

Value-Based Pricing: Pharmaceuticals certificate and Public Health Forum cohosted event



The Dean's office in collaboration with the Pharmaceuticals certificate held a Public Health Forum on Wednesday, March 21 to discuss the topic of Value-Based Pricing: Panacea, Building Block or Pipe Dream? with Dr. Dan Ollendorf, Chief Scientific Officer, Institute for Clinical and Economic Review (ICER). The forum was preceded by a student lunch in which Dr. Ollendorf provided students with an overview of the various aspects of drug pricing and of the US pharmaceutical market. In addition, a focus of the discussion was the importance of patient engagement, including patient reported outcomes. As part of the Public Health Forum, Dr. Ollendorf gave a presentation to talk on the umbrella term 'Value-Based Pricing', various approaches to this drug pricing model and their applicability in different contexts. He also discussed the process of value assessment of a drug, key factors that go into decision-making, and how the processes in the US differs from those in other high-income countries. The session was live streamed and can be accessed [here](#).

From the Director's Desk:

Welcome to the Spring 2018 Newsletter of the Pharmaceuticals Certificate.

This semester, the Pharmaceuticals Certificate underwent a leadership change: Erin Hasselberg Lucca left Boston University School of Public Health in February 2018 to join Vertex Pharmaceuticals. Her excellent contributions as director of the Certificate over the last two years have enormously benefited students, staff and faculty. We wish her success in her new endeavors.

I am honored to serve as the new Director of the Pharmaceuticals Certificate. I joined Boston University in January 2013 as Associate Professor in the Department of Global Health. My research focuses on health system strengthening and policy and program evaluations of medicines access and utilization. I am a Visiting Professor of the National Institute of Public Health (INSP) in Mexico and a coordinator of a student exchange program between the institutions of my affiliation.

Boston University School of Public Health is the only school of public health in the US offering a Certificate in pharmaceuticals. Medicines belong to the greatest public health interventions of the last century: vaccines, family planning and treatment of infectious diseases. This unique and growing emphasis area allows our students to study the intersection of public health and medicines preparing them for a career in a wide variety of public and private organizations in the US and abroad.

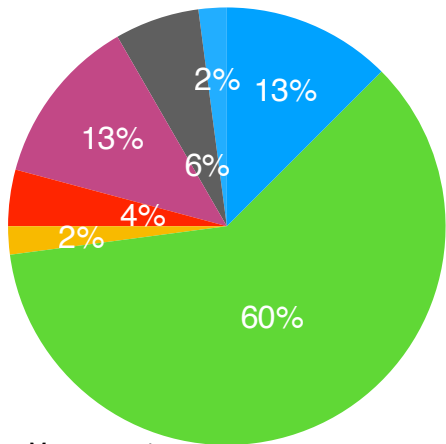
In this issue we invite you to join us as we look back at the highlights of the Spring Semester 2018: the Public Health Forum with Dr. Ollendorf from Institute for Clinical and Economic Review (ICER), the presentation by Dr. Jared Silverman and Mary Thistle from the Gates Medical Research Institute and Pharm Certificate student visit of the Novartis Offices in Cambridge. Many thanks to the Pharm Program Leadership Council (PPLC), without whom these events would not be possible! We are particularly proud of our Pharmaceutical Certificate graduates and wish them all the best on their next endeavors



We hope you enjoy reading about our semester. We look forward to welcoming back new and familiar faces in the Fall.

~ Veronika Wirtz

Pharm Certificate Students by Functional Certificate



- Healthcare Management
- CAPDIE
- Legacy Students, (matriculated prior to 2016)
- Design & Conduct of PH Research
- Epi / Biostats
- Health Policy and Law
- Program Management



▲ Members of PPLC with **Dr. Jared Silverman** (Head of translational discovery) and **Mary Thistle** (Chief of Staff) of the newly formed **Gates Medical Research Institute**.

Survey!

All it takes is a few minutes of your time and a bit of reflection! Everyone who completes our annual "End of Semester Survey" by Friday, May 21st will have their name entered in a raffle to win a prize!

[Click here for the Survey Link](#)

We really appreciate your honest feedback and use it each year to make improvements to the program.

