

# A\$PH€C

Research and Training  
in Health Economics

1<sup>st</sup> Workshop APHEC

**Sustaining innovation, containing costs and  
providing equity in health care**

Genova, September 13-14, 2019

**Friday 13th September**

- 13.00 – 14.00** Lunch (Location: Via Balbi 5, Genova)
- 14.00 – 14.10** **Registration and Welcome**
- 14.10 – 15.00** **Invited Speaker:** J. Costa-Font  
"Health and Pharmaceutical Costs are explained by Ageing?"
- 15.00 – 16.30** **Section 1:** "Pharmaceutical Price and Negotiation"  
**Chair:** M. Montefiori  
*15.00 – 15.45* F. Barigozzi, I. Jelovac, "Research funding and price negotiation for new drugs"  
*Discussant:* P. Pertile  
*15.45 – 16.30* M. Unsorg, "Reference Pricing Systems on the Pharmaceutical Market"  
*Discussant:* O. Rozanova
- 16.30 – 17.00** **Coffee Break**
- 17.00 – 18.30** **Section 2:** "Drug Pricing, Agreements and Reimbursement"  
**Chair:** L. Leporatti  
*17.00 – 17.45* S. Gamba, P. Pertile, S. Vogler, "The impact of managed entry agreements on drug prices"  
*Discussant:* R. Santos  
*17.45 – 18.30* O. Rozanova, "Indication based pricing vs. Uniform pricing when reimbursement decision is based on the budget impact analysis"  
*Discussant:* R. Levaggi
- 20.00** **Dinner** (Location: Le Terrazze del Ducale, Palazzo Ducale, Piazza Matteotti, 8)

**Saturday 14th September**

- 9.00 – 10.30** **Section 3:** "Quality perception and Quality Assessment in the Pharmaceutical Market"  
**Chair:** R. Santos  
*9.00 – 9.45* A. Cavaliere, G. Crea, "Quality Misperceptions and Vertical Differentiation in the Pharmaceutical Market"  
*Discussant:* S. Atehortúa

- 9.45 – 10.30 K.E. Blankart, T. Stargardt, "The impact of drug quality ratings from health technology assessments on the adoption of new drugs by physicians"  
*Discussant: M. Unsorg*
- 10.30 – 11.00 Coffee Break**
- 11.00 – 12.30 Section 4: "Pharmaceutical Adherence and Pharmacy Desert"**  
**Chair:** J. Costa-Font  
11.00 – 11.45 C. Di Novi, L. Leporatti, M. Montefiori, "Older Patients and Geographic Barriers To Pharmacy Access: When Non-adherence Translates in an Increased Use of Other Components of Healthcare"  
*Discussant: S. Tiezzi*
- 11.45 – 12.30 D. Depalo, "Explaining the causal effect of adherence to medication on cholesterol through the marginal patient"  
*Discussant: P. Berta*
- 12.30 – 13.30 Lunch**
- 13.30 – 14.30 Invited Speaker:** R. Levaggi  
"Value based pricing schemes for personalised drugs"
- 14.30 – 16.00 Section 5: "Pharmaceutical Adherence and Ageing"**  
**Chair:** C. Di Novi  
14.30 – 15.15 J. Costa-Font, C. Vilapana, "More than One Red Herring? The Heterogeneity of Ageing Health Care and Pharmaceutical's Use"  
*Discussant: D. Depalo*
- 15.15 – 16.00 S. Atehortúa, "A model of moral hazard in drug prescription with non-compliant patients"  
*Discussant: F. Barigozzi*
- 16.00 – 16.30 Coffee Break**
- 16.30 – 18.00 Section 6: "Innovation and Regulation in Health Care Market"**  
**Chair:** R. Levaggi  
16.30 – 17.15 P. Berta, G. Martini, M. Piacenza, G. Turati, "The strange case of appropriate C-sections: DRG-tariff regulation, hospital ownership, and market concentration"  
*Discussant: G. B. Ramello*
- 17.15 – 18.00 R. Ippoliti, G. B. Ramello, F. M. Scherer, "Partnership and Innovation in the Pharmaceutical Industry: the Case of Clinical Research"  
*Discussant: K. Blankart*

#### LOCATION

Department of Economics, University of Genova  
Via Vivaldi 5, 16126 Genova, Italia

FACOLTÀ DI ECONOMIA

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The Study and Research Centre APHEC established at the Department of Economics of the University of Genoa promotes research and training activities within the healthcare sector particularly on the topics of health economics, public health, pharmacoeconomics, socio-economic analysis.

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