

Faculty of Medicine in Rijeka

**Curriculum
2024/2025**

For course

Where Economics Meets Medicine

Study program:	Medical Studies in English (R) (elective) University integrated undergraduate and graduate study
Department:	Department of Physiology, Immunology and Pathophysiology
Course coordinator:	prof. dr. sc. Blagojević Zagorac Gordana, dr. med.
Year of study:	4
ECTS:	1.5
Incentive ECTS:	0 (0.00%)
Foreign language:	Possibility of teaching in a foreign language

Course information:

The aim of this course is to teach students basic economic terms, economic methods and analyses, and their practical application in healthcare. During this course, students will learn about:

Economic methods and analyzes that are most often used in healthcare (Cost-benefit analysis, Cost-effect analysis, Cost-benefit analysis, Cost minimization analysis) and their application

The market of health services and its specificities

The drug market and its specificities

Methods of assessing the rationality of drug consumption and their application

List of assigned reading:

Lectures (pptx presentations)

List of optional reading:**Method of examination.:**

Student work will be assessed and graded during the course and on the final exam. During the course, students may obtain a total of 100 grade points. Students may achieve up to 70 grade points during classes, and up to 30 grade points at the final exam. During classes, astudents will be evaluated by the seminar presentation on given topic. Final exam is on the written form only it consists 15-25 questions.

Curriculum:

Practicals list (with titles and explanation):

Practical 1 - "Drug advertising and drug use"

Know how to calculate DDD
Know how to evaluate the rationality and quality of prescribing medicines
Understand the basic principles of drug advertising

Vježba 2 - "Pharmacoeconomic methods and techniques"

Understand and know how to apply basic economic techniques and methods
Know how to calculate the ICER
Know how to apply cost effectiveness analysis

Lectures list (with titles and explanation):

Lecture 1 "Health care systems"

To understand the basic models of the organization of the health system in the world, and to understand the functioning of the health system in the Republic of Croatia.

Lecture 2 "Drug consumption and drug marketing"

Understand methods for monitoring drug consumption and know how to apply them
Know how to evaluate the rationality of drug consumption
Understand the specifics of the market for health services and medicines

Lecture 3 "Pharmacoeconomic methods and analyses"

Understand and know how to apply basic economic methods and analyzes when deciding on the distribution of limited resources

Seminars list (with titles and explanation):

Seminar 1

Types of economic markets and specifics of the healthcare market
Model of organization of the health system in the Republic of Croatia – advantages and disadvantages
Legislative frameworks of drug advertising with reference to the Republic of Croatia and USA
Direct advertising of prescription drugs to consumers: for health or for profit?
Pfizer - BEXTRA scandal
Cost-of-illness studies – basic principles
Economic analysis in healthcare – is it applicable?
Model of organization of the healthcare system in Germany - advantages and disadvantages

Seminar 2

1.Types of economic markets and specifics of the healthcare market
Model of organization of the health system in the Republic of Croatia – advantages and disadvantages
Legislative frameworks of drug advertising with reference to the Republic of Croatia and USA
Direct advertising of prescription drugs to consumers: for health or for profit?

Pfizer - BEXTRA scandal
Cost-of-illness studies – basic principles
Economic analysis in healthcare – is it applicable?
Model of organization of the healthcare system in Germany - advantages and disadvantages

Seminar 3

1.Types of economic markets and specifics of the healthcare market
Model of organization of the health system in the Republic of Croatia – advantages and disadvantages
Legislative frameworks of drug advertising with reference to the Republic of Croatia and USA
Direct advertising of prescription drugs to consumers: for health or for profit?
Pfizer - BEXTRA scandal
Cost-of-illness studies – basic principles
Economic analysis in healthcare – is it applicable?
Model of organization of the healthcare system in Germany - advantages and disadvantages

Student obligations:

Students are obliged to attend classes and actively participate in classes. Furthermore, students are required to create a short seminar on a given topic and present it during class. A student who misses more than 30% of classes loses the right to take the final exam, which consists only of the written part.

Exam (exam taking, description of the written/oral/practical part of the exam, point distribution, grading criteria):

A student who misses more than 30% of classes loses the right to take the final exam, which consists only of the written part.

Other notes (related to the course) important for students:

-

COURSE HOURS 2024/2025

Where Economics Meets Medicine

Lectures (Place and time or group)	Practicals (Place and time or group)	Seminars (Place and time or group)
16.10.2024		
Lecture 1 "Health care systems": <ul style="list-style-type: none">• ONLINE (14:00 - 15:30) [394]<ul style="list-style-type: none">◦ WEMM		
prof. dr. sc. Blagojević Zagorac Gordana, dr. med. [394]		
17.10.2024		
Lecture 2 "Drug consumption and drug marketing": <ul style="list-style-type: none">• ONLINE (16:00 - 18:15) [394]<ul style="list-style-type: none">◦ WEMM Lecture 3 "Pharmacoeconomic methods and analyses": <ul style="list-style-type: none">• ONLINE (16:00 - 18:15) [394]<ul style="list-style-type: none">◦ WEMM		
prof. dr. sc. Blagojević Zagorac Gordana, dr. med. [394]		
29.10.2024		
	Practical 1 - "Drug advertising and drug use": <ul style="list-style-type: none">• Department of Physiology - Seminarska (16:00 - 19:45) [394]<ul style="list-style-type: none">◦ WEMM Vježba 2 - "Pharmacoeconomic methods and techniques": <ul style="list-style-type: none">• Department of Physiology - Seminarska (16:00 - 19:45) [394]<ul style="list-style-type: none">◦ WEMM	
prof. dr. sc. Blagojević Zagorac Gordana, dr. med. [394]		
30.10.2024		
		Seminar 1: <ul style="list-style-type: none">• P06 (15:00 - 18:45) [394]<ul style="list-style-type: none">◦ WEMM
prof. dr. sc. Blagojević Zagorac Gordana, dr. med. [394]		
12.11.2024		
		Seminar 2: <ul style="list-style-type: none">• ONLINE (15:15 - 19:00) [394]<ul style="list-style-type: none">◦ WEMM
prof. dr. sc. Blagojević Zagorac Gordana, dr. med. [394]		
14.11.2024		

		Seminar 3: <ul style="list-style-type: none"> • ONLINE (11:00 - 14:45) [394] ◦ WEMM
prof. dr. sc. Blagojević Zagorac Gordana, dr. med. [394]		

List of lectures, seminars and practicals:

LECTURES (TOPIC)	Number of hours	Location
Lecture 1 "Health care systems"	2	ONLINE
Lecture 2 "Drug consumption and drug marketing"	2	ONLINE
Lecture 3 "Pharmacoeconomic methods and analyses"	1	ONLINE

PRACTICALS (TOPIC)	Number of hours	Location
Practical 1 - "Drug advertising and drug use"	1	Department of Physiology - Seminarska
Vježba 2 - "Pharmacoeconomic methods and techniques"	4	Department of Physiology - Seminarska

SEMINARS (TOPIC)	Number of hours	Location
Seminar 1	5	P06
Seminar 2	5	ONLINE
Seminar 3	5	ONLINE

EXAM DATES (final exam):
