



## **Pharmacoeconomics II** (Dr. Martin Bierbaum)

Summer term 2025

Fridays, 8:15 – 11:45 a.m.  
09.05.2025: S 110 (INF/AI)  
23.05. – 25.07.2025: S 62 (RW I)

Exercises take place as part of the course. Deviating from the module handbook, the assessment will be conducted as a portfolio. This includes, among other things, presentations as well as written submissions for the preparation and follow-up of the sessions. The lecture schedule is subject to change in terms of content.

Date	Topics
<b>I. Basic topics</b>	
09.05.2025	General introduction to pharmaceutical products (Room S 110 – INF/AI)
23.05.2025	Clinical trials in pharmaceutical development and pharmacoepidemiology
30.05.2025	Tutorial (virtual meeting)
06.06.2025	Patient-Reported Outcome (PRO) and Quality-of-Life assessments
27.06.2025	Pharmacoeconomic analysis I – Cost of Illness, Cost-Minimization Analysis, Cost-Effectiveness Analysis
04.07.2025	Pharmacoeconomic analysis II – Cost-Utility Analysis, Cost-Benefit Analysis
11.07.2025	Decision analysis and modelling Budget Impact Analysis (BIA)
18.07.2025	Market Access - Impact of market access regulations on strategy, organization and operations
25.07.2025	Guest lecture by Simon Kucher (tbc) “Pricing and market access in real-life: Successfully maneuvering innovative pharmaceuticals through the German AMNOG process”

**Contact person:**

**Michael Burkard (Michael.Burkard@uni-bayreuth.de, responsible for organizational matters)**  
**Dr. Martin Bierbaum (m.bierbaum@posteo.de, responsible for content-related matters)**