR, training programs are tailored to the needs of healthcare professionals, payers, and other stakeholders.

c. **Educational Materials Development:** Creating educational resources such as brochures, slide decks, and e-learning tools to successfully disseminate HEOR knowledge.