

**Topic :** HTA implementation in Saudi Arabia: a threefold perspective” Value based healthcare solution , Shape the future of Health Technology Assessment (HTA) in the KSA healthcare system”

**Objective :** aims to explore policy-shaping initiatives for Health Technology Assessment (HTA) in the KSA healthcare system. The discussion will include examples of HTA policy-shaping initiatives and key learnings from HTA systems in other regions, and we hope to explore their potential applications for the KSA healthcare system.

The event will bring together a multi-stakeholder group with experience in HTA from across KSA and Europe in order to gain your recommendations for enabling a value-based healthcare system in KSA and exploring the role HTA could have.

**Date :** May 30<sup>th</sup> (Tuesday)

**Time :** 7-10 PM (Riyadh)

**Venue:** TBC to proceed with logistics (All members of ISPOR executive committee will be invited to attend the workshop, 9 members 2 of them are outside of Riyadh)

Time	Topic	Speaker	Objectives
5 min	Introduction	<b>Hana Alabdulkarim</b>  ISPOR Saudi Chapter president	
30 min	Key steps to establish a functional HTA agency: building on the European experience	<b>Martin Price</b>  VP-HEMAR  EMEA-Janssen	
30-40 min	Value-based contracting and reimbursement models of pharmaceutical products: regional experience	<b>Dr. Nimer Alkhatib</b>  Adjunct Assistant professor at the University of Arizona	<ul style="list-style-type: none"><li>• Managed entry agreement definition</li><li>• Type of MEA</li><li>• Elements of MEA</li><li>• Challenges in facing HCP in the middle east to implement MEA</li></ul>
20 min	A European perspective on HTA	<b>Prof. Oriol Sola-Morales</b>	
50 min	Open discussion and conversation	<b>All</b>	
20 min	Key recommendations from the group	<b>ISPOR committee members and speakers</b>	
5 min	Closing	<b>Moderator</b>	

**Biography of speakers:**



**Martin Price-VP-HEMAR EMEA-Janssen**

Martin is Vice President of Health Economics, Market Access and Reimbursement in Europe, Middle East and Africa at the Janssen Pharmaceutical Companies of Johnson & Johnson, a role he has held for the past nine years.

In this capacity, Martin leads the teams responsible for achieving optimal and accelerated market access, at a fair and value-based price, for Janssen's new products and indications.

Prior to this, Martin worked in Janssen's UK affiliate, latterly as External Affairs Director, where he was responsible for Market Access, Communications and Government Affairs.

Martin joined Janssen in 2001 from GlaxoSmithKline, where he began his career as Senior Health Outcomes Manager.

Martin has a broad pharmaceutical experience spanning more than 30 years and holds a PhD in Pharmacy from the University of Cardiff.



**ORIO DE SOLA-MORALES, MD MSC PHD**

Oriol built a career in the planning, policy, and decision-making environment, participating not just in the micromanagement, but also being deeply involved on the meso and macro policy areas.

He had been held managing positions in healthcare planning and hospital management and has been CAHTA's (Regional HTA) Director from 2007 to 2011. He has served as Strategic Hospitalier Director Sant Joan de Deu and Innovation Director in Sagesse, a University Hospital trust, dealing with drug and devices portfolio, technology purchase and managed entry schemes.

He has been involved in venture capital and start-ups. In 2011, He founded HITT, a biotech consultancy specialized in Market Access and Technology Transfer. He collaborates with start-ups and manufacturers in delivering products to the market, designing access strategies, defining value, proposing partnerships with public providers, or implementing Market Entry Agreements.