

Healthcare Management Focus Courses Overviews

Therapeutic Innovation

Therapeutic innovation is the driving force of the healthcare sector and is tightly connected to fundamental research and technological breakthroughs. In the past, drug candidates and medical devices were brought from research to market by fully integrated companies. Nowadays, the trend has been towards a segmentation of the value chain bringing drug candidates and medical devices from “bench to bedside”, with different stakeholders playing critical roles at the early-, mid-, late-stage development and marketing and sales. Since a couple of decades, an increasing number of licensing and M&A deals has been the catalyzer of therapeutic innovation.

This course will provide an overview for therapeutic innovation from bench to bedside in the pharmaceutical, biotech and MedTech industry including:

- the pharmaceutical/biotech and MedTech industry environment, trends and challenges;
- overview on the development cycle of a drug candidate and medical devices (from idea to commercialization);
- how development projects and product portfolios as well as lifecycles are managed and decisions taken;
- how therapeutic innovation is translated from research to market, with different models, including company building.

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.