



**Do you feel the need to better understand Health Economics?**

**Do you want to know how it can help you achieve your goals?**

If so, then you should attend this one-day seminar, which has seen over 100 healthcare professionals attend over the last 5 years, from a wide range of Pharma and Biotech companies as well as agencies.

The course is designed for professionals from the Pharmaceutical, Biotech and Communication sectors. The day is interactive with plenary, workshop and case study sessions.

It will be led by Anthony Hatswell who is a health economist and statistician. After his education at the University of York, he worked at Sanofi and GSK, as well as in consulting where he now runs Delta Hat and consults for Roboleo & Co. In addition to this he performs research at UCL where he looks at statistical methods to analyse uncontrolled clinical studies, otherwise known as single arm trials, and sits on the NICE interventional procedures committee.

## Meeting Summary

Economic Evaluation is a systematic and scientific approach to address the issue of dealing with unlimited needs with limited resources. Often viewed as highly complex, the methods adopted by HTA bodies such as NICE are actually built from simple principles.

Anthony will explain the basics of Health Economics and Evaluation to show how they fit together to form the economic argument underpinning where medicines can add value and attract a premium.

Delegates will leave with a solid understanding of the principles and practices of Health Economics and how to apply them in everyday commercial scenarios – Including:

- The role of Health economics in the delivery of effective healthcare.
- How to utilise economic data to demonstrate real value.
- How to effectively use economic data to maximise uptake of your brand.
- Payer needs in the ever changing NHS.

### When?

Tuesday 26th November 2019  
9.30am - 5.00pm

### Where?

The Remenham Room  
The White House  
The Beaumont Estate  
Burfield Road  
Old Windsor, SL4 2JJ

[View online »](#)

### Registration

Delegate Cost:  
£695.00 + VAT

EMIG/EUCOPE members\*:  
£556.00 + VAT

\*Eligible for a 20% discount.  
To obtain discount please enter code: HEFTNHE20% in the 'Submit Promotion Code' box.

[Online registration »](#)

[Email registration »](#)

### Course Leader

Anthony Hatswell  
Director, Delta Hat



### Chair

Rob Whitmore  
Director, Roboleo & Co  
www.roboleo.com



### Who should attend?

- Marketers / Brand Managers
- CEOs / General Managers
- Clinical / Product Development
- Business Development
- Sales Managers / Directors
- Advertising / Communication Agencies

100 plus delegates in 5 years: overall rating ★★★★★