Economie des produits du secteur de la santé

ECTS : 3

Description du contenu de l'enseignement :

This course provides a comprehensive introduction and in-depth examination of the pharmaceutical industry through an economic and strategic lens, exploring the unique market dynamics, complex regulatory frameworks, and critical strategic considerations that fundamentally shape drug development, pricing, and global market access. The curriculum encompasses three core pillars of pharmaceutical economics

- **Health Economic Evaluation (Introduction à l'évaluation médico-économique)**- Students will master the principles of pharmacoeconomic analysis, cost-effectiveness modeling, and value-based assessment methodologies that drive reimbursement decisions worldwide
- **Market Access and Pricing** (Accès et mise sur le marché d'un médicament) - Comprehensive exploration of the complex pathways from regulatory approval to patient access, including pricing strategies, reimbursement negotiations, and market entry tactics across diverse healthcare systems.
- **Health Product Regulation** (La réglementation des produits de santé) - In-depth analysis of the regulatory landscape governing pharmaceutical development, approval processes, patent, with emphasis on how regulatory frameworks impact economic outcomes and strategic decision-making.

Compétence à acquérir :

The students will develop the analytical skills and strategic thinking necessary to navigate the intersection of innovation, regulation, and economics in the global pharmaceutical marketplace.

Mode de contrôle des connaissances :

Examen terminal