

Executive Education Course Offering:

BUILDING THE BUSINESS CASE FOR HEALTH INNOVATIONS



Course Date : 7th - 9th September 2016

Time : 8:30am - 5pm

Venue : TBA

Workshop Fee (Registration fees include lunch and tea)

Categories	Early Bird (Before 1st July'16) (Excluding GST)	Normal (From 1st July'16) (Excluding GST)
Individual	S\$2000	S\$2200
Group (3 or more)	S\$1900	S\$2100

“Registration capped at first 30 enrollees”

Please email to : janice.tan@duke-nus.edu.sg

with your name, organisation, designation and contact number for registration details

COURSE OVERVIEW

The course starts with an introduction to a ‘Five-Step’ approach to making a successful business case to promote adoption of health innovations, be it a drug, device, or health promotion initiative, that the course director has developed and revised through 20 years as an industry consultant. It then provides an introduction to key areas of health technology assessment (HTA) and economic evaluation and presents how they can be used to promote health innovations. The course is a mix of lecture, discussion, case studies, and hands-on tutorials.

For more information, including a detailed syllabus, please email eric.finkelstein@duke-nus.edu.sg

WHO SHOULD ATTEND?

Professionals in the pharmaceutical and device industries, consultants, policymakers, clinicians, and anyone who needs to promote or evaluate health innovations would greatly benefit from this course. No prior training is required to participate. The course is presented at an introductory/intermediate level and will provide a foundation for more advanced training for those who wish to pursue it.

INSTRUCTORS

This course is led by Professor Eric Finkelstein, Ph.D. He is Professor of Health Services and Systems Research at the Duke-NUS Medical School and also holds appointments at NUS School of Public Health and Duke University Global Health Institute. He is an economist with over 20 years of industry and academic experience in health technology assessment and economic evaluation. He has published over 150 manuscripts and 2 books and his publications have been cited over 14,000 times. In 2015, he was selected by Thomson Reuters as one of the World’s Most Influential Scientific Minds. Dr. Finkelstein will be supported by other members of the Duke-NUS faculty.