

**HEIDELBERG HEALTH ECONOMICS SUMMER SCHOOL  
2026**

**(1) «Understanding Health Economics»**

NOBIS at the Nature of Innovation (NOI) Center  
Bruneck (Brunico), South Tyrol (Alto Adige) / Italy  
June 25 - 27, 2026

**(2) «Challenging Health Economics»**

MAKI Forum at Museum Reinhard Ernst  
Wiesbaden / Germany  
Sept. 30 - Oct. 02, 2026

**Program Highlights**

**Faculty Members 2026** include<sup>3</sup> Prof. *Amanda Adler* (University of Oxford & NICE, London<sup>2</sup>); Dr. *Richard Baird* (University of Cambridge, UK); *Thomas B. Cueni* (formerly, IFPMA, Geneva & Interpharma, Basel); Prof. *Sören Holm* (Universities of Manchester & Oslo); Dr. *Mohit Jain* (Ascendis Pharma, Copenhagen); *Christoph Glaetzer* (Johnson & Johnson, New Brunswick, NJ); Prof. *Wim Goettsch* (EUnetHTA & ZIN; University of Utrecht); Dr. *Kevin Haninger* (PhRMA, Washington, DC); *Niklas Hedberg* (TLV, Stockholm); *Min Wai Lwin* (University of Heidelberg); *Anett Molnar* (University of Heidelberg<sup>2</sup>); Prof. *Maarten Postma* (University of Groningen<sup>1</sup>); Dr. *Ramon Schaefer* (InnoVal<sup>HC</sup>, Wiesbaden); Prof. *Michael Schlander* (University of Heidelberg & InnoVal<sup>HC</sup>, Wiesbaden<sup>1</sup>); Prof. *Wendelin Schramm* (University of Heilbronn); *Tim Steimle* (Techniker Krankenkasse (TK), Hamburg); Prof. *Richard Sullivan* (King's College, London), Dr. *Sean Tunis* (Rubix Health; formerly, HTAi & CMS, Baltimore, MD<sup>1</sup>)

<sup>1</sup>Scientific **Program Chairs**: Michael Schlander, Sean Tunis, Maarten Postma; <sup>2</sup>invited; <sup>3</sup>status February 28, 2026

*V1e / as at February 28, 2026 – may be subject to change & revision without notice*



## Economic Evaluation & Health Technology Assessment (HTA)

The relevance of Health Technology Assessments (HTAs) for accessibility, pricing and reimbursement of health technologies has increased continuously over the last decades. Conventional HTAs rest predominantly on two pillars:

- an evaluation of (comparative) clinical effectiveness drawing on well-established principles of evidence-based medicine (EBM),  
and
- an attempt to determine the «value for money» offered by interventions using (some sort of) economic assessment.

However, the approaches adopted by international HTA agencies to assess «value for money» constitute a «moving target» and vary greatly between jurisdictions. This variance can hardly surprise as issues related to fair access to health care represent an area permeated with ideologically charged controversy.

At the same time, the conventional «logic of cost effectiveness» – while still being promoted by many health economists and by some international HTA agencies – falls short of meeting the needs and expectations of relevant stakeholders, including but not limited to patients and health care policy-makers.

Against this background, the «**Heidelberg Health Economics Summer School**» was inaugurated by the not-for-profit *Institute for Innovation & Valuation in Health Care* (InnoVal<sup>HC</sup>) in 2006 to contribute to closing the obvious gaps between the theory and the practice of Health Technology Assessments (HTAs), with or without formal economic evaluation.

A traditional focus has been the systematic appraisal of strengths, weaknesses, limitations, and – on this basis – the appropriate use of economic evaluation methods, ranging from cost benefit analysis (CBA) and cost utility / cost effectiveness analysis (CUA/CEA) to more recently advocated social cost value analysis (SCVA) and its variants. Country-specific HTA case studies are used to discuss the policy relevance of these concepts, addressing examples such as the case of orphan medicinal products (OMPs), advanced therapy medicinal products (ATMPs), the evaluation of medical devices and diagnostics, and so-called «personalized medicine».

