



HEX

Health Economics Explained

Building a strong economic case for health service investment

A good business case for service improvement or workforce transformation will demonstrate where and how it adds value. HEX is a one-day interactive course designed to give you a basic introduction to the concept of health economics, with a particular focus on value.

What does the course cover?

The course gives you:

- Tools and techniques to build a successful business case, with a focus on measuring and articulating the value of your proposal
- Skills and the right language to present a solid argument for investment
- An opportunity to apply your learning on the day through expertly-designed practical tasks, lively workshops and group discussions
- A chance to explore and network with healthcare professionals from other organisations and specialisms
- Access to a leading health economist delivering the course.

Who is HEX for?

You don't need to be an expert in health economics, but you might be:

- A budget holder or service design lead
- Writer of proposals and business cases
- Responsible for commissioning new and existing services
- Working in QI or a transformation team
- Involved in population health management
- Implementing workforce transformation
- Overseeing staff development and training

£335
+ VAT per
person

"The course has given me the tools to present a compelling, measured business case, using the logic model to understand how the solution will help a problem."

Helen Podmore - National Workforce Transformation Lead

For further information on course dates and how to sign up, visit our website: 33n.co.uk/hex or send an email to hex@33n.co.uk

Agenda

9:30

Welcome and introductions

Connecting with fellow health and care workers across the NHS and and a course overview from experienced economist Jacque Mallender.

9:45

Key concepts in economics and health economics

Introducing the main principles of healthcare economics including cost, value, opportunity, supply and demand, markets and their limitations.

Break

11:30

The economic value in a health service setting

Identifying and understanding appropriate stakeholders and examples of value metrics and measures.

Lunch

13:45

The economic impact of operational or service changes

Developing a value proposition by framing the context, problem and opportunity and using a logic model to show how to deliver change.

Break

15:30

A case for investment to improve value

Using existing guidance to assess what might drive considerations and the level of detail that is needed for a convincing case.

17:00

Final review, Q&A and closing session