

## **Objectives**

- To provide an overview of key healthcare systems and the present trends and issues

## **Target Audience**

- Individuals needing an overview of how the international healthcare systems operate

## **Course Content**

### **DAY 1:**

#### **Funding Provision**

- To understand basic structure/funding of healthcare systems of eight countries
- To understand different models of healthcare funding (trends - public or private and factors causing rising healthcare expenditure)

#### **Medicines**

- Describe the key regulations governing the control of medicines in eight countries
- Compare and contrast these regulations
- Begin to understand how these controls can be used in cost containment policies

#### **Economics of the Healthcare Delivery Process**

- Understand some of the global healthcare trends which are challenging the future of healthcare provision

#### **Key Issues for the Global Pharma Business**

- Recognise key issues impacting the pharma industry and its ability to do business

#### **Healthcare Cost Containment**

- List the methods of reducing costs of medicines available
- Apply these methods to the eight countries within the sample
- Understand the concerns to the pharma industry generated by these restrictions

#### **Impact on and Response of the Pharma Industry**

- Identify the key pressures on the pharma industry
- Understand some of the critical activities a pharma company needs to undertake in order to increase success