IEF Institut d'Estudis Financers | Barcelona Finance School

#BeFinance

Economic Evaluation of Health Innovation Projects

STARTUP VISION from valuation to investment

Barcelona Finance School
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La **Barcelona Finance School** is the finance school of the **Instituto de Estudios Financieros (IEF)**, a reference in financial sector training for more than 30 years.



At the Barcelona Finance School we transform knowledge into impact.

We develop and transfer financial literacy and apply it in an effective and meaningful way to achieve tangible, positive and beneficial results. In this way, financial knowledge becomes a powerful tool for effective change in a variety of areas. Transforming knowledge into impact involves creating innovative products, implementing new policies, improving processes and systems, generating new courses of action and other important developments.

Institutional network

The Barcelona Finance School and the Instituto de Estudios Financieros have the backing of important national and international economic and financial institutions:

Board of Patrons

Sabadell

Santander

CaixaBank

Generalitat de Catalunya
Departament d'Economia i Hisenda

Caixa d'Enginyers

ICF
Institut Català de Finances

Member of

EBTN (European Banking Financial Services Training Association)

WCBI (World Conference of Banking Institutes)

CRES (Centre for Research and European Studies Future Business)

GBEStB (Global Banking Education Standard Boards)

Presentation of the course

Health economics are becoming increasingly important in the discovery of health therapies (drugs, devices or apps). The pharmaceutical and device industry invests heavily in research and development, but increasingly uses open development systems when incorporating new therapies. Therefore, it is crucial to consider the economic viability of a new therapy from the early stages of development, whether we want to develop organically or want to license our health therapy.

The purpose of this course is to empower participants with a comprehensive view of the development of health technologies, facilitating their market launch or licensing in the healthcare setting. In addition, the course focuses on conducting a thorough analysis of the cost and efficiency of these technologies, providing participants with the necessary tools to assess the feasibility and impact of the products. This ensures that the investments made generate tangible and justified benefits, enabling professionals to make informed and strategic decisions that drive innovation and improve the quality of healthcare.



Programme objectives

Learn how to design a study to capture the clinical and economic benefits of healthcare technology in an optimal way.

Learn to justify the efficacy, quality and efficiency of a healthcare technology in order to obtain funding and/or to be able to license it to the healthcare industry.

To understand health technology assessment processes and their common elements in order to shorten approval times.

Detect opportunities and challenges in market entry.

dentify the best positioning of the product based on early economic evaluation models and its potential financial profitability

Student profile

Who is the target audience?

Individuals or healthcare professionals with a vocation or who are developing healthcare technologies and who need to understand the entire evaluation process from a clinical, economic and financial point of view.

- Startup investors
- Entrepreneurs who want to analyse the potential of their own product.
- Business developers
- Licencing

