

# € TRAINING

Health Economics and Public Health  
Leadership

21 - 25 July 2024  
Istanbul (Turkey)





# Health Economics and Public Health Leadership

REF: S2553 DATE: 21 - 25 July 2024 Venue: Istanbul (Turkey) - Fee: 5850 Euro

## Introduction:

This training program integrates economic principles with leadership strategies for effective public health initiatives. It equips individuals to address healthcare challenges and enact policy changes within communities.

## Program Objectives:

At the end of this program, participants will be able to:

- Gain a comprehensive understanding of key concepts and principles in health economics.
- Develop leadership skills specific to the field of public health, including strategic planning and policy development.
- Explore the role of economic analysis in informing public health decision-making and resource allocation.
- Learn to critically evaluate health interventions and programs from an economic perspective.
- Build a network of peers and mentors in the field of public health leadership.

## Targeted Audience:

- Public health professionals seeking to enhance their leadership skills and expertise in health economics.
- Government officials responsible for public health policy development and implementation.
- Healthcare administrators and managers aiming to optimize resource allocation and improve health outcomes.
- Non-profit leaders working in the public health sector.

## Program Outline:

### Unit 1:

#### Introduction to Health Economics and Public Health Leadership:

- Fundamentals of Health Economics: Introduction to key concepts like supply and demand, cost-effectiveness, and economic evaluation.
- Public Health Leadership Models: Exploration of leadership theories and strategic decision-making in public health.

- Health Economics in Policy: Importance of health economics in shaping public health policies, illustrated with real-world case studies.
- Policy Development Strategies: Examination of evidence-based policy development and advocacy, considering economic implications.

## Unit 2:

### Economic Evaluation of Public Health Interventions:

- Evaluation Methods Overview: Introduction to cost-benefit, cost-effectiveness, and cost-utility analysis.
- Data Collection Techniques: Methods for collecting and analyzing data for economic evaluations of public health interventions.
- Decision Analysis: Introduction to decision analysis and modeling techniques for assessing intervention value.
- Results Interpretation: Strategies for interpreting economic evaluation findings and communicating them effectively.
- Case Studies: Application of economic evaluation methods to real-world scenarios, guided by facilitators.

## Unit 3:

### Financing and Resource Allocation in Public Health:

- Public Health Financing Landscape: Overview of funding mechanisms at local, national, and international levels.
- Effective Budgeting: Techniques for resource allocation in public health organizations considering cost-effectiveness.
- Healthcare Market Dynamics: Examination of market dynamics and their impact on resource distribution.
- Insurance and Reimbursement: Analysis of health insurance models and reimbursement systems.
- Policy Implications: Discussion on policy trade-offs in financing and resource allocation, with case examples.

## Unit 4:

### Economic Determinants of Health and Health Inequities:

- Social Determinants Overview: Impact of factors like education, income, and housing on health outcomes.
- Health Inequities Analysis: Relationship between economic disparities and health inequities, exploring root causes.

- Disease Burden Costs: Assessment of illness-related economic costs, including healthcare expenses and productivity loss.
- Equity Policies: Review of economic policies addressing health disparities, like taxation and social welfare programs.
- Community Engagement Strategies: Approaches for community involvement and empowerment to promote health equity.

## Unit 5:

### Strategic Planning and Implementation in Public Health:

- Planning Process Overview: Steps in strategic planning, from goal setting to action planning.
- Evaluation Techniques: Monitoring and evaluating public health programs using economic indicators.
- Leadership in Practice: Role of leadership in implementing evidence-based practices and policy translation.
- Change Management: Strategies for organizational change and initiative sustainability.