

Health Economics for Public Health Practice & Research
2 day short course at Bangor University
15th - 17th April 2014



Total cost £650

Including meals & accommodation from 4pm Tuesday 15th April to 2.45pm Thursday 17th April at the [Management Centre, Bangor](#).

30 residential places are available in addition to 5 non-residential subsidised places for Public Health Wales staff.

To register and pay, please contact: Mrs Ann Lawton
Centre for Health Economics & Medicines Evaluation
Bangor University
Ardudwy Hall
Bangor
LL57 2PZ
Phone: 01248 382153
Email: cheme@bangor.ac.uk

For credit card payments please click [here](#).

Please note that registration closes on 28th March 2014

(Cancellation fee 10% prior to 28th March 2014, 50% cancellation fee after this date)

Course Director: Professor Rhiannon Tudor Edwards, supported by visiting speakers.

Background

This new short course builds on 20 years of our experience in teaching health economics to public health practitioners and those undertaking research in public health. At the end of this short course delegates will have gained an appreciation of the concepts, methods and application of health economics to public health, be able to critically appraise a published economic evaluation of a public health intervention and feel confident in speaking about potential return on investment from public health programmes in the NHS and other settings such as schools and work places.

Who will benefit from the course?

It is designed to meet the needs of those wishing to gain an appreciation for public health economics, whether they are working in Public Health in the NHS, local government, academia, undertaking a MPH or preparing for Part A examination for Membership of the UK Faculty of Public Health. This course is equally useful for health economists moving from traditional health technology assessments of medical interventions to economic evaluations of public health interventions.

We will cover:

- **Principles of health economics:** scarcity, choice, opportunity cost, the concept of supply and demand, technical and allocative efficiency, the efficiency/equity trade-off and its relevance to public health, types of cost (direct, indirect and intangible).
- **Systems of healthcare finance and delivery:** command economies and market economies, application of markets to healthcare, why healthcare is different from other goods and services, moral hazard and adverse selection in health insurance.
- **Methods and techniques of economic evaluation:** cost-minimisation analysis; cost-effectiveness analysis; cost-utility analysis (including the concept of the QALY); and, as recommended by NICE, cost-consequence analysis and cost-benefit analysis in the evaluation of public health interventions; incremental cost effectiveness ratios (ICERs), cost-effectiveness acceptability curves (CEACs), bootstrapping and sensitivity analysis for dealing with uncertainty.
- **Economic evaluation alongside trials of public health interventions** (with some examples).
- **Economic modelling** of the costs and benefits of public health interventions (with some examples), discounting of costs and benefits and implications for public health, return on investment in public health.
- **Challenges of applying methods of economic evaluation to public health interventions:** the importance of context, consideration of externalities, need to consider equity, and spill over effects to non-health sectors of the economy.
- **Prioritizing healthcare services:** the role of economic evaluation and priority setting in healthcare decision making, programme budgeting and marginal analysis to support investment and disinvestment decisions.
- **Pharmaceutical public health** and the future role of pharmacists in health promotion.
- **Incorporating economic evidence** of cost-effectiveness into local commissioning and public health policy.