Requirements

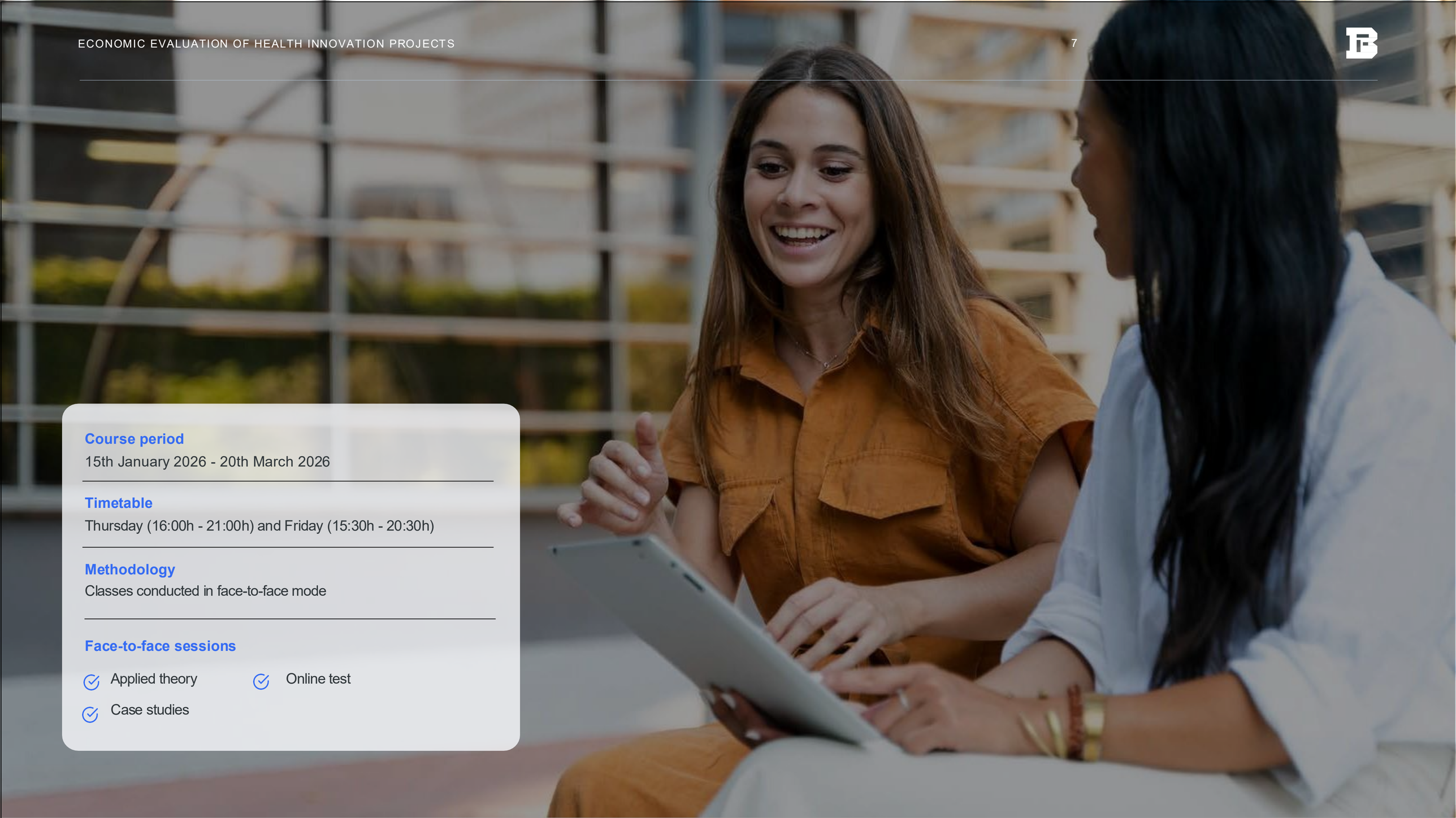
No specific previous training is required, but it is recommended to have a science background:

- Sciences: mathematics, statistics, engineering, computer science or similar.
- Health sciences: medicine, biomedicine, biotechnology, biology or similar.
- Economic sciences: Business administration, economics, economics, business or similar.

Knowledge of the health sector or applied statistics is desirable.

People or health professionals with a vocation or who are developing health technologies and need to understand the whole evaluation process from a clinical as well as an economic and financial point of view.

Minimum requirement: Excel skills



Course period

15th January 2026 - 20th March 2026

Timetable

Thursday (16:00h - 21:00h) and Friday (15:30h - 20:30h)

Methodology

Classes conducted in face-to-face mode

Face-to-face sessions

- Applied theory
- Online test
- Case studies

Methodology (M.I.R.E)

Magnitude

The target therapeutic market is a critical consideration in the early stages of health therapy development. It involves assessing the current and potential market for the new health therapy, in line with potential competitors.

Budget Impact

Economic modelling is a valuable tool in the early stages of the development of a health therapy. It allows companies to simulate the potential market and the budget impact of the health therapy on the market.

Relevance

Understanding the burden of disease is essential as it allows not only to assess the impact of the disease on patients and society, but also the clinical impact that the new therapy may have.

Efficiency

The cost-effectiveness of a new therapy is a critical consideration in the early stages of development as it allows us to identify the potential price that the market will bear. This involves assessing the cost of the therapy compared to its efficacy in treating a patient.



1

Module 1. Introduction to health technology assessment (20 hours)

1. Definition and basic concepts. Phases of health technology development. HTA models (Early Assessment, national/regional/hospital HTA). Impact on organisations (5 hours)
2. Early assessment and determination of the Population Intervention Comparator and Outcomes (PICOs) in startups (5 hours)
3. Common methodologies and approaches (5 hours)
4. Case studies and practical applications (5 hours)

2

Module 2. Identification and Evaluation of Costs (12 hours)

1. Types of costs from a financial point of view (fixed, variable, direct, indirect costs) (3 hours)
2. Types of costs from a health economics point of view (direct health, direct non-health, indirect and intangible) (3 hours)
3. Tools for cost assessment and cost capture from a health economics perspective (4 hours)
4. Case studies and examples of cost evaluation (2 hours)

