


EXECUTIVE SUMMER SCHOOL

Turning Science into Value: Health Economics for Health Innovators

at Kellogg College, Oxford

Programme at-a-Glance

 **13–15 July 2026**
Three Intensive Days

 **Max 20 Participants**
Small Cohort Format

 **Oxford, UK**
Kellogg College

Corporate

Pharma & medtech
executives
Strategy, BD, market access leads

Investors

VCs & health investors
Deal evaluation, portfolio support

Clinical

Clinicians & researchers
Academic hospitals, translational

Public sector

Policymakers & NHS
Procurement, commissioning,
policy

Startups

Health tech founders
Early-stage, accelerators, spin-
outs

B2B

Corporate group bookings
L&D teams, 3+ seats per org

Overview & Rationale

As healthcare decisions increasingly hinge on value, affordability, and measurable impact, the ability to speak the language of health economics has become a strategic competency for corporate leaders and innovators. This three-day executive programme at Kellogg College, University of Oxford, provides a focused, practice-oriented introduction to health economics and Health Technology Assessment (HTA) — grounded in real business cases and designed to deliver immediate professional value.

This is not a traditional academic course. It is a business-focused immersion into the economic frameworks that govern market access, reimbursement decisions, and investment strategy in the global healthcare sector. Through case-based learning, expert faculty, and structured peer exchange, participants will leave equipped to apply economic thinking directly within their organisations.

Why This Matters for Your Organisation

Healthcare markets are shaped by economic evidence. Whether you are launching a medical device, a new drug, seeking reimbursement approval, evaluating an acquisition, or

designing a health innovation strategy, decisions that once rested solely on clinical merit now require robust economic justification.

Professionals who understand cost-effectiveness, budget impact, and HTA processes hold a critical competitive advantage — one this programme is designed to build.

Target Audience

This programme is designed for senior professionals and decision-makers across the healthcare ecosystem, including:

- ▶ Corporate executives and strategy leads in pharma, medtech, diagnostics, and digital health
- ▶ Business development and market access professionals
- ▶ Investors, venture capitalists, and health technology analysts
- ▶ Policymakers and procurement leads in health systems and public agencies
- ▶ Senior clinicians and translational researchers with entrepreneurial ambitions
- ▶ Entrepreneurs and founders building health innovation ventures

No prior economics training is required. The programme is designed to be accessible to driven professionals with a strong interest in healthcare strategy and business.

Learning Objectives

By the end of the programme, participants will be able to:

- ▶ Understand the foundational principles of health economics and their application to corporate strategy
- ▶ Interpret and critically appraise cost-effectiveness analyses, budget impact models, and HTA submissions
- ▶ Navigate the reimbursement and market access landscape across major health systems
- ▶ Develop and communicate compelling business cases for health technologies
- ▶ Engage confidently with health economists, HTA bodies, payers, and investors
- ▶ Apply economic reasoning to translational research, M&A evaluation, and innovation pipelines

Teaching Format & Methodology

The programme employs an active, business-school methodology rather than traditional lecture-based instruction. All sessions are designed to accelerate practical understanding through immersive engagement:

Methodology	Purpose
Expert-Led Interactive Lectures	Conceptual frameworks delivered by Oxford faculty and sector experts
Real-World Case Studies	Analysis of actual HTA decisions, reimbursement cases, and market access outcomes
Business Case Workshops	Structured group exercises translating learning into corporate scenarios
Plenary Debate & Discussion	Facilitated sessions to challenge assumptions and stress-test frameworks
Peer Learning & Networking	Structured interaction among a curated cohort of senior professionals

Expected Outcomes

Participants will leave the programme with tangible, organisation-ready capabilities:

- ▶ A solid and immediately applicable understanding of health economics and HTA frameworks
- ▶ The confidence to engage productively with health economists, HTA bodies, payers, and investors
- ▶ Practical tools to integrate economic thinking into corporate strategy, R&D, and market access planning
- ▶ A compelling business case framework applicable to their own organisation's projects
- ▶ Access to an exclusive peer network of senior healthcare professionals and Oxford faculty
- ▶ Certificate of Completion from Kellogg College

Venue — Kellogg College, University of Oxford

Kellogg College is one of Oxford's most dynamic and internationally engaged colleges, with a strong focus on mature and professional students. Located in the heart of Oxford, the College provides a prestigious and intellectually stimulating setting for executive learning.

Participants will benefit from access to dedicated seminar facilities, the College Library, and the Kellogg College Gardens — creating an environment that balances intellectual rigour with collegial warmth.

Kellogg College, University of Oxford

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kellogg.ox.ac.uk

Enrolment & Corporate Packages

Places are strictly limited to a maximum of 20 participants per cohort to preserve the quality of peer interaction and faculty access. Early expressions of interest are strongly encouraged.

Enrolment Type	Eligibility	Details
Individual	Professional / Executive	800£
Partner Institution	Academic / NHS / public body	600£

All enquiries should be sent to:

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