

## Program Format

The program will be offered online in both a synchronous format consisting of live sessions with instructors and an asynchronous format with online learning materials and activities

It will also be complemented by two in-person workshops in Dubai


**Program Duration**  
10 months


**Starts**  
January 2023

## Diploma in HEOR for the MENA Region


- Expand your MENA HEOR skills
- Specifically for working professionals, located anywhere in the world
- Hybrid program: live online classes via teleconference, plus individual course work and activities
- Efficient and Flexible: 36 credits, 6 modules over 10 months
- Enables career advancement by delivering pragmatic skills in MENA value, evidence and market access
- Network with industry leaders, academics, government experts, and peers with two in-person workshops in Dubai





 <https://ccho-ma.com/university-diploma-in-heor-for-mena/>


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Université Saint-Joseph de Beyrouth

Faculté de médecine

Institut supérieur de santé publique

CCHO  
ACCESS TO MEDICINE

# DIPLOMA IN HEALTH ECONOMICS AND OUTCOME RESEARCH- HEOR

*The First and Only Hybrid University  
Diploma designed for the MENA Region*



## About us

### Online University Diploma

The Higher Institute of Public Health (ISSP) at Saint Joseph University has partnered with the Center of Clinical, Health Economics Research (CCHO) to provide the world's first and only University Diploma in Health Economics and Outcomes Research (HEOR) specifically devoted to the Middle East and North Africa (MENA) region.

This 36-credit, 6-module program specifically designed for working professionals provides a comprehensive introduction to the field of applied HEOR, and the application of HEOR principles and methods throughout the world, with a special focus on MENA healthcare markets and particularities.

The program will be delivered by international experts in the various areas of HEOR, and local experts from the MENA region within academia, government, and industry.

### Why Choose Us?

This program is sure to provide you with the competencies, skills and knowledge you need to achieve substantial career growth in the HEOR field.

Join us for an exceptional educational experience!

Center of Clinical, Health Economics and Outcomes Research (CCHO) with the Saint Joseph University (USJ)

**Registration opening  
in September 2022**

### Designed For

Professionals in public health, health policy and government or regulatory positions. Professionals in pharmaceutical, biotechnology and device industry.

Professionals in outcomes research, product reimbursement, medical communications, new product development, biostatistics, regulatory and medical science liaison field operations.

Management professionals in health plans, hospitals and other facilities, healthcare provider organizations, other healthcare professionals, and graduate students in related disciplines (e.g., public health, pharmacy, health economics) with interest in the HEOR field.

## Program Modules

### Module 1: Introduction into health economics and outcomes research - 5 credits

This module will provide a general introduction and overview of the field and practices of health economics and outcomes research, highlighting the various disciplines in this field, and discussing the use of HEOR practices in research and execution.

### Module 2: Real World Evidence and Patient-Reported Outcomes - 5 credits

This module will provide an overview of real world evidence (RWE) and real world data (RWD) and the use of this data in HEOR. The module will also explore patient-reported outcomes (PROs) and their use in various HEOR applications.

### Module 3: Economic evaluation in health and medicine - 5 credits

This module will present the key economic concepts and analytical tools needed in economic evaluations of healthcare technologies. The module will focus on the different approaches of conducting health economic evaluations, with special consideration to practices in developing countries.

### Module 4: Principles and practice of Health Technology Assessment - 5 credits

This module will introduce the principles and methods of Health Technology Assessment (HTA) practice. Various approaches to organizing and conducting HTA will be discussed using examples from HTA bodies around the world with a focus on the MENA region.

### Module 5: Health systems in the MENA region: Pricing, reimbursement and market access - 5 credits

This module will introduce the Health systems policies on Pricing and Reimbursement (P&R) of pharmaceuticals with a large focus on MENA markets. Various policies and practices will be discussed before, during and after pharmaceuticals marketing authorization. A part will also give an overview of how these pricing and reimbursement policies are supplemented by the widespread use of HTA to inform decision-making.

### Module 6: Managed entry agreements in the MENA region - 5 credits

This Module is a continuation of the previous one and will present the principles of Managed Entry Agreements (MEA), as a supplement to P&R policies to ensure affordable access to medicines. It will discuss the Pros and Cons of various strategies and Schemes. A major part of the module will discuss MEA in the MENA region, challenges, perspectives and outlook.

### Workshop 1 – 3 credits

### Workshop 2 – 3 credits

