



MONASH University
Malaysia

Health Economics Forum 2014

1st Announcement

Value of Medicines: Patient's and Health Care Professional's Perspectives



Date: 29th & 30th October 2014

Venue: PJ Hilton, No.2, Jalan Barat, 46200 Petaling Jaya.
Kristal Ballroom 1, West Wing

Registration: Early Bird Fee RM400 (on or before 30th September 2014)
Normal Fee RM500 (1st October 2014 onwards)
Seats are limited to the first 120 participants.

You are invited to attend HE forum 'Value of Medicines: Patient's and Health Care Professional's Perspectives'. This event is jointly organized by Monash University Malaysia, the Pharmaceutical Services Division of the Ministry of Health Malaysia, and the Pharmaceutical Association of Malaysia (PhAMA); in partnership with Pfizer and Janssen.

This year's forum will focus on health care decision making and value of medicines from viewpoints of patients and health care professionals. We hope to be able to discuss the way forward for the local health care policy and to understand from the different stakeholders how to advance the standard of health care in Malaysia.

INVITED SPEAKERS INCLUDE:

Prof. Bong-Min Yang (Seoul National University, Korea)
Assoc Prof. Dr Mohamed Azmi Ahmad Hassali (University Sains Malaysia)
Assoc Prof. Dr Asrul Akmal Shafie (University Sains Malaysia)
Dato' Paul Selvaraj (Federation of Malaysian Consumers Association)
Prof. Kenneth Lee, Prof. Nathorn Chaiyakunapruk & Dr David Wu (Monash University)
Prof. Datin Dr. Zahurin Bt. Mohamed (University Malaya)
Representatives from Ministry of Health, Janssen and more

Co-Organisers:



PhAMA Pharmaceutical Association of Malaysia
Persatuan Farmaseutikal Malaysia

Partners:



PHARMACEUTICAL COMPANIES OF Johnson & Johnson

8:00 – 9:00	Registration	
9:00 – 9:30	Welcome & Opening	Prof. Helen Bartlett (PVC & President MUM), PhAMA Malaysia, MOH
9:30 – 9:45	Value proposition of medicine: a global perspective	Prof. Kenneth Lee (MUM)
9:45 – 10:15	Role of Health Technology Assessment (HTA) in modern health care delivery	Prof. Bong-Min Yang (Seoul National University)
10:15 – 10:45	Value of healthcare	Dato' Paul Selvaraj (FOMCA)
10:45 – 11:15	Break	
11:15 – 11:45	Value of medicines: a payer's perspective	Dr. Salmah Bt Bahri (MOH)
11:45 – 12:15	Role of a patient in healthcare decision-making	A/P Mohamed Azmi Ahmad Hassali (USM)
12:15 – 13:00	Q & A	All Speakers
13:00 – 14:00	Lunch	
14:00 – 14:30	Orphan drugs: an issue under-valued by most authorities	Speaker from patient organization / industry (TBC)
14:30 – 15:00	Quality-of-life assessment: its importance in modern healthcare delivery	A/P Asrul Akmal Shafie (USM)
15:00 – 15:20	Break	
15:20 – 15:50	How to optimize patient care using Health Economics (HE) data in a clinical setting	Dr. Liew Huong Bang (MOH) (TBC)
15:50 – 16:20	Practical experience in applying HTA in the S. Korean healthcare system	Prof. Bong-Min Yang (Seoul National University)
16:20 – 17:00	Q & A	All Speakers

Day 2 – 30th October 2014

8:00 – 8:30	Registration	
8:30 – 9:00	Economic burden: data generation and its significance	Prof. Nathorn Chaiyakunapruk (MUM)
9:00 – 9:30	Linking pharmacology to health economics in pandemic influenza	Dr. David Wu (MUM)
9:30 – 10:00	Market access of new medical devices: a global experience	Ms. Karen Neoh (MUM)
10:00 – 10:15	Break	
10:15 – 10:45	Industry views in developing a HE-based healthcare delivery model in Asia	Mr. Chiou Chiun-Fang (Janssen)
10:45 – 11:15	Use of HE in personalized medicine	Prof. Datin Dr. Zahurin Bt. Mohamed (UM)
11:15 – 12:15	Panel Discussion – How to evaluate the value of healthcare in a real world environment	All Speakers Moderator: A/P Asrul Akmal Shafie (USM)
12:15 – 12:30	Summary	Dr. David Wu (MUM)
12:30 – 12:40	Closing Remarks	MOH and MUM
12:40 – 14:00	Lunch	