

Healthcare Management Focus Courses Overviews

Therapeutic Innovation

The healthcare sector is a complex and challenging environment which is undergoing significant and rapid changes. Within this sector, healthcare delivery actors as well as the pharmaceutical and medical device (MedTech) industry are facing increasing pressure and challenges coming from different external sources, stakeholders as well as internal factors. Technological changes are rapid and the markets increasingly competitive and globalized with tougher regulatory requirements and cost containment initiatives. Consumer expectations regarding affordability as well as access to new treatments are rising. From within the industry there is a significant loss of R&D productivity, need for efficiency, quality issues and supply shortages.

In this changing environment innovation is critical to secure sustainability. This course will provide an overview of strategic management and economic aspects of the pharmaceutical and MedTech industry including: the pharmaceutical and MedTech industry environment, trends and challenges; development cycle (from idea to commercialization and global expansion); how development projects and product portfolios as well as lifecycles are managed and decisions taken; strategic options available and which innovations can be expected to realistically contribute to a successful transformation within the industry and the healthcare delivery.

Health Economics and Policy

Health systems worldwide face considerable challenges with growing demand and increasing pressures on health budgets. Health economists investigate where waste occurs in the health care system, how health insurance companies act, what drives individual health behaviors, inequality in healthcare outcomes and utilization, and how governments should regulate healthcare markets to set the right incentives. The toolkit employed by health economists consists of formal theoretical models used to understand healthcare provider, health insurer, patient, and government behavior as well as rigorous empirical methods honed to identify causal effects in observational data and measure the value of health interventions and policies.

The module will familiarize participants with economic models of healthcare provider, health insurer, government, and patient behavior, as well as methods of health technology assessment, cost-effectiveness analysis and empirical policy evaluation. Across these topics, there will be an emphasis on practically relevant applications. The course will detail concrete research applications and offer participants insights into recent developments in behavioral health economics and health technology assessment

By the end of the module, participants will get a good understanding of the theories and methods of health economics and economic evaluation and how they relate to policymaking. They will become familiar with basic economic theory relevant to health and health care (demand for health and health care, health insurance, market failures, provider incentives, etc.), get a comprehensive overview of the methods used in empirical health economics as well as in economic evaluation, and they will be able to describe the scope, origin, and development of health technology assessment (HTA).

Digital Health

The healthcare sector has been slower to embrace digital transformation compared to other industries, and the potential benefits of digital health, such as enhancing healthcare quality and cutting down on expenses, have not been fully harnessed yet. This course offers an introductory overview of the digital health field, delving into its primary technology categories, their practical applications, and the business advantages they offer. It also includes real-world examples spanning clinical research and healthcare delivery. Various applications of digital technologies will be explored, and essential supporting disciplines such as regulatory compliance, legal considerations, and reimbursement processes will be examined throughout the sessions.