

UNIVERSITY DIPLOMA IN HEALTH ECONOMICS AND OUTCOMES RESEARCH (HEOR) FOCUS ON HEOR PRACTICES IN THE MENA REGION

Main Language of Instruction:

French ☐ English ☒ Arabic ☐

Campus Where the Program Is Offered: Online

OBJECTIVES

The University Diploma in Health Economics and Outcomes Research (HEOR) is a hybrid professional program designed for the Middle East and North Africa (MENA) region. The diploma provides participants with practical knowledge and skills in health economics, health technology assessment, market access, pricing and reimbursement, economic evaluation, real-world evidence, and patient-reported outcomes.

Through synchronous online teaching, asynchronous learning activities, and applied case studies, the program prepares healthcare professionals, policymakers, researchers, and industry specialists to support evidence-based decision-making and healthcare innovation, with a particular focus on healthcare systems and pharmaceutical policies in the MENA region.

PROGRAM LEARNING OUTCOMES (COMPETENCIES)

- Explain the fundamental principles and applications of Health Economics and Outcomes Research in healthcare decision-making.
- Analyze healthcare systems, pricing, reimbursement, and market access policies within the MENA region.
- Apply the principles and methodologies of Health Technology Assessment to evaluate healthcare technologies and interventions.
- Conduct and interpret economic evaluations in healthcare, including cost-effectiveness and cost-utility analyses.
- Assess the role of real-world evidence, real-world data, and patient-reported outcomes in healthcare research and policy development.
- Evaluate managed entry agreements and their impact on access to medicines and healthcare sustainability in the MENA region.
- Critically interpret HEOR evidence to support policy, reimbursement, and strategic healthcare decisions in clinical, governmental, and industry settings.

ADMISSION REQUIREMENTS

Professionals in:

- Public health, health policy, and government or regulatory positions.
- Pharmaceutical, biotechnology, and device industries.
- Outcomes research, product reimbursement, medical communications, new product development, biostatistics, regulatory affairs, and medical science liaison field operations.
- Health plans, hospitals, other facilities, and healthcare provider organizations.

Graduate students in:

- Related disciplines (e.g., public pharmacy, health economics) with an interest in the HEOR field

PROGRAM REQUIREMENTS

36 Credits: Required Courses (36 credits)

Required Courses (36 Cr.)

Introduction into Health Economics and Outcomes Research (5 Cr.), Health Systems in the MENA Region: Pricing, Reimbursement and Market Access (5 Cr.), Principles and Practice of Health Technology Assessment (HTA) (5 Cr.), Economic Evaluation in Health and Medicine (5 Cr.), Real World Evidence and Patient-Reported Outcomes (PROs) (5 Cr.), Managed Entry Agreements in the MENA Region (5 Cr.), Final HEOR Project (6 Cr.)



COURSE DESCRIPTION

496IHEOP1	Introduction into Health Economics and Outcomes Research	5 Cr.
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This course provides a general introduction and overview of the field and practices of health economics and outcomes research, highlighting the various disciplines in this field and discussing the use of HEOR practices in research and execution.

496HESYP2	Health Systems in the MENA Region: Pricing, Reimbursement and Market Access	5 Cr.
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This course introduces the health systems policies on Pricing and Reimbursement (P&R) of pharmaceuticals with a large focus on MENA markets. Various policies and practices will be discussed before, during, and after pharmaceutical marketing authorization. A part will also give an overview of how these pricing and reimbursement policies are supplemented by the widespread use of HTA to inform decision-making.

496PHTAP1	Principles and Practice of Health Technology Assessment (HTA)	5 Cr.
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This course introduces the principles and methods of Health Technology Assessment (HTA) practice. Various approaches to organizing and conducting HTA will be discussed using examples from HTA bodies around the world with a focus on the MENA region.

496EEHMP1	Economic Evaluation in Health and Medicine	5 Cr.
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This course presents the key economic concepts and analytical tools needed in economic evaluations of healthcare technologies. It focuses on the different approaches to conducting health economic evaluations, with special consideration to practices in developing countries.

496RWEPP1	Real World Evidence and Patient-Reported Outcomes (PROs)	5 Cr.
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This course provides an overview of real-world evidence (RWE) and real-world data (RWD) and the use of this data in HEOR. It also explores patient-reported outcomes (PROs) and their use in various HEOR applications.

496MEAGP2	Managed Entry Agreements (MEAs) in the MENA Region	5 Cr.
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This course is a continuation of the previous one and will present the principles of Managed Entry Agreements (MEA), as a supplement to P&R policies to ensure affordable access to medicines. It will discuss the pros and cons of various strategies and schemes. A major part of the course will cover MEA in the MENA region, challenges, perspectives and outlook.

496FHOPP2	Final HEOR Project	6 Cr.
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Final Capstone Project