



Common Ground, #L22-G016, Jaya One,  
 72A Jalan Professor Diraja Ungku Aziz,  
 46200 Petaling Jaya, Selangor, Malaysia.

<b>Event</b>	<b>The 6<sup>th</sup> Health Economics Forum 2022</b>
<b>Theme</b>	<b>Emerging Opportunities: Recalibrating the Value of Healthcare</b>
<b>Mode</b>	In-person
<b>Dates</b>	23 November 2022 - 24 November, 2022
<b>Venue</b>	Hilton Hotel, Petaling Jaya
<b>Co-Organizers</b>	Ministry of Health Malaysia and the Pharmaceutical Association of Malaysia
<b>Forum's Co-Chairs</b>	Dr. June Choon (hEOR) and Professor Kenneth Lee (Taylor's University)
<b>Synopsis</b>	The Health Economics Forum is a two-day event where the leaders and thinkers of Health Economics and Outcomes Research (HEOR) are brought together to explore, dialogue and exchange ideas. This year the growing forum is into its sixth year in Kuala Lumpur and brings a different set of questions and potential answers in health economics. Covid-19 certainly adds an element of urgency to the event but has created new opportunities and perhaps even new paradigms. Join a plenary session and find out more value for money in healthcare. How do we recalibrate healthcare systems to be more responsive to crisis? How do we prioritize in times of crisis? What is the new equilibrium for Health Technology Assessments? How do 'value' and 'affordability' impact patient access? More questions? Come and sit at one of several plenaries, symposia and "Mingle".

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## Schedule: 1<sup>st</sup> Announcement

	Day 1: Wednesday   November 23, 2022		Day 2: Thursday   November 24, 2022
8:00-8:30am	Registration and Coffee		
8:30-8:45am	Opening and Keynote Address Professor Jomo Kwame Sundaram, Economist & Senior Adviser at Khazanah Research Institute	8:15 - 9:15am	The Breakfast Club  Topic: TBC Mr Chin Keat Chyuan, President of the PhAMA Board of Directors Pharmaceutical Association of Malaysia (PhAMA)
9:00 - 9:15am	Overview of the 6 <sup>th</sup> Health Economics Forum 2022 Dr June Choon, Co-chair of HE Forum 2022		

	Day 1: Wednesday   November 23, 2022		Day 2: Thursday   November 24, 2022
9:30 - 10:45am	<p><u>Plenary Session 1</u>  <b>Health Technology Assessment (HTA): The devil is in the details</b></p> <p>HTA faces one of the most significant turning points in history. COVID-19 strained healthcare systems almost to the breaking point while creating a demand for rapid assessment of new therapies. Scientific advances now showcase newly developed technologies. Artificial intelligence has also accelerated drug development.</p> <p>With the waves of potential new therapies from development pipelines, health systems face significant challenges. Short on resources, these payers and HTA bodies will have to decide the best possible ways to evaluate these new technologies for the benefit of all stakeholders. As a result, many find themselves caught in a paradox of speed, effectiveness, and price tags.</p> <p>While speed is critical, HTA agencies must at the same time balance patient need to access new technologies while ensuring the independence, scientific and methodological rigour of the HTA process.</p> <p><b>Moderator for this plenary session</b>  Professor Asrul Akmal Shafie, Universiti Sains Malaysia, (10 mins)</p> <p><b>Speaker 1:</b> Dr Izzuna Mudla, the Malaysian Health Technology Assessment Section (MaHTAS), Ministry of Health (MaHTAS) (20 minutes)</p> <p><b>Speaker 2:</b> IQVIA (TBC)(20 minutes)</p> <p><b>Speaker 3:</b> Datuk Dr Faridah Aryani Mohd Yusof, former Senior Director of Pharmaceutical Services Programme, Ministry of Health Malaysia.</p> <p>Panel discussion</p>	9:30 - 10:30am	<p><u>Spotlight Session:</u>  <b>Planning Division, Malaysia Ministry of Health (TBC)</b></p> <p>Speaker: TBC</p>

	Day 1: Wednesday   November 23, 2022		Day 2: Thursday   November 24, 2022
11:00 - 11:45am	<p><u>Spotlight Session</u>  <b>Malaysian Health Technology Assessment Section (MaHTAS) roles during COVID-19 pandemic.</b></p> <p>COVID-19 has a significant impact on many aspects of HTA and how the Agency works (30 minutes)</p> <p>Speaker:  Dr Izzuna Mudla Mohamed Ghazali  Public health physician and Deputy Director, the <b>Malaysian Health Technology Assessment Section (MaHTAS), Ministry of Health</b></p>	11:00 – 11:45am	<p><u>Educational Symposium/Spotlight session</u>  <b>Securing Market Access with Single Arm Trial Data: Challenges and Opportunity in Malaysia Regulatory and HTA landscape.</b></p> <p>Speaker:  Dr Foo Chee Yoong  Associate Principal, Real-World Solutions,  <b>IQVIA</b></p>
12:00-12.30pm	Coffee and Networking	11:45 - 12:15pm	Coffee and Networking
12:30 - 1:00pm	<p>Food for Thought  Topic: TBC</p> <p>Speaker: TBC, <b>Merck, Sharp and Dohme</b></p>	12:15 – 12.45pm	<p>Educational Symposium  Topic: TBC</p> <p>Speaker: TBC, <b>Boehringer Ingelheim</b></p>

