

## Understanding Drug Pricing, Policy, and Utilization

Live, Online | Level One

**Understanding Drug Pricing, Policy, and Utilization** examines the complexities of the US healthcare market. Many believe patient access to medications and pricing are solely determined by the drug companies; however, this is far too simplistic. This course provides a comprehensive look at how competing forces including the federal government, the insurance industry, and healthcare providers influence formulary systems, which in turn determines how patients access, use, and pay for medications. Learn how commercial and government databases housing pharmacoepidemiology and pharmaco-economic information also drive drug policy and pricing. Perform basic cost-effectiveness and quality of life calculations to help you gain an appreciation for the types of decisions faced by various persons on the drug development team. Created and taught by a healthcare economist and social scientist, this engaging course is a must for anyone new to healthcare policy and pricing.

### Five takeaways:

1. Familiarity with types of information used to inform drug policy.
2. Ability to apply different types of analysis to determine drug prices.
3. Rationale in drug placement on formularies, as well as their monitoring for continued safety and effect on patient outcomes.
4. Appreciation of the product life cycle and supply chain issues in pricing, marketing, and reimbursement.
5. Understanding of the relationship between manufacturers, policymakers, pharmacies, and patients.

### Course Agenda

**Introductions** 9:00-9:15

**Setting the Stage** 9:15-10:00

Clinical development overview

FDA adverse events reporting system

## **Drug Placement Into Formularies**

*10:00-11:00*

Types of formulary systems  
Considerations and issues for placement  
Value proposition and drug price  
Medicare, Medicaid, private insurers  
Single payer markets  
Pharmacy benefits manager roll  
Manufacturer rebates  
Tiering systems, prior authorization, step therapy  
Patient adherence considerations

**Break** *11:00-11:15*

## **Pharmacoepidemiology and Drug Use**

**Safety** *11:15-12:15*

Pharmacoepidemiology  
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  
Evidence-based medicine  
Development of drug use guidelines

**Lunch** *12:15-1:00*

## **Pharmacoeconomics** *1:00-2:00*

Health economics  
Cost-of-illness analysis  
Cost-minimization analysis  
Cost-benefit analysis  
Cost-effectiveness analysis  
Cost-utility analysis  
Quality of life evaluation  
Quality-adjusted life years

**Break** *2:00-2:15*

## **Drug Pricing and Marketing** *2:15-3:15*

Pricing strategies  
Brand and generic/biosimilar drugs  
Drug product life cycle  
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

**Activity: Start-Up CEO** *3:15-3:45*

**Wrap-Up** *3:45-4:00*