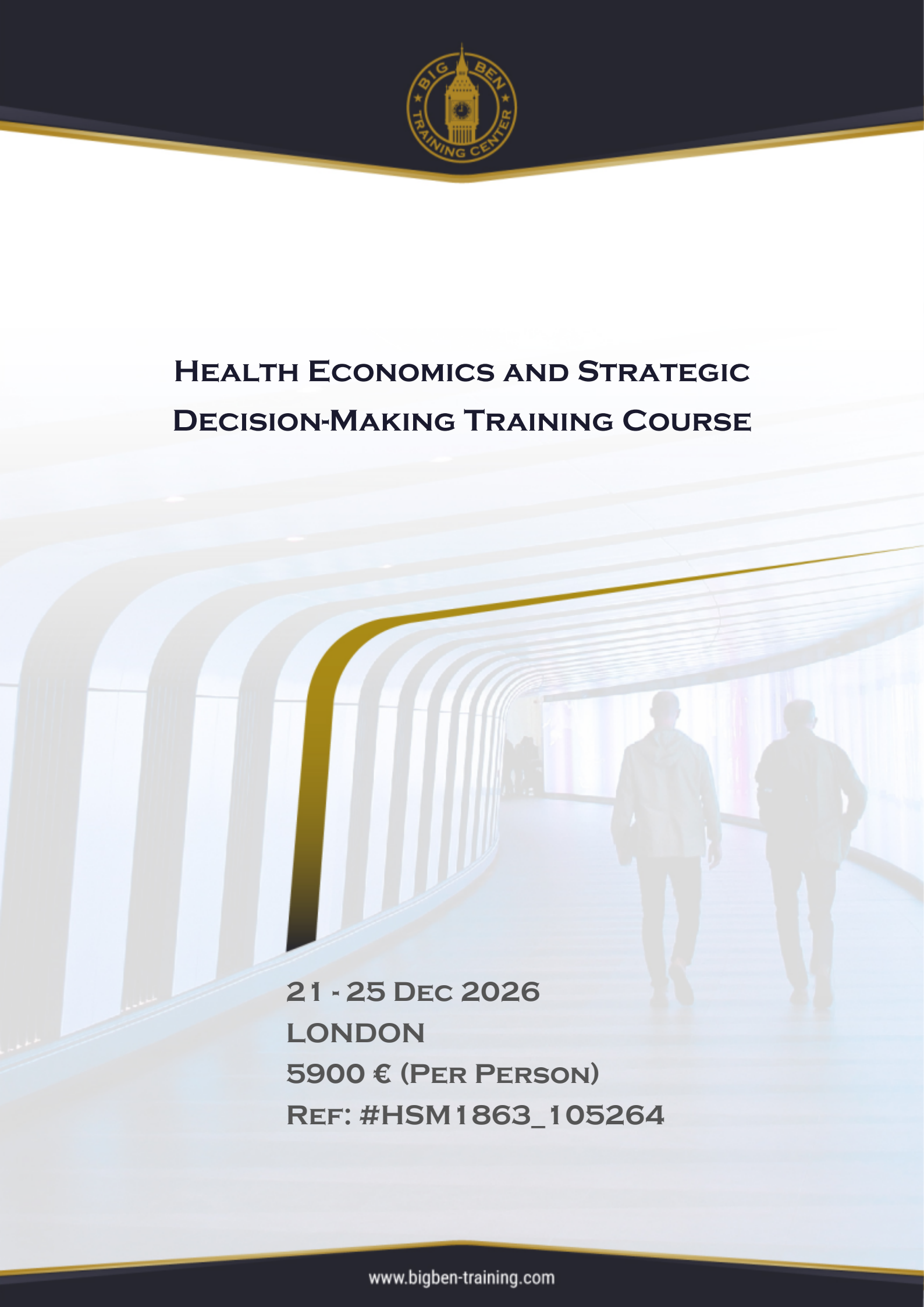
Health Economics and Strategic Decision-Making Training Course



21 - 25 Dec 2026

LONDON

5900 € (Per Person)

Ref: #HSM1863_105264

Course Introduction / Overview:

This course provides a comprehensive exploration of health economics and its critical application in strategic decision making for administrators and leaders in the healthcare sector. In an environment of rising costs and limited resources, understanding the economic principles that govern healthcare is no longer optional but essential for effective management. This program is designed to equip participants with the analytical tools and frameworks needed to evaluate healthcare interventions, manage budgets efficiently, and formulate policies that are both economically sound and ethically responsible. Drawing on foundational concepts from experts like Michael F. Drummond, particularly his influential work "Methods for the Economic Evaluation of Health Care Programmes," the course bridges the gap between economic theory and real-world administrative challenges. Participants will learn to navigate the complexities of healthcare markets, financing systems, and regulatory landscapes. At BIG BEN Training Center, we are committed to empowering healthcare professionals to make informed, evidence-based decisions that enhance organizational performance and improve population health outcomes. This training moves beyond theoretical knowledge to foster practical skills in cost-effectiveness analysis, budget impact modeling, and strategic resource allocation, preparing leaders to drive value and sustainability in their organizations.

Target Audience / This training course is suitable for:

- Healthcare Administrators and Managers.
- Hospital Executives and Department Heads.
- Public Health Officials and Policymakers.
- Health Policy Analysts and Consultants.
- Pharmaceutical and Medical Device Industry Managers.
- Health Insurance and Managed Care Professionals.
- Clinical Leaders with Managerial Responsibilities.
- Healthcare Financial Officers and Planners.
- Non-Profit Health Organization Leaders.

