

Course Agenda

Understanding Drug Pricing and Reimbursement

Understanding Drug Pricing and Reimbursement is a one-day course focused on explaining the complex relationship between drug manufactures, government policy, insurers, pharmacies, employers, and patients. The course begins by explaining what a drug formulary is, how they differ from one another, and what considerations are accounted for when deciding which drugs to accept onto a formulary. Next, we explore the various constituents concerned with pharmacoepidemiology and how this information is used to inform drug policy. The afternoon begins with pharmacoconomics and the various methodologies of drug pricing and reimbursement. The course ends with a detailed 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 Placement Onto Formularies 9:00-10:15

Drug Formularies Defined
Types of Formulary Systems
Medicare, Medicaid, Private Insurers
Single Payer Markets
Considerations/Issues for Placement
Value Proposition and Price
Manufacturer Rebates
Tiering Systems
Prior Authorization
Step Therapy
Patient Adherence Considerations

Break 10:15-10:30

Pharmacoepidemiology 10:30-11:30

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 Guideline

Pharmacoeconomics 11:30-12:00

Cost-of-Illness Analysis

Cost-Minimization Analysis

Cost-Benefit Analysis

Lunch 12:00-1:00

Pharmacoeconomics continued 1:00-2:00

Cost-Effectiveness Analysis

Cost-Utility Analysis

Quality of Life Evaluation

Quality-Adjusted Life Years

Applications in Decision-Making

Break 2:00-2:15

Drug Pricing & Marketing 2:15-3:30

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

Pricing Activity 3:30-4:30

Review & Evaluations 4:30-4:45