3

Module 3. Identification and Evaluation of Clinical Benefit (12 hours)

1. Types of studies (clinical trials, observational studies and others) and level of evidence (4 hours)
2. Methods for quantifying clinical benefit and quality of life (3 hours)
3. The use of indirect comparisons (2 hours)
4. Case studies and examples of benefit assessment (3 hours)

4

Module 4. Implementation and monitoring of development (7 hours)

1. Design of studies. Identification of the best potential indicators (surrogate endpoints,...) (2 hours)
2. Elaboration of protocols and monitoring systems (2 hours)
3. Adjustments and continuous re-evaluations throughout the development (1 hour)
4. Case studies and study design examples (2 hours)



5

Module 5. Economic Evaluation Techniques (10 hours)

1. Economic Evaluation types(1 hour)Early modelling (Headroom analysis) and price search (3 hours)
2. Modelling of budgetary impact, Net Present Value (NPV) and Internal Rate of Return (IRR) of health technology (3 hours)
3. Sensitivity analysis and scenarios (1 hour)
4. Case studies and examples of economic evaluation (2 hours)

6

Module 6. Elaboration of a complete economic evaluation (35 hours)

1. Decision Trees: Theory and Case (5 hours)
2. Markov Models: Theory and case (18 hours)
3. Other types of models: Theory and case (10 hours)
4. Case study on identifying the most appropriate model (2 hours)

7

Module 7. Preparation, presentation and communication of results (5 hours)

1. How to prepare a Health Technology Assessment report including economic evaluation (2 hours)
2. Effective presentation models (2 hours)
3. Communicating results to stakeholders including licensees (1 hour)



Teaching staff

Laura Sampietro

PhD, MD

Deputy Director of Innovation and Head of the Innovation Assessment Unit at the Hospital Clinic of Barcelona and President of AQuAS (Agency for Quality and Health Technology Assessment of Catalonia). With more than 30 years of experience in Health Technology Assessment (HTA), she has been founder and president of the international Health Technology Assessment (HTAi) and President of its Global Forum on Health Technology Assessment Policy. Throughout her career, she has participated in international and European HTA projects and has advised agencies such as WHO and PAHO. She has coordinated initiatives such as AdHopHTA, the first EU-funded project on HTA in hospitals, and has worked on the evaluation of various health technologies at the Hospital Clínic de Barcelona. Laura Samprieto-Colom is a physician by training, specialising in Preventive Medicine and Public Health, and holds a PhD in Medicine and Surgery. She also holds a master's degree in Public Health and an executive master's degree in Innovation and Science Management. Her work focuses on the development and transfer of information to design strategies and policies in the evaluation and access to innovative health technologies.

Carlos Crespo

PhD

In addition to being CEO of Axentiva Solutions, he is professor of biostatistics and design of experiments at the University of Barcelona; and professor of health economics and pharmacoeconomic modelling at the Pompeu Fabra University. In addition to his academic career, he has more than 25 years of experience in the development of socio-health research with all types of technologies. His extensive experience has led him to lead multiple national and international projects in the healthcare field with a focus on demonstrating the value of innovation to healthcare systems by applying cutting-edge research methodologies such as economic evaluations, budget impact studies, indirect comparisons and artificial intelligence. Carlos Crespo, PhD is a recognised national and international expert in the field of health economics who has published in numerous scientific journals and forums.

