



Berkeley
UNIVERSITY OF CALIFORNIA



UNIVERSITÉ DE STRASBOURG



IIIème Master-class Strasbourg – Berkeley

Jeudi 16 mai 2019 – 13h45-16h00

Workshop on Value of Health Care Innovation in the US

To capture the economic value of innovation, innovators must demonstrate the economic and clinical value of their new product to the four key stakeholders, each with its own definition and criteria.

- * FDA for market authorization
- * Payers for coverage and pricing
- * Physicians and health systems
- * Consumers and patients

This interactive session will highlight the challenges and opportunities posed by each of these stakeholders for firms in the life sciences (drugs, devices, diagnostics, digital therapeutics) in the United States, with examples.

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inscription gratuite obligatoire, dans la limite des places

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