

HEALTH ECONOMICS & OUTCOMES RESEARCH (HEOR)

Foundation Course, 3 months

June - August 2025

Joint Certification Course by:



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**Note: Programme will be in virtual mode (synchronous and asynchronous format)*

Programme Overview

In today's rapidly evolving pharmaceutical industry, data-driven decision-making is the key to success. Our Health Economics & Outcomes Research (HEOR) program, in collaboration with NMIMS CEE, equips you with the expertise to navigate market access, pricing strategies, and healthcare sustainability with confidence.

Whether you're in Market Access, HEOR, Pricing, Brand Management, Medical Affairs, or Commercial Strategy, this program will empower you to make informed, strategic decisions that drive real-world impact.

Programme Objectives

The outcomes targeted by the program are:

1. Knowledge of Foundations & Functional Concepts in HEOR.
2. Master HEOR tools to assess healthcare utilization trends & economic impact.
3. Leverage data-driven insights to optimize pricing & reimbursement strategies.
4. Enhance patient access while ensuring commercial viability of therapies.

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→ **Mode:** Online Live Interactive and Prerecorded Lecture mode in online Training format:

- 3 Modules: Online Live Interactive Sessions in Module 1 & Module 3, Online Pre-Reads and Pre-Work.
- Pre-recorded Lectures: Module 2, Video-based lectures with Online Pre-Reads and Pre-Work.
- Training Platform: Online via Zoom.
- Total No. of Sessions:
 1. Module 1: Online Live Interactive Sessions: 8 sessions each of 100-120 minutes in 4 days with projects.
 2. Module 2: Prerecorded Lectures: 12 sessions of 15 minutes each + 2 Online Live Q&A Sessions.
 3. Module 3: Online Live Interactive Sessions: 8 sessions each of 100-120 minutes in 4 days with projects.

Total No. of Online Live Interactive Sessions: 18 in 3 months

Total No. of Prerecorded Lectures: 12

→ **Pre-Test and Post-test:**

With objective and subjective questions will be conducted after every two modules (once a month).

→ **Action Learning Projects:**

PharmaState Academy will also administer a qualitative/ subjective action-learning project (articulation and plan for implementation) with marks and remarks after every two modules (once a month).

→ **Course Price:** ₹35,000 + GST

NO MORE ONE-SIZE-FITS-ALL – WE'RE ALL ABOUT MEETING YOU WHERE YOU'RE AT.



It's like learning straight from the experts.

Objective: Participants should develop an understanding of concepts, techniques, and methods used in an economic evaluation of new healthcare interventions and technologies, to enable them to demonstrate the value proposition for a pharmaceutical product.

Module – 1:

Online Live Interactive | 4 DAYS

MODULE - I	DAY 1	DAY 1	DAY 2	DAY 2
Overview of the Healthcare system	Basics of healthcare system: Faculty: Dr Subramanian Rajasulochana	Health Systems in the US & Europe Faculty: Dr Subramanian Rajasulochana /SME	Health System in India- Faculty: Dr Subramanian Rajasulochana	Session by Health Care Practitioner (HCP)- Patient and clinical practice insights Faculty: Dr Subramanian Rajasulochana / SME
	DAY 3	DAY 3	DAY 4	DAY 4
Introduction to Health Economics (HE)	How is economics important in decision-making & Value creation in healthcare? Faculty: Dr Subramanian Rajasulochana	Importance of HEOR in India Faculty: Dr Subramanian Rajasulochana	Level of Evidence (LOE)- interpreting evidence in health care Faculty: Dr Subramanian Rajasulochana / SME	Patent Loss/ Competitive Edge Faculty: Dr Subramanian Rajasulochana /- SME

Module – 2:

Prerecorded Lectures | 4 Weeks

Module 2- Asynchronous Video-based learning sessions of 15 minutes each in Level 2					
Week 1	MODULE	SESSION 1 15 min	SESSION 2 15 min	SESSION 3 15 min	Quo Vadis? Hands-on practice costing exercise - RJS
3 Asynchronous Videos	Costing in Healthcare	Principles of Costing I- RJS	Principles of Costing II- RJS	Costing exercise – RJS	
Week 2	MODULE	SESSION 4 15 min	SESSION 5 15 min	SESSION 6 15 min	Quo Vadis? Hands-on practice health outcomes - SME
3 Asynchronous Videos	Outcomes in Healthcare	Measuring Health Outcomes- QALY and DALY - SME	Concept of HRQoL and Quality of Life Scales - SME	Exercise on Health Outcomes - SME	

Note: RJS is Dr Rajasulochana & SME (Subject Matter Expert)

Module 2- Asynchronous Video-based learning sessions of 30 minutes each					
Week 3	MODULE	SESSION 7 15 min	SESSION 8 15 min	SESSION 9 15 min	Quo Vadis?
3 Asynchronous Videos	Economic Evaluation	Introduction to Economic Evaluation & Cost Effectiveness Analysis (CEA) – RJS	Cost Utility Analysis (CUA) – SME	Why CUA? CEA or CUA what to choose? When to use CUA? – SME	Hands-on practice on Economic evaluation - RJS
Week 4	MODULE	SESSION 10 15 min	SESSION 11 15 min	SESSION 12 15 min	Quo Vadis?
3 Asynchronous Videos	Cost Utility Analysis (CUA)	What is Cost Minimization Analysis (CMA) and where it is used? – SME	Cost and Benefit Analysis (CBA) – RJS	Contingent valuation & Willingness to pay analysis – RJS	Hands-on practice on Economic evaluation - SME

Module – 3:

Online Live Interactive | 4 DAYS

MODULE - III	DAY 1	DAY 1	DAY 2	DAY 2
Critical evaluation of published articles on Health Economics	Need of critical evaluation & quality of evidence– SME	Checklist for critical evaluation – RJS	Some practice evaluation examples – SME	Digital Health: Use of AR/VR - RJS
	DAY 3	DAY 3	DAY 4	DAY 4
Value proposition with HEOR	Affordability Mapping (McKenzie)- RJS	Value proposition through building evidence- RJS	Exercises on value communication – SME	Discussions on queries – RJS /SME

Note: RJS is Dr Rajasulochana & SME (Subject Matter Expert)



In collaboration with



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