Target Sectors and Industries:

- Hospitals and Healthcare Systems.
- Pharmaceutical and Biotechnology Companies.
- Medical Device Manufacturing.
- Health Insurance and Managed Care Organizations.
- Government Health Agencies and Ministries of Health.
- Public Health Organizations.
- Healthcare Consulting Firms.
- Academic and Research Institutions.
- Non-Governmental Organizations (NGOs) in the health sector.

Target Organizations Departments:

- Executive Management and Leadership.
- Finance and Accounting.
- Strategic Planning and Business Development.
- Operations and Administration.
- Clinical Services and Medical Affairs.
- Policy and Governmental Affairs.
- Public Health and Community Outreach.
- Procurement and Supply Chain Management.
- Health Information Management.

Course Offerings:

By the end of this course, the participants will have able to:

- Apply core principles of health economics to administrative challenges.
- Conduct economic evaluations of health programs, including cost-benefit and cost-effectiveness analysis.
- Analyze healthcare financing models and their impact on service delivery.
- Evaluate the economic implications of health policies and regulations.
- Develop and manage budgets using economic forecasting and analysis tools.
- Make strategic decisions regarding resource allocation to maximize health outcomes.
- Understand the dynamics of pharmaceutical economics and health technology assessment.
- Integrate economic evidence into strategic planning and operational management.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and participant-centered, ensuring a deep and applicable understanding of health economics. We move beyond traditional lectures to create an immersive learning environment where theoretical concepts are immediately applied to real-world scenarios. The course heavily utilizes case studies drawn from international healthcare systems, allowing participants to analyze complex administrative problems and develop viable, evidence-based solutions. Interactive group discussions and workshops will facilitate peer-to-peer learning and the exchange of diverse perspectives on healthcare challenges. Participants will engage in hands-on exercises, such as building basic cost-effectiveness models and conducting budget impact analyses, to solidify their analytical skills. Expert-led sessions will break down complex topics into manageable components, with continuous opportunities for questions and clarification. Our approach emphasizes critical thinking and problem-solving, empowering participants to return to their organizations with the confidence and competence to apply economic principles to their daily decision-making processes and long-term strategic planning.

Course Agenda (Course Units):

Unit One: Fundamentals of Health Economics for Administrators

- Introduction to Health Economics and Scarcity.
- Understanding Demand for Health and Healthcare.
- The Role of Health Insurance and Moral Hazard.
- Supply of Healthcare Services and Physician Behavior.
- Distinctive Features of Healthcare Markets.
- Market Failure in Healthcare: Externalities and Asymmetric Information.
- The Concept of Health as a Form of Human Capital.

Unit Two: Economic Evaluation and Health Technology Assessment

- Introduction to Economic Evaluation in Healthcare.
- Cost-Benefit Analysis (CBA) and its Application.
- Cost-Effectiveness Analysis (CEA) and the ICER.
- Cost-Utility Analysis (CUA) and Quality-Adjusted Life Years (QALYs).
- Conducting and Critically Appraising Economic Evaluation Studies.
- Introduction to Health Technology Assessment (HTA).
- The Role of HTA in Decision Making and Reimbursement.

Unit Three: Healthcare Financing and Payment Systems

- Overview of Global Healthcare Financing Models.
- Social, National, and Private Health Insurance Systems.
- Provider Payment Mechanisms: Fee-for-Service vs. Capitation.
- Introduction to Value-Based Purchasing and Pay-for-Performance.
- The Economics of Managed Care Organizations.
- Resource Allocation and Priority Setting in Health Systems.
- Financial Risk Management in Healthcare Organizations.

Unit Four: Health Policy and Pharmaceutical Economics

- The Role of Government in Healthcare.
- Economic Rationale for Health Sector Regulation.
- Analyzing the Economic Impact of Health Policies.
- The Economics of the Pharmaceutical Industry.
- Drug Pricing, Patents, and Innovation.
- The Role of Pharmacoeconomics in Formulary Decisions.
- Behavioral Economics in Health Policy and Patient Choice.

Unit Five: Applied Economics for Strategic Healthcare Management

- Integrating Economic Analysis into Strategic Planning.
- Budgeting and Financial Forecasting in Healthcare.
- Conducting a Budget Impact Analysis (BIA).
- Decision Analysis and Modeling for Healthcare Leaders.
- Managing Organizational Resources for Efficiency and Equity.
- Case Studies in Strategic Decision Making.
- Developing an Economic-Based Business Case for a New Health Service.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In a world of finite resources and infinite healthcare needs, how can economic principles be ethically applied to prioritize treatments without compromising patient care?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by focusing squarely on the practical application of health economics for administrative and leadership roles, rather than remaining a purely academic or theoretical exercise. While many programs cover the principles of health economics, our curriculum is uniquely structured around the decision-making challenges that healthcare managers face daily. We bridge the gap between theory and practice by using real-world case studies that require participants to grapple with complex issues of resource allocation, budget constraints, and policy impacts. The emphasis is not just on understanding concepts like cost-effectiveness analysis, but on learning how to conduct a basic analysis and, more importantly, how to interpret and use its results to justify strategic choices to stakeholders. Furthermore, the course integrates modules on strategic planning and budget impact analysis, skills that are directly transferable to the workplace. It moves beyond identifying problems to equipping leaders with a robust, evidence-based toolkit to formulate and defend solutions. The interactive methodology ensures that participants learn from both the expert instructor and the diverse experiences of their peers, creating a rich, collaborative learning environment focused on building tangible, decision-making capabilities.