

**PM ACADEMY WEBINAR for Celtic Nations:
Protecting patients, optimising healthcare, maximising budgets.
How can optimising the management of High Cost Drugs support recovery post-pandemic?**

Wednesday 12 May 2021

9.30am – 11.30am

9.30am	Chairman's welcome and objectives for the day	Chairman <i>PM</i>
9.35am	<p>The use of High Cost Drugs in the management of moderate to severe psoriasis across the Health Board setting</p> <ul style="list-style-type: none"> • The burden of disease associated with moderate to severe psoriasis • The evolution of biological medication in psoriasis • Different targets in the inflammatory cascade and its impact on outcomes • The pros and cons of each class of biologics in psoriasis and appropriate treatment selection 	Speaker TBC <i>Speaker title</i>
9.55am	<p>Delivering Impactful Virtual Communication in the new world</p> <ul style="list-style-type: none"> • Telephone or Video Consultation? What's best? • The importance of Planning, Preparation and Practice for virtual communication. • Managing Expectations, First Impressions and Fears. • Using G.R.O.W. as a framework for virtual communication. • "Two Ears and One Mouth – use them in that Proportion!" – Listening and Understanding. 	Allan Mackintosh <i>PM Academy Trainer</i>
10.15am	<p>Implementing guidelines to maximise outcomes: A Real World Case Study</p> <p>A session to share positive practice of a Dermatology Pharmacist in relation to:</p> <ul style="list-style-type: none"> • Biosimilar Adalimumab switch - key learnings • Real World Experience • Sequential use of biologics (pathway positioning) • Achieving financial efficiencies whilst not compromising on quality • Getting HCP buy in for developing / implementing a pathway • The benefits of teamwork (MDT) in successful biologics use 	Sophia Connor <i>Advanced Dermatology Pharmacist, Glasgow Hospital</i>
10.35am	<p>Managing budgets and delivering on the best value biologics agenda post-pandemic</p> <ul style="list-style-type: none"> • The importance of cost effectiveness in the positioning of biologics within a pathway of care • The concept of acquisition cost vs value for money (e.g. Net Monetary Benefit) in recent Health Technology Assessments • Protecting patients and the NHS budget during the pandemic 	Speaker TBC <i>Speaker title</i>
10.55am	Panel Discussion	All speakers
11.30am	Summary and close	Chairman <i>PM</i>

This webinar is commissioned and funded by Almirall and intended for healthcare professionals only.