

Course Agenda

Understanding Drug Pricing

Understanding Drug Pricing is a one-day course focusing on post-approval safety surveillance, drug pricing, drug formularies, and how formularies differ from one insurer to the next. The concept of evidence-based medicine can help to inform medication use policy, guidelines, and formulary decisions. The course then discusses various pharmacoeconomics concepts that guide pricing decisions. The course ends with a description of pricing and marketing strategies used by drug manufacturers, with consideration of a drug's product lifecycle, direct-to-consumer advertising, and discounts to various purchasers such as government and 340b entities. This course is invaluable to those in government, finance, law, insurance, human resources.

Drug Development & Post-Marketing Surveillance 9:00-10:00

Review of Phase I-III Clinical Trials

Efficacy, Safety and Regulators

Phase IV Trials

MedWatch and Other Programs

Break 10:00-10:15

Drug Placement onto Formularies 10:15-12:00

Types of Formulary Systems

Medicare, Medicaid, Private Insurers

Single Payer Markets

Considerations/Issues for Placement

Value Proposition & Price

Manufacturer Rebates

Tiering Systems

Prior Authorization

Step Therapy

Patient Adherence Considerations

Lunch 12:00-1:00

Pharmacoepidemiology 1:00-2:30

Individual and Population Drug Safety

Prospective Drug Utilization Evaluation

Retrospective Drug Utilization Review
Drug Use Research Using Commercial Databases
Drug Use Research Using Federal Databases
Development of Drug Use Guidelines

Break 2:30-2:45

Pharmacoeconomics 2:45-4:15

Cost-of-Illness Analysis
Cost-Minimization Analysis
Cost-Benefit Analysis
Cost-Effectiveness Analysis
Cost-Utility Analysis
Quality of Life Evaluation
Quality-Adjusted Life Years
Applications in Decision-Making

Drug Pricing & Marketing 4:15-5:15

Brand and Generic/Biosimilar Drugs
Drug Product Life Cycle
Pricing Strategies
Pricing Surveys; Pricing Companies
Economic Complements and Substitutes
Specific Buyers' Contracts (VA, 340b program)
Price Discrimination Abilities
Marketing Strategies
Patient Assistance Programs
Role of Direct-to-Consumer Advertising

Review & Evaluations 5:15-5:30