The session will provide managers who attend an overview of how economists use key concepts of cost in the analysis of health services. It will also provide an introduction to the measurement of outcomes for specific treatments and review the evidence, and difficulty in obtaining evidence, on broader hospital efficiency rather than efficiency and outcome at the individual patient level.

- Opportunity cost;
- The difference between total, average and marginal costs;
- What economists mean by efficiency & effectiveness;
- The principles of cost-effectiveness & cost-benefit studies;
- The principles of randomised control trials;
- What is evidence?

**OVERVIEW**

**FACULTY**

Dr. Peter West is Health Economics consultant with an extensive record in both the private and public sectors, founder of “Peter West Associates”.

Dr. Peter West has a BA in Economics and a DPhil in Health Economics from the University of York. Since completing his first degree, he has spent more than 40 years working on the economics of health care, in academic teaching and research, management development and consultancy. He has taught at several British universities, including the London School of Economics, the University of Sussex and the University of Bath and was a fellow of the King’s Fund College, a leading management development centre for the NHS. He also spent seven years in management consultancy with Deloitte and Touche in London.

Dr. Peter West is the author of numerous journal articles, a doctoral dissertation on Resource Allocation to the regions of the English NHS, a standard textbook of health economics, (with John Cullis) and a review of incentives in the NHS, published by the King’s Fund. The Open University Press published his book on the economics of the NHS Reforms in the UK in the summer of 1997. He has also published a review of the future of hospitals, for the Nuffield Trust and an assessment of the potential development of Managed Care in the NHS, for the Office of Health Economics.

Dr. Peter West has carried out a wide range of consulting assignments for all levels of the NHS, for pharmaceutical companies and for several government aid agencies. Recent consulting reports include a range of cost-effectiveness studies of new pharmaceuticals, several of which were submitted to NICE, and an assessment of the impact of NICE guidance on the NHS, with a team from Health Sciences at York. He has worked extensively in Ireland and also Australia and he recently directed the analysis of the savings generated by parallel trade of medicines in Europe. In 2010 Peter West founded the company “Peter West Associates”.