



Summer School in Public Health Policy, Economics and Management

From 25 to 30 August 2014 – Lugano (Ticino, Switzerland)

Swiss School of Public Health+ | Università della Svizzera italiana | Swiss Tropical and Public Health Institute



LIST OF 1-WEEK COURSES (6 days) – From 25 to 30 August 2014

N°	COURSE	TEACHER
1-WEEK COURSES (6 DAYS)		
1.	Public Mental Health: Evaluations of Programs and Policies	Martin Knapp Professor of Social Policy, London School of Economics and Professor of Health Economics, King's College London, UK Emiliano Albanese Professor of Public Mental Health – University of Geneva, and HUG, CH
2.	Governance and Management of Comprehensive Health Networks Based on a Population Approach	Denis Roy Vice president of scientific affairs National Institute of Public Health of Quebec, CA Fred Paccaud Director of the Institute of Social and Preventive Medicine, Lausanne, CH Merita Berisha Associate Professor of Social Medicine/Public Health and Medical Statistics, Chief of the Observatory for mother and child and youth health, Department of Social Medicine, National Institute of Public Health – NIPH, Kosovo
3.	mHealth: Mobile Communication for Public Health	Suzanne Suggs Assistant Professor at the Faculty of Communication Sciences, Università della Svizzera italiana, Lugano, CH
4.	Methodology and Practical Application of Economic Evaluation and HTA in Health Care	Urs Brügger Director of the Winterthur Institute of Health Economics, CH Mike Drummond Professor of Health Economics, Centre of Health Economics (CHE), University of York, UK Marco Barbieri Consultant, i3Innovus, UK
5.	Leadership and Communication	François Lagarde Vice-President, Communications Lucie and André Chagnon Foundation and Adjunct Professor, Department of Health Administration Faculty of Medicine, University of Montreal, CA

Courses **7a** and **7b** are autonomous and complementary. We encourage participants interested in the topic to register for both courses.

Courses **8a** and **8b** are autonomous and complementary (the first from a public health, the second from a health economics perspective). We encourage participants interested in the topic to register for both courses.

LIST OF SHORT COURSES (3 days) – From 25 to 27 and from 28 to 30 August 2014

N°	COURSE	TEACHER
SHORT COURSES (3 DAYS) – 25-27 AUGUST 2014		
6.	Health Financing Policies, Health System Performance and Obstacles to Universal Health Coverage	David B Evans Director, Health Systems Governance and Financing Department, World Health Organization, Geneva, CH Fabrizio Tediosi Research Group Leader, Health Systems Research and Dynamical Modelling Unit, Swiss Tropical and Public Health Institute, Basel, CH
7a.	Incentives for Better Health	Iris Bohnet Professor of Public Policy and Academic Dean of the Harvard Kennedy School, USA Nikola Biller-Andorno Professor and Director of the Institute of Biomedical Ethics, University of Zurich, CH Divya Srivastava PhD, Health Economist OECD, Paris
8a.	Rationales in Public Health Decisions How to Handle Research Information to Improve Decision-making	André Prost Former Director, Department of Relations with Governments, WHO, Geneva, CH Roberto Grilli Director Regional Agency for Health and Social Care of Emilia-Romagna, Bologna, Italy
SHORT COURSES (3 DAYS) – 28-30 AUGUST 2014		
7b.	Conflicts of Interest and Corruption from a Health Systems Perspective	Marc Rodwin Professor of Law at Suffolk University Law School, Boston and Edmond J. Safra Center, Harvard University, USA Oliver Guilloid Director of the Institute of Health Law, University of Neuchâtel, CH David Klempner Professor for Social Medicine and Public Health at the University of Applied Sciences Regensburg, D and other members of WHO, Geneva
8b.	Bridging the Gap between Evidence and Policy Making	Andrew Street Professor of Health Economics and Director of the Health Policy Team in the Centre for Health Economics and Director of the Economics of Social and Health Care Research Unit/ESHCRU, UK
9.	Non-communicable Disease Control: Public Health and Health Care Approaches	Kaspar Wyss Head of the Health Systems Support Unit at the Swiss Centre for International Health, Swiss Tropical and Public Health Institute, Basel, CH Pascal Bovet Associate Professor, Institute of Social and Preventive Medicine, University of Lausanne, CH

ABSTRACTS

1-WEEK COURSES (6-DAY COURSES)

1 **Public Mental Health: Evaluations of Programs and Policies**

Martin Knapp, Emiliano Albanese

The first part of the course will include research methods in mental health and psychiatric epidemiology, fundamentals in public mental health (concepts; impact and interventions), the design of mental health policy, plans and programs as well as the organization of mental health systems.

