

# Using Health Economics to Value Technologies

## A Nowgen Workshop Thursday 1 May 2008

**10.00am – 3.00pm**

The Nowgen Centre  
29 Grafton Street  
Manchester, M13 9WU

### **Workshop presenters:**

Steve Birch, Linda Davies, Katherine Payne - Health Economics Research at The University of Manchester  
Keith Tolley - Mapi Values  
Meindert Boysen - National Institute for Health and Clinical Excellence (NICE)  
Steve Beard - Research Triangle Institute

Participants at this workshop will learn about the importance of health economics and understand the methods of how to measure the value of health technologies and interventions using health economics and economic evaluation tools.

### **Aims of the Workshop:**

To provide the North West business and research community with information on available methods to measure the value of health technologies and interventions in the NHS.

**Topics covered:** The importance of health economics, understanding outcome measures in economic evaluation, NICE's role and activity, and demonstrating the value of products.

**Who should attend?** The seminar is designed for businesses and researchers who are developing products for the healthcare market.

### **Cost including refreshments and lunch:**

**£250 (industry) £150 (NHS & university)**

Early bird discount of 10% for bookings made by 28 March 2008.

For more information: please contact Zoe Talks, Business Manager at Nowgen on email [zoe.talks@cmmc.nhs.uk](mailto:zoe.talks@cmmc.nhs.uk) or tel 0161 276 5956.

*To book: Contact the events team at Nowgen*

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