Teaching staff

Jesús Cuervo

PhD

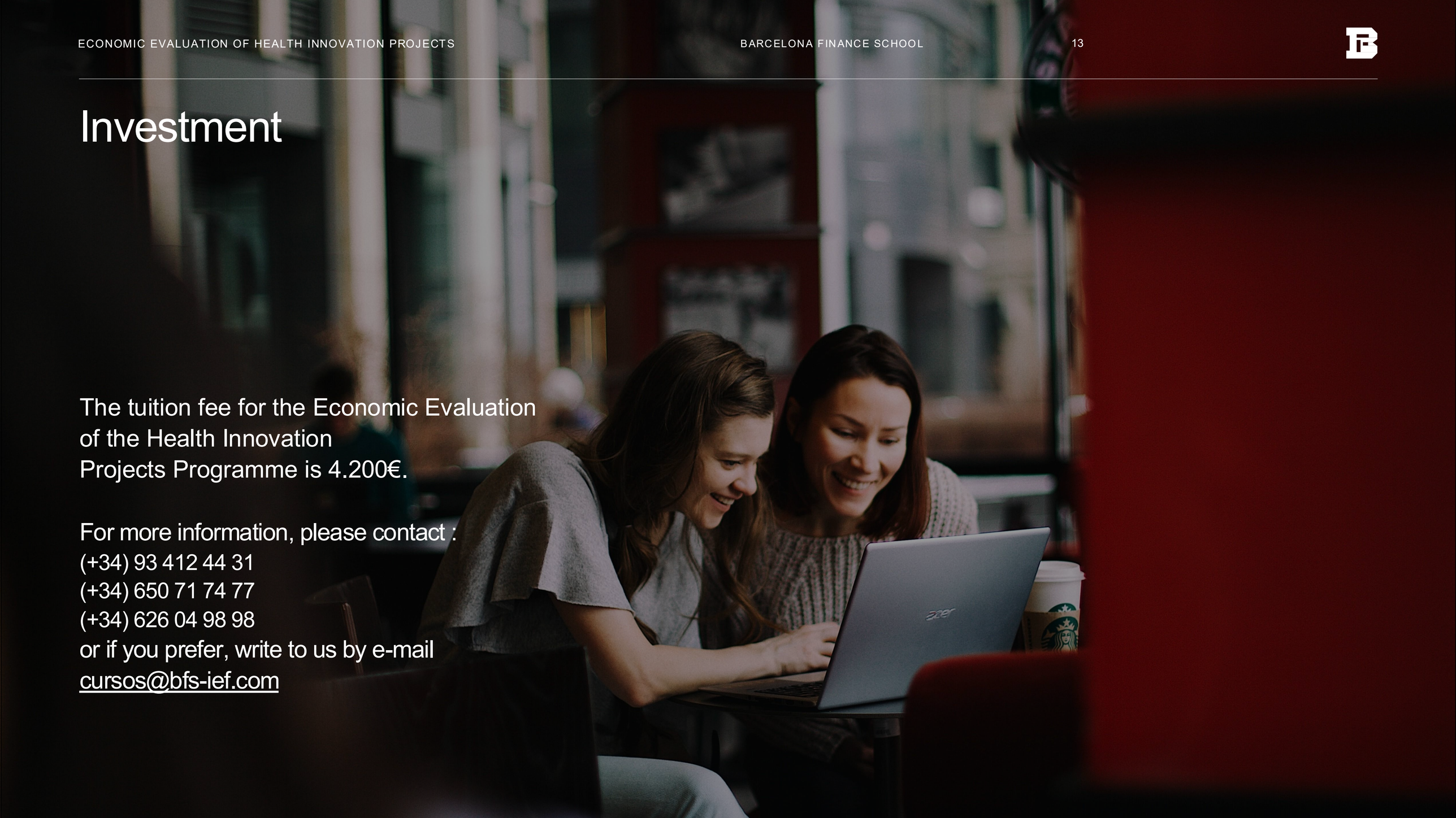
He is an international expert in the design of clinical studies that assess the marginal benefits of health technologies in a comprehensive way, including clinical primary endpoints together with patient- and caregiver-reported measures. Since 2005, in addition to developing economic evaluations of health technologies in different pathologies, he has conducted multiple psychometric studies for the development and validation of instruments to rigorously collect patients' health-related quality of life (PROMs) and patient experience (PREMs). An expert in innovation and health management, he was one of the pioneers in our country in carrying out multi-criteria decision analysis studies for informed healthcare decision-making.

Marcelo Soto

PhD

He is an internationally renowned economist with an extensive professional career in economic evaluation and policy analysis. He is currently a senior researcher in health economics at the innovation evaluation unit of the Hospital Clínic in Barcelona. Marcelo Soto, PhD has been Economic Counsellor at the Permanent Delegation of Chile to the OECD in France, where he represented Chile in economics, health and statistics, and participated in the elaboration of policy recommendations. Previously, he worked as a senior researcher at the Institute for Economic Analysis in Spain and as a research assistant at the OECD Development Centre. He has published numerous articles in academic journals, notably in health economics and economic development. His work has been recognised, placing him in the top 5% of the most cited authors in economics worldwide.

Investment



The tuition fee for the Economic Evaluation of the Health Innovation Projects Programme is 4.200€.

For more information, please contact :
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