



2ND PHARMACOECONOMICS AND OUTCOME RESEARCH CONFERENCE 2014

*“Pharmacoeconomics in Healthcare Transformation:
Towards Universal Coverage”*

The Royale Chulan, Kuala Lumpur, Malaysia 7-9 March 2014

TENTATIVE PROGRAMME

PLENARY SESSIONS

- Pharmacoeconomics in healthcare transformation
- Improving access to medicines

PANEL SESSIONS

- Pharmacoeconomics in healthcare transformation
- Translating evidence to practice in drug selection
- Access to data for pharmacoeconomics research
- Pharmacoeconomics in Malaysia: the way forward

PRE-CONFERENCE WORKSHOPS

- Introduction to pharmacoeconomics
- Conducting pharmacoepidemiology research
- Activity based costing
- Using questionnaires to measure quality of life

Friday, 7 March 2014
Pre-conference Workshops

Saturday, 8 March 2014
Morning Symposium
First Plenary Session
Lunch Symposium
First Panel Session
Second Panel Session

Sunday, 9 March 2014
Morning Symposium
Second Plenary Session
Lunch Symposium
Third Panel Session
Fourth Panel Session

*Abstract Submission Deadline:
15 January 2014*

*Early Bird Registration Deadline:
17 January 2014*



CALL FOR ABSTRACTS!!

- All participants are invited to submit abstracts to present research in HEOR and related disciplines.
- Deadline for submission of abstracts is 15 January 2014.
- Submission details are on the abstract submission form.

SPONSORSHIP OPPORTUNITIES

- There are a lot of opportunities for organizations to financially support the conference.
- Make your company more visible by becoming the sponsor for this big event.
- A lot of opportunities to advertise your company in the programme booklet.
- Join us and become one of the exhibitors for MySPOR conference 2014.

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Pharmaceutical Services Division,
Ministry of Health (BPF)



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PRE-CONFERENCE WORKSHOPS

WORKSHOP 1 - INTRODUCTION TO PHARMACOECONOMICS

- Date/Time : Friday, 7 March 2014, 9.00 am to 12.00 pm
Speaker : Prof. Dr. Samsinah binti Hussain, Ph.D, Professor of Pharmacy, University of Malaya
Level : Introductory, suitable for those with little experience in health research
Description : This workshop will introduce the concept of pharmacoeconomics. Participants will be introduced the importance of critical appraisal in pharmacoeconomic evaluations. The different pharmacoeconomic models and techniques including cost-minimization, cost-effectiveness, cost-benefit, cost-utility and budget impact analysis will also be discussed.

WORKSHOP 2 - CONDUCTING PHARMACOEPIDEMIOLOGY RESEARCH

- Date/Time : Friday, 7 March 2014, 9.00 am to 12.00 pm
Speaker : Prof. Dr. Li Shu Chuen, Ph.D, Professor School of Biomedical Sciences and Pharmacy, University of Newcastle, Australia
Level : Introductory, suitable for those with little experience in health research, pharmacology research and epidemiology research
Description : This workshop provide basic introduction to pharmacoepidemiology research. The pharmacoepidemiology concepts and methods are introduced. Participants can gain insights into the application of pharmacoepidemiology in pharmaceutical risk management.

WORKSHOP 3 - ACTIVITY BASED COSTING

- Date/Time : Friday, 7 March 2014, 2.30 pm to 6.00 pm
Speaker : Dr. Amrizal Muhammad Nur, Research Fellow, United Nations University-International Institute for Global Health
Level : Health
Description : Introductory, suitable for those with little experience in health care management
Activity based costing is one of the costing methods used in Case-Mix system. It can be defined as an accounting method that enables the organization to determine the true costs related with their service based on the resources that are consumed. This workshop is suitable for those who involved in hospital management, hospital budget planning, and hospital information management. This workshop will include a practical session. Participants will be required to bring a laptop installed with Microsoft Excel, version Excel 97 or later.

WORKSHOP 4 - USING QUESTIONNAIRES TO MEASURE QUALITY OF LIFE

- Date/Time : Friday, 7 March 2014, 2.30 pm to 6.00 pm
Speaker : Adrian Goh, M.Ec., Health Economist, Azmi Burhani Consulting Sdn. Bhd.; Dr. Asrul Akmal Shafie, Ph.D, Associate Professor of Pharmacy, Universiti Sains Malaysia
Level : Introductory, suitable for those with little experience in health research
Description : This workshop will introduce the concepts of Quality of Life (QOL) and health utility, and their measurement using Patient Reported Outcome (PRO) instruments. The workshop will describe the selection of appropriate PRO instruments and the use of PRO data to quantify QOL and health utility. The workshop will include a practical session. Participants will be required to bring a laptop installed with Microsoft Excel, version Excel 97 or later.

* Limited to 50 participants per workshop. Registration will be first come first served.

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