Semester in Pictures:



PPLC members: Manasi Thosar, Phani Kamineni, Jessica Rojas, Aarohi Rede, Priyanka Kulkarni, and Maria Bustos

As another successful semester closes down, the Pharmaceutical Program Leadership Council (PPLC) would like to announce a full transition of the team. Maria, Jessica and Phani, who are graduating at the end of this semester, will be replaced by Aarohi, Manasi and Priyanka, who have been part of PPLC since January. They have assisted the team with organizing all the events hosted by the Pharmaceutical Certificate.



▲ **Dr. Dan Ollendorf**
Chief Scientific Officer, Institute for Clinical and Economic Review at lunch with the students of Pharmaceuticals certificate.



Pharm certificate students at Novartis Institute of Biomedical Research with outgoing certificate Director, Erin Lucca

Hear from our Graduating Students

Camille Romero

Certificates: Program Management and Pharmaceuticals



The pharmaceutical certificate was not an obvious choice for me when I start the MPH, I was already a pharmacist and wanted to explore another public health area, but at the end of my journey at BUSPH, I can tell

I am glad I went for it.

First, the multiple lectures and conferences by exterior speakers organized by PPLC and the certificate director allow me to discover parts of the pharmaceutical world I did not know of. It was also the occasion to network and exchange with professional and expert from the industry, non-profit, public sector.

Beside of those events, I liked the diner and fun activities that were organized all along the semester for the pharms students. It was nice to meet my peers and exchange experiences, and advice for classes, practicum search or just to relax.

Moreover, being part of the pharm program certificate helped me to find my practicum. I connected with an alumnus during a networking event offered by the Certificate who connected me with my future supervisor in South-Africa. Finally, because I was in the pharm program, I picked classes I would not have thought of when I first start the master such as Supply chain and HIV program management. Classes which at the end where two of my favorites BUSPH experiences.

I would highly recommend to someone interested in any side of the pharmaceutical world to choose the certificate, it brings you nice experiences and good opportunities.

Semester Highlights:

February 16th

Building on the excitement of students for the upcoming spring semester, a Welcome back lunch was organized by the Pharm Program Leadership Council (PPLC). Students were oriented with practicum and job-hunting tips by the BUSPH Career Services team and second year students to guide them with their job/practicum search.

February 23rd

The Pharmaceuticals Certificate organized a one-day trip to Novartis Institutes for Biomedical Research at Cambridge for its students. The event was a success at helping students network with the employees as well as build knowledge about the work carried out at NIBR.

February 28th

As the CEO of Propel Careers, Lauren Celano provided the students with useful tips and advice on careers in the Life Sciences field.

April 24th

Dr. Jared Silverman and Mary Thistle of the newly created Gates Medical Research Institute (GMRI) delivered an inspiring talk about how they plan to eradicate malaria, accelerate the end of the tuberculosis epidemic and end diarrheal deaths in children.

May 1st

To celebrate the end of another semester, students in the pharm certificate were invited to attend an ice cream social. At the event, students celebrated the upcoming graduation of their classmates and offered their well wishes to students leaving on practica (all over the country and world) in the company of students, faculty and staff.

Get Engaged:

Please contact us if you are interested in speaking with current students at either a seminar or a lunch time talk about your work! Email SPHpharm@bu.edu for more info!

Hire a Pharm Program student for a practicum or job!

Have noteworthy news to share with the BU Pharm Program community? Please email SPHpharm@bu.edu to include your news in the Fall 2018 newsletter.

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Weekly Dose

Visit our program blog, the Weekly Dose, and subscribe for on-campus happenings, news, and external events.



Alumni Spotlight

Yolanda Gonzalez

Concentration: Health Policy and Management

I am currently working at Massachusetts General Hospital as an Administrative Fellow. In my role, I am fortunate to be exposed to various aspects of hospital administration and management through rotations in key departments such as finance, hospital and ambulatory care operations, human resources, corporate/public affairs, patient care services, network development and practice management. During each rotation, I participate in projects that support ongoing department initiatives and learn about the interdependent nature of hospital departments.



The BU Pharmaceutical program was an invaluable addition to my education. It provided me with opportunities to network and learn about the intricate ties between pharmaceuticals and public health. While in a practicum that was primarily management-focused, the pharmaceutical program encouraged me to engage in a project where I helped prepare for the implementation of new drug handling standards. As I rotate through different areas of a large academic medical center, I find that the education provided through the program continues to help me understand and speak to the important role of pharmaceuticals within the hospital setting. I am thankful to have been a part of this program.