The **Heidelberg Health Economics Summer School 2026** will be comprised of two modules, one designed to provide an overview and in-depth **understanding** of the current practice of health economic evaluations for HTA, and the second one **challenging** this practice in light of the most recent developments in the worlds of actual HTA-informed decision-making and academic health economics, how to navigate them successfully, and how to improve them.

The Summer School has been designed to offer a high-level forum for health care decision makers, health economists, clinician scientists, and advanced PhD students (from academia, independent research institutes, and from the research-based biopharmaceutical industry), to revisit the appropriate role, current use, and key limitations of the use of health economic evaluations to inform Technology Assessments, with a view to ways forward towards much needed improvement.

The Summer School will be of particular interest and relevance for policy-makers and specialists in the fields of market access, pricing, reimbursement, strategic management of research and development (R&D), and early value assessments.

## Highlights

- Addressing the most recent developments in the worlds of Health Technology Assessment and health economic evaluation;
- practice-orientated with strong theoretical grounding, combining international policy-relevance with a state-of-the art scientific program;
- experienced faculty comprised of internationally respected thought leaders in their fields (R&D; HTA; market access, pricing and reimbursement; health economics; industrial economics; medical ethics);
- limited number of participants (maximum 30 plus faculty and presenters), offering opportunities for interaction with faculty, enhanced by case studies and group exercises.

## Time Schedule Overview

The **Basic Module** («**Understanding**») will take place in Bruneck (Brunico) in South Tyrol (Alto Adige), Italy, and is scheduled to run from June 25 to 27, 2026, on Thursday from 9:00am to 6:00pm (with an option to join at 2:00pm in case of late arrival), on Friday from 9:00am to 5:30pm, and on Saturday from 9:00am to 3:00pm.

The **Core Module** («**Challenging**») will take place in Wiesbaden, Germany, and is scheduled to run from September 30 to October 02, 2026, on Wednesday and Thursday from 09:00am to 06:00pm, and on Friday from 9:00am to 2:00pm.

## Program Outline

### (1) Basic Module

#### Venue



The NOI / NOBIS Center in Bruneck

Program highlights and topics addressed include the following, which will be illuminated from an economic and social science perspective:

#### (a) Thursday, June 25, 2026

##### The Economics of Health Care Financing

- International health care systems: how do they compare to each other?
- International health care financing challenges and spending trends
- Health care resource allocation – who should decide?
- Agency problems and cost-sharing policies in theory and practice
- Case Study

##### Health Economic Cost Value Analyses

- Cost benefit analysis – the theoretical high ground («*the only game in town*»)
- Cost effectiveness analysis – the widely adopted alternative in the context of HTAs
- Health-Related Quality of Life, Health-Adjusted Life Years (HALYs), and utility
- Exercise: utility measurement for economic evaluation

## **(b) Friday, June 26, 2026**

### **Health Technology Assessment (HTA)**

- ↪ A short history of HTA
- ↪ HTA with and without economic evaluation
- ↪ Comparative Effectiveness Research (CER)
- ↪ EU Joint Clinical Assessments (JCAs)
- ↪ The PICOS principle and its implications

### **Principles of Decision Analysis and Modeling**

- ↪ Decision analytic modeling
- ↪ Good Modeling Practice (GMP)
- ↪ Model validation
- ↪ Case Study

### **Friday Night**



### **An evening at Bruneck Castle**

Visit of the Bruneck Castle and the «RIPA» Messner Mountain Museum, with its permanent exhibition devoted to the mountain peoples of this world. Our guide will be Christian Tschurtschenthaler, mayor of the City of Bruneck, 2000 – 2013. The guided tour will be embedded in a Summer School evening reception at the Castle.

