

Medicinski fakultet u Rijeci

**IZVEDBENI NASTAVNI PLAN  
2024/2025**

Za kolegij

**Where Economics Meets Medicine**

Studij:	<b>Medical Studies in English (R)</b> (izborni) Sveučilišni integrirani prijediplomski i diplomski studij
Katedra:	<b>Katedra za fiziologiju, imunologiju i patofiziologiju</b>
Nositelj kolegija:	<b>prof. dr. sc. Blagojević Zagorac Gordana, dr. med.</b>
Godina studija:	<b>4</b>
ECTS:	<b>1.5</b>
Stimulativni ECTS:	<b>0 (0.00%)</b>
Strani jezik:	<b>Mogućnost izvođenja na stranom jeziku</b>

**Podaci o kolegiju:**

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

**Popis obvezne ispitne literature:**

Lectures (pptx presentations)

**Popis dopunske literature:****Način polaganja ispita:**

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, students will be evaluated by the seminar presentation on given topic. Final exam is on the written form only it consists 15-25 questions.

## **Nastavni plan:**

### **Vježbe popis (s naslovima i pojašnjenjem):**

#### **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

### **Predavanja popis (s naslovima i pojašnjenjem):**

#### **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

### **Seminari popis (s naslovima i pojašnjenjem):**

#### **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

### **Obveze studenata:**

**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.**

**Ispit (način polaganja ispita, opis pisanog/usmenog/praktičnog dijela ispita, način bodovanja, kriterij ocjenjivanja):**

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

**Ostale napomene (vezane uz kolegij) važne za studente:**

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# SATNICA IZVOĐENJA NASTAVE 2024/2025

Where Economics Meets Medicine

<b>Predavanja</b> (mjesto i vrijeme / grupa)	<b>Vježbe</b> (mjesto i vrijeme / grupa)	<b>Seminari</b> (mjesto i vrijeme / grupa)
<b>16.10.2024</b>		
Lecture 1 "Health care systems": <ul style="list-style-type: none"><li>• ONLINE (14:00 - 15:30) <sup>[394]</sup><ul style="list-style-type: none"><li>◦ WEMM</li></ul></li></ul>		
prof. dr. sc. Blagojević Zagorac Gordana, dr. med. <sup>[394]</sup>		
<b>17.10.2024</b>		
Lecture 2 "Drug consumption and drug marketing": <ul style="list-style-type: none"><li>• ONLINE (16:00 - 18:15) <sup>[394]</sup><ul style="list-style-type: none"><li>◦ WEMM</li></ul></li></ul> Lecture 3 "Pharmacoeconomic methods and analyses": <ul style="list-style-type: none"><li>• ONLINE (16:00 - 18:15) <sup>[394]</sup><ul style="list-style-type: none"><li>◦ WEMM</li></ul></li></ul>		
prof. dr. sc. Blagojević Zagorac Gordana, dr. med. <sup>[394]</sup>		
<b>29.10.2024</b>		
	Practical 1 - "Drug advertising and drug use": <ul style="list-style-type: none"><li>• Zavod za fiziologiju - Seminarska (16:00 - 19:45) <sup>[394]</sup><ul style="list-style-type: none"><li>◦ WEMM</li></ul></li></ul> Vježba 2 - "Pharmacoeconomic methods and techniques": <ul style="list-style-type: none"><li>• Zavod za fiziologiju - Seminarska (16:00 - 19:45) <sup>[394]</sup><ul style="list-style-type: none"><li>◦ WEMM</li></ul></li></ul>	
prof. dr. sc. Blagojević Zagorac Gordana, dr. med. <sup>[394]</sup>		
<b>30.10.2024</b>		
		Seminar 1: <ul style="list-style-type: none"><li>• PO6 (15:00 - 18:45) <sup>[394]</sup><ul style="list-style-type: none"><li>◦ WEMM</li></ul></li></ul>
prof. dr. sc. Blagojević Zagorac Gordana, dr. med. <sup>[394]</sup>		
<b>12.11.2024</b>		
		Seminar 2: <ul style="list-style-type: none"><li>• ONLINE (15:15 - 19:00) <sup>[394]</sup><ul style="list-style-type: none"><li>◦ WEMM</li></ul></li></ul>
prof. dr. sc. Blagojević Zagorac Gordana, dr. med. <sup>[394]</sup>		
<b>14.11.2024</b>		

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

### Popis predavanja, seminara i vježbi:

<b>PREDAVANJA (TEMA)</b>	<b>Broj sati</b>	<b>Mjesto održavanja</b>
Lecture 1 "Health care systems"	2	ONLINE
Lecture 2 "Drug consumption and drug marketing"	2	ONLINE
Lecture 3 "Pharmacoeconomic methods and analyses"	1	ONLINE

<b>VJEŽBE (TEMA)</b>	<b>Broj sati</b>	<b>Mjesto održavanja</b>
Practical 1 - "Drug advertising and drug use"	1	Zavod za fiziologiju - Seminarska
Vježba 2 - "Pharmacoeconomic methods and techniques"	4	Zavod za fiziologiju - Seminarska

<b>SEMINARI (TEMA)</b>	<b>Broj sati</b>	<b>Mjesto održavanja</b>
Seminar 1	5	P06
Seminar 2	5	ONLINE
Seminar 3	5	ONLINE

### ISPITNI TERMINI (završni ispit):

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