



INVITATION

You are cordially invited to the next monthly seminar hosted by the SA Branch of the
Australasian Evaluation Society

Prospective evaluation of new technologies to inform research and development decisions

Economic evaluation of new medical technologies (cost effectiveness analysis) is used throughout the world to inform decisions by health fund holders about the adoption and financing of new technologies. Prospective evaluation to inform decisions during the development phase of new technologies is less widespread.

The technical methods used in prospective evaluation are influenced by Bayesian statistics. The main method is expected value of information analysis. For example, should the development budget be allocated to further evidence of the clinical benefit of the drug or to a method to manufacture the drug more cheaply?

This talk will provide a brief overview of these methods. It will show how objective, rigorous, prospective evaluation of technologies during the development phase will lead to very different decisions and outcomes depending upon whether development is in the public or private sector. The example is personalised medicine: a biomarker to improve targeting of a new potentially high cost drug.

The Speaker

Brita Pekarsky is a health economist at Baker IDI. Over the last twenty years Brita has participated in the evaluation of more than 50 health programmes and new technologies using a range of mainly quantitative methods. Over the last 15 years she has been actively involved in developing and applying the guidelines for the economic evaluation of new drugs for listing on the Pharmaceutical Benefits Scheme.

Baker IDI is a not for profit medical research organisation that employs around 600 people. Its research focus is heart disease, diabetes and obesity. It has provided the basic science behind a number of key new technologies, most recently a surgical procedure, renal denervation, that controls hypertension in people whose hypertension could not be controlled by drugs.

Time: 4:30 - 6:00pm
Date: Tuesday 23rd August 2011
Venue: The Board Room, 7th Floor
KPMG, 151 Pirie St,
Hindmarsh Square, Adelaide

Drinks and light refreshments will be served. Please **RSVP by 5 pm Friday 19 August to** jmickan@kpmg.com.au