<p>1:15 - 2:30pm</p>	<p><u>Plenary Session 2</u>  <b>Value Assessment and Pursuing Innovation and Access in the Pandemic</b></p> <p>Decision-makers struggle under budget limits, ensuring access to effective treatments while keeping such care affordable. The balancing act begins when evaluating the value of a new medical technology — whose perspective taken, what threshold level should define value, when should the medical budget expand to accommodate new technologies? Trade-offs between perceived value and the ability to afford a new therapy given budget constraints often drive innovation access. The interconnection of value and affordability at a system level and how this impacts access to medical technology and pharmaceuticals may be the most challenging problem faced today by this audience.</p> <p><b>Moderator for this plenary session</b>  Professor Kenneth Lee, Monash University Malaysia, 5-10 minutes)</p> <p><b>Speaker 1:</b> Capturing “Value” – Professor Michael Drummond, University of York (15 minutes)  <b>Speaker 2:</b> Pursuing access and innovation from an industry perspective - Steven Quinn, Johnson&amp;Johnson– (15 minutes)  <b>Speaker 3:</b> Patient perspective - Mr Azrul Mohd Khalib, The Galen Centre (15 minutes)  <b>Speaker 4:</b> Value Assessment: Health system Perspective - Dr Khor Swee Kheng, Angsana Health (15 mins)</p> <p>Panel discussion</p>	<p>1:00 - 1:45pm</p>	<p>Food for Thought  Topic: TBC</p> <p>Speaker: TBC, <b>Johnson &amp; Johnson</b></p>
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2:45 - 3:15pm	<p><u>Spotlight Session</u>  <b>CHEERS 2022 - Reporting guidance for health economic evaluation: What's new, and what does it mean for everyone?</b></p> <p>Speaker:  Professor Michael Drummond, <b>University of York &amp; ISPOR Task Force</b></p>	1:45 – 2:15pm	<p><u>Plenary Session 4</u>  <b>Rebuilding Healthcare Systems: Prioritizing Health and Getting more value for money</b></p> <p>The COVID-19 pandemic pushed many healthcare systems to breaking point. Nevertheless, it has also created an opportunity for the world to re-evaluate, reimagine and rebuild health system governance and structures: new architecture will leave the world better prepared for future catastrophic events. While catastrophic events disrupt health systems, they also put new perspectives into view. Rebuilding health systems at a regional and global level will prepare the world to deal with the next crisis. Against this backdrop, this session concentrates on the lessons learnt during the pandemic, changes that have been adopted, and transformations needed to achieve health system resilience.</p> <p><b>Moderator for this plenary session discussion:</b>  TBC</p> <p><b>Speaker 1:</b> TBC  <b>Speaker 2:</b> Professor Kenneth Lee, Taylor's University  <b>Speaker 3:</b> Professor Lieven Anneman, Senior Professor of health economics at the Faculty of Medicine at Ghent University, Vintura, former advisor to the Belgian Minister of Health, past president of ISPOR (20 minute)</p> <p>Panel discussion</p>
3:15-3.45pm	Coffee and Networking	2:15 – 2:45pm	Coffee and Networking

	Day 1: Wednesday   November 23, 2022		Day 2: Thursday   November 24, 2022
3:45 – 4.15pm	<u>Educational Symposium</u> Differences in value frameworks between industry and governments - the example of SMA treatments in New Zealand  Speaker: TBC, <b>Roche (M)</b>	2:45 - 3.15pm	<u>Spotlight Session</u> “Value Informed and Affordable” prices for medicines (TBC)  Speaker:  Prof. Dr. Lieven Annemans, Senior Professor of health economics at the Faculty of Medicine at <b>Ghent University</b> , Vintura, former advisor to the Belgian Minister of Health, past-president of ISPOR
4:15 – 4.45pm	<u>Educational Symposium</u> Setting threshold in practice - the good, the bad and the ugly  Speaker: TBC, <b>Roche (M)</b>	3:15 – 4:00pm	Closing Remarks
	<b>DAY ONE ENDS</b>		<b>DAY TWO ENDS</b>