The second part of the course will identify the main policy issues in the mental health field, and discuss their implications for evaluation. The course will then set out the aims of and broad approaches to the evaluation of mental health programs, focusing specifically on economic approaches to evaluation and mental health policy and practice.

2 **Governance and Management of Comprehensive Health Networks Based on a Population Approach**

Denis Roy, Fred Paccaud, Merita Berisha

With numerous strong trends threatening the viability of health systems implemented in the 20th century, we need to find new methods of operation. The problem is not lack of knowledge, technologies or resources. What we are lacking is the collective ability to apply that knowledge for the greater benefit of the population. The concept of “population-accountable health networks” offers an answer. This general, integrated approach proposes key elements that we believe should form the basis of contemporary health systems, defined here as complex systems with the ability to adapt and reinvent themselves provided they are given the tools to do so. This means new requirements for managing healthcare organizations as well as for governing the larger systems of which they are a part. Building from lectures, examples, discussions and up to date readings, the seminar will enable participants to acquire a comprehensive view of the concepts pertinent to the modernization of the management and governance in health.

3 **mHealth: Mobile Communication for Public Health**

Suzanne Suggs

The purpose of this course is to explore, analyze and examine mobile health (m-health) technologies and strategies used for public health communication purposes. Specifically, the course focuses on the use of m-health in promoting, facilitating, changing and maintaining health behaviors. Emphasis is placed on the planning and development process in terms of when and why to use m-health, how to develop m-health programs, and evaluation of m-health projects. This is not a technical course for programmers, but is a course for public workers and researchers.

4 **Methodology and Practical Application of Economic Evaluation and HTA in Health Care**

Urs Brügger, Mike Drummond, Marco Barbieri

First part

The course is designed as a comprehensive introduction to the concepts, methods, and application of health technology assessment.

Specific topics covered include:

- 1) Concepts:** What is HTA? The multidisciplinary nature of HTA. HTA as a tool for decision making in health care.
- 2) Methods:** An overview over HTA methods that are used to generate evidence on safety, effectiveness, cost-effectiveness and other domains. How to deal with uncertainty.
- 3) Application:** Using HTA in different contexts and jurisdictions for decision making, institutional settings (processes and structures) The link between policy and HTA.

Second part

The course is designed as an introduction to the concepts, methods, and application of economic evaluation in health care. Specific topics that will be covered include: an overview of economic evaluation methods, cost and benefit estimation, economic evaluation using patient-level data, economic evaluation using decision-analytic modelling, and using economic evaluation in healthcare decision-making. Numerous examples and case studies are used to illustrate the main points and considerable emphasis is placed on learning through group work and exercises.

There will be ample opportunity for students to discuss any issues or problems they have already encountered in the field of economic evaluation. The course will be of particular benefit to those working in the health care sector who have a need to present a case for funding or reimbursement of particular health care treatments or programs.

5 **Leadership and Communication**

François Lagarde

The ability to communicate effectively is a core competency for leaders in the fields of health management and public health. Best practices in health communication for influencing individual and collective decisions will be reviewed and applied to a variety of audiences and objectives: behaviour change, organizational change (internal communication), stakeholder relations, policy change, and knowledge transfer aimed at modifying professional practices. Topics covered will include basic concepts and principles, ethics, audience and context analysis, communication objectives, positioning and framing, messages, messengers, channels and activities, partnerships, and evaluation. Through a series of lectures, readings, case studies and discussions, participants will have several opportunities to apply best practices to their own initiatives.