## **(c) Saturday, June 27, 2026**

### **Common Perspectives for Economic Evaluation**

- ↪ Costing in theory and practice
- ↪ Case analysis
- ↪ Cost effectiveness of highly specialized care
- ↪ Cost effectiveness thresholds (CETs): benchmarks in theory and practice
- ↪ Reflective equilibrium issues
- ↪ The case for alternative perspectives

## (2) Core Module

### Venue



Maki Forum (mre) in Wiesbaden

Program highlights and topics addressed include the following, which will be illuminated from an economic and social science perspective:

### (a) Wednesday, September 30, 2026

#### Health Technology Assessments (HTAs)

- Principles of Good HTA Practice
- Comparative effectiveness analysis – a U.S. perspective
- E.U. Joint Clinical Assessments (JCAs)
- PICOS principles in practice: critical choices
- The role of new clinical study designs

#### The Logic of Cost Effectiveness

- The conventional narrative
- International thresholds: benchmarks for cost effectiveness in theory and practice
- Missing links: reflective equilibrium issues
- Social norms and preferences
- The role of «empirical ethics»
- Normative boundaries – the ethics of health care allocation

## **(b) Thursday, October 01, 2026**

### **Navigating in a turbulent HTA world**

- Challenges posed by OMPs, ATMPs, cancer combination treatments, «precision medicine», wide-spread diseases, and antibiotic resistance
- Missing links:  
Novel R&D strategies, new technologies, and HTA principles

### **International Approaches and Experience**

- England, The Netherlands, Sweden
- France, Germany, Spain
- United States and European Union

### **New Geopolitical Realities and the World of HTAs**

including a **Panel Discussion** with International HTA Stakeholders on ...

- ... local value assessments and international (/global) alignment pressures
- ... HTA, the value of «innovation», and international reimbursement policies

### **Thursday (and/or Wednesday) Night**

An evening event in Wiesbaden (t.b.d.)

## **(c) Friday, October 02, 2026**

### **The Search for Alternatives**

- What are the objectives of collectively financed health schemes?
- Generalized Risk-Adjusted Cost Effectiveness Analysis (GRACE)
- Social Cost Value Analysis (SCVA) & the citizens' perspective
- Socioeconomic impact analysis (SEIA) of disease & the patient's perspective
- In search of «efficiency» vs. «fairness» – revisiting social preferences
- Towards a theory of budget impact
- Implications for HTA

## Unique Summer School Features

**Interactive.** Unique ratio of 2:1 between registered participants and faculty, allowing for interaction facilitated by workshops sessions, exercises, case studies, and roundtable debates

**International.** Health care policy makers around the world share many fundamental challenges with regard to financing, reimbursement, pricing and access issues, and the appropriate role of Health Technology Assessments (HTAs) including economic evaluation; accordingly, faculty and participants will be from the Americas, Australia, and Europe

**Intense.** Make no mistake w.r.t. the unparalleled intensity of the scientific program because of the scenic mountain environment (Basic Module) and the beautiful city of Wiesbaden (Core Module), we know that some faculty members and some participants plan to have their spouses accompanying them or to add a few days of private stay once on site

**In-depth.** Key topics (such as handling of OMPs, ATMPs, cancer combination treatments, medical devices, diagnostics and “precision medicine”) will be addressed from more than one perspective, bringing together experts from a variety of relevant backgrounds (including medical ethics, economics, clinical medicine, academia, HTA, and policy makers)

**Impartial.** The program will be strictly evidence-based and informed by the latest progress in health economics; a clear line will be drawn between facts and opinions, and there will be room for debate and critical review of popular arguments frequently brought forward in debates

**Information.** The Heidelberg Health Economics Summer Schools were inaugurated by our Institute in 2006; for a review and evaluation of the highly acclaimed programs, see [here](#). For further information, please feel free to contact us by *email*.

**Interested?** The program will be most suitable for executives in senior commercial or scientific functions (CEOs, Business Unit Directors, Medical Directors), functions related to patient access (such as health economics), and health policy-makers concerned with HTAs and economic evaluation; it may also be of interest to advanced scholars in the field who wish to actively participate in shaping the future development of the regulatory environment w.r.t. patient access, financing, pricing, and reimbursement policies in the health care sector

**To apply** for registration, please follow this [link](#). Please contact us for special discounted rates, which are available for a limited number of participants from OECI member institutes, the Helmholtz research organization, the University of Heidelberg, and local not-for-profit organizations and government agencies in Germany, Austria and South Tyrol / Alto Adige

[www.innoval-hc.com](http://www.innoval-hc.com)