

## 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

## Program Duration

10 months

## Starts

September 2025

## 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: 30 credits, 6 courses over 10 months
- Enables career advancement by delivering pragmatic skills in MENA value, evidence and market access
- Network with industry leaders and peers with in-person workshop.



## Register Here



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To register: click here

[issp@usj.edu.lb](mailto:issp@usj.edu.lb)

+961-1-421 270

**USJ**  **ISP**  
Université Saint-Joseph de Beyrouth  
Faculté de médecine  
Institut supérieur de santé publique

 **CCHO**  
ACCESS TO MEDICINE

# DIPLOMA IN HEALTH ECONOMICS AND OUTCOMES RESEARCH - HEOR

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

## About us

### Online University Diploma

CCHO has partnered with the Institut Supérieur de Santé Publique (ISSP) at Saint Joseph University 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 30-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.

Join the Higher Institute of Public Health (ISSP) of the Saint Joseph University of Beirut (USJ), partnered with the Center of Clinical, Health Economics, and Outcomes Research (CCHO), in advancing healthcare innovation and impactful research.

**Registration opening  
in February 2025**

## Designed For

- Professionals in:
  - Public health, health policy, and government or regulatory positions.
  - Pharmaceutical, biotechnology, and device industries.
  - Outcomes research, product reimbursement, medical communications, new product development, biostatistics, regulatory, and medical science liaison field operations.
  - Health plans, hospitals, other facilities, and healthcare provider organizations.
- Graduate students in:
  - Related disciplines (e.g., public pharmacy, health economics) with an interest in the HEOR field.

## Why Choose Us?

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

Join us for an exceptional educational experience!



## Program Modules

### Module 1: Introduction into health economics and outcomes research

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: Health systems in the MENA region: Pricing, reimbursement and market access

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 3: Principles and practice of Health Technology Assessment

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 4: Economic evaluation in health and medicine

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 5: Real World Evidence and Patient-reported Outcomes

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 6: Managed entry agreements in the MENA region

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.

**Register Here**