SHORT COURSES (3-DAY COURSES) – 25 TO 27 AUGUST 2014

6 Health Financing Policies, Health System Performance and Obstacles to Universal Health Coverage

David B Evans, Fabrizio Tediosi

The course provides students with an overview of the patterns and key issues of health systems financing policies, with an emphasis on critical assessment of current and future policy options and issues. The course analyses methods and tools to assess health financing policies and it reviews effective policy instruments to improve health system performance through better health financing policy. It is structured around the following topics:

- Objectives of health financing system;
- Raising revenues – thinking outside the box;
- Pooling revenues – insurance, taxes and the costs of fragmentation;
- Purchasing – getting more health for the money including questions of benefits packages;
- Health system development that complements health financing reforms;
- Coordinating reform – aligning policy instruments with policy objectives.

The course offers examples and practical experiences from low, middle, and high income countries. The key principles and challenges of attaining and maintaining universal coverage, as well as the tools analysed, are relevant to low, middle and high income countries.

7a Incentives for Better Health

Iris Bohnet, Nikola Biller-Andorno and Divya Srivastava

The course is designed as a comprehensive introduction to the role of incentives in redesigning care for better quality at lower cost. The course will engage participants in specific issues including conceptual issues, the effectiveness of different forms of incentive schemes, such as pay for performance as well as ethical and policy issues. The course is intended for graduate students, post-docs or practitioners with background in health care, public health, management, economics or ethics. Some previous knowledge of incentives as a management tool is desirable, although this can be acquired through the pre-reading that is offered with this course.

8a Rationales in Public Health Decisions How to Handle Research Information to Improve Decision-making

André Prost, Roberto Grilli

It is common wisdom that the policy making process in health care should be based as much as possible on reliable research information. An evidence-based approach is indeed expected to lead to more rational and effective decisions and, ultimately, to better outcomes. However, such an aspiration has to face the intrinsic unescapable complexity of policy making, shaped and influenced by several other non scientific factors which cannot be ignored. Exploring how to take out the most from the available research information and exploit its value, while

at the same time dealing with the many other elements of the policy making process is the main goal of this module, targeted mainly – although not only – to professionals providing their technical skills in support to policy makers at the national, regional and local level.

SHORT COURSES (3-DAY COURSES) – 28 TO 30 AUGUST 2014

7b Conflicts of Interest and Corruption from a Health Systems Perspective

Marc Rodwin, Oliver Guillod, David Klemperer and others (tbd)

The course explores the role of conflicts of interest and institutional corruption as obstacles to improving quality, equity and cost-effectiveness of patient care. Country studies will probe the situation in different national contexts such as the US, France, Japan, Germany and Switzerland. The role of international organizations will be addressed as well as issues arising in developing countries. The course is intended for graduate students, post-docs or practitioners who have a background in health care, public health, management, economics or ethics. This course is complementary to the course “Incentives for better health & health care: behavioral economics, ethics, and public health”; participation in both courses is encouraged.

8b Bridging the Gap between Evidence and Policy Making

Andrew Street

There are considerable challenges both in promoting evidence-based policy-making and in evaluating the impact of policy initiatives. Participants will consider these challenges from an economics perspective through a series of lectures, group and individual exercises, and round-table discussions. The course is designed to provoke debate and provide insight into: the nature of policy choices in health care, including trade-offs and prioritisation; how evidence can inform policy design; the challenges involved in evaluating policy implementation; and the analytical approaches available to meet evaluative challenges. The course will draw on examples of policy evaluations and performance measurement drawn from primary care and hospital care, and of national and international comparisons.

9 Non-communicable Disease Control: Public Health and Health Care Approaches

Kaspar Wyss, Pascal Bovet

The course addresses public health strategies to curb non-communicable diseases (NCD), and changes needed in the health care system, particularly with regards to those most effective, affordable and scalable (“best buys”) interventions. The respective contributions of the priority multisectoral public health approaches versus the main changes needed within the health care system are identified and discussed. The focus is on discussing, exposing and contrasting the respective contributions of a “public health” (relying on non-health actors, targeting the healthy population) and a “health care system” (health care actors, patients) approaches to NCD prevention and control.



