



Certification Programme in Fundamentals of Health Economics and Outcomes Research (HEOR)

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This course will take you through the fundamentals and basic concepts of HEOR, HTA, RWE, PROs. Economic Modeling and PRMA.



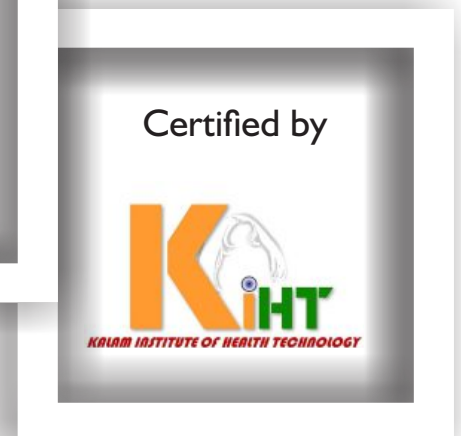
5 Modules



50 Chapters



500 MCQs



Why This Certification Programme?

With a surge in access and exploitation of healthcare, resources have become more confined, and prioritization in healthcare has become inevitable. **Health Economics and Outcomes Research (HEOR)** is a discipline, which complements conventional clinical development data to guide decision makers regarding patient access services. It establishes efficacy of the product or service, compares its effectiveness to other interventions and considers its incremental cost efficiency.

HEOR is an increasingly important domain, as rising healthcare costs continue to challenge the global economy and despite evidence that additional spending is not associated with increased value in outcomes, costs or quality. No matter whether you are a student or a graduate, exploring to tackle a thriving career in an industry or a multi-national pharma enterprise, this certification programme is your preliminary requisite to enhance your knowledge and skills in the field of HEOR.

Course Curriculum

Module 1 – Health Economics and Outcomes Research

Module 2 – Health Technology Assessment and Real World Evidence

Module 3 – Patient Reported Outcomes

Module 4 – Modeling and Simulation

Module 5 – Pricing, Reimbursement and Market Access

Who Should Take This Certification Programme?

- The students, academicians, professionals and administrators from pharmaceutical industries, hospitals, insurance companies, government and academic institutions.
- Pharmacy graduates/post graduates who are planning to undergo higher studies in the field of HEOR.
- HEOR leaders looking to raise awareness of the HEOR function to internal multi-disciplinary teams
- Individuals working in public health, health policy and government or regulatory positions.
- Market access professionals looking to gain an understanding of the HEOR landscape and process.
- Management professionals working in health plans, hospitals and other facilities, and healthcare provider organizations.
- Pharmaceutical, biotechnology and device industry professionals working in outcomes research, product reimbursement, medical communications, new product development, biostatistics, regulatory and medical science liaison field operations.
- Clinicians and practicing physicians and healthcare providers
- Individuals with undergraduate degrees in public policy, economics, applied math/engineering or a healthcare field who are considering a clinical or management career in health care.
- Human resources professionals, brokers, benefits consultants, chief financial officers and others involved in purchasing and evaluating health benefits on behalf of employed populations.



GET YOURSELF.....ENROLLED TODAY!

Course Fee



Pay Once | Access
Forever - \$199

How to Get This Certification Done?



Step 1

Enroll in MarksMan Academy of Health Sciences (MAHS) here - <https://marksmanacademy.org/>



Step 2

Sign up by providing your credentials and confirm your account on the mail received from MAHS. (Once confirmed, you'll be able to log in to MAHS with your new account.)



Step 3

Go to the courses to select "Certification Programme in Fundamentals of HEOR" and make the payment from your debit/credit card or PayPal account to enroll yourself.



Step 4

Access the course material and after successful completion, flaunt your certificate and tell your colleagues about it on social media 😊



For further details, contact: mahs@marksmanhealthcare.com