USI
LIVELLO
CORPO CENTRALE

ORGANISERS

The courses are organised by the Foundation Swiss School of Public Healthplus (SSPH+), the Institute of Economics (IdEP) of the University of Lugano, and the Swiss Tropical and Public Health Institute (Swiss TPH)

VENUE

The courses take place at the University of Lugano, Switzerland.

PARTICIPANTS

Courses are intended for professionals and managers of health administrations, hospitals and other services and facilities within the health sector, policy-makers and any student registered with one of the continuous education programs coordinated and supported by the SSPH+.

ECTS AND CERTIFICATES

Each 6-day course is assigned a credit value of 2 ECTS; each 3-day course is assigned a credit value of 1 ECTS. Those who participate actively and pass the final assessment are awarded a certificate of success.

The Summer School's ECTS have so far been recognised by the following SSPH+ programs:

- MAS Arbeit + Gesundheit / Santé au Travail (ETH Zurich, Universities of Lausanne and Zurich)
- MAS en santé publique (University of Geneva)
- MAS en économie sciences et organization de la santé (Mas-Santé, University of Lausanne)
- Master of Public Health (Universities of Basel, Bern and Zurich)
- MAS in Versicherungsmedizin (University of Basel)
- Net-MEGS, MAS in economia e gestione sanitaria e sociosanitaria (University of Lugano)
- MAS en droit de la santé (University of Neuchâtel)
- Master of Business Administration in International Health Management (Swiss TPH)
- Master in International Health (Swiss TPH)

A certificate of attendance will be issued to any registered student who has regularly attended lectures and seminars.



Summer School
in Public Health Policy,
Economics
and Management

COURSE STRUCTURE

1-week courses will be held from Monday to Saturday (6 days).
Short courses of 3 days will take place either from Monday to
Wednesday or from Thursday to Saturday.
Moreover, keynote speeches and panel sessions will be offered
every morning.

COURSE LANGUAGE

Courses are held in English.

COURSE FEE

(including tuition, all teaching material and lunch, excluding
travel, dinner and accommodation)

1-week courses (6 days):

- Regular participants 1'500 CHF
- Students enrolled in SSPH+ programs 1'200 CHF

Short courses (3 days):

- Regular participants 800 CHF
- Students enrolled in SSPH+ programs 650 CHF

Participants who choose to register for two short courses will
benefit from a discount of 100 CHF.

For PhD students only there is a possibility to apply for a schol-
arship. For more information please contact
marisa.clemenz@usi.ch

COURSE VENUE

Università della
Svizzera Italiana
Via G. Buffi 13
CH-6904 Lugano
(Switzerland)

ADMINISTRATIVE OFFICE

Istituto IdEP
Università della
Svizzera italiana
Via G. Buffi 13
CH-6900 Lugano
(Switzerland)

Phone +41 58 666 47 83
Fax +41 58 666 47 33
marisa.clemenz@usi.ch



website: www.swisstph.ch



website: www.sspplus.ch

INFORMATION AND CONTACT

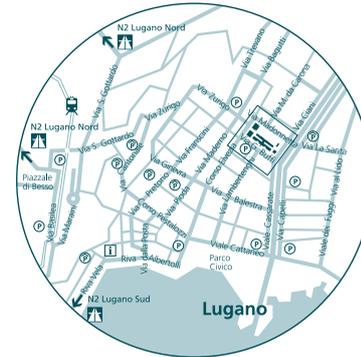
For further information and full description of each course
please visit www.sspplus.ch/summerschool or
contact marisa.clemenz@usi.ch

REGISTRATION

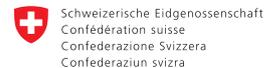
Registration is online at

www.sspplus.ch/summerschool from **March 1st, 2014**.

Closing date for registration: **15 July 2014**.



website: www.usi.ch



Direktion für Entwicklung und Zusammenarbeit DEZA
Direction du développement et de la coopération DDC
Direzione dello sviluppo e della cooperazione DSC
Direcziun da svilutp e da cooperaziun DSC