



Health Economics Masterclass

Stroke remains a leading cause of death and disability – yet most patients still do not receive the care they need. In many places the clinical expertise and scientific evidence are already available, and the economic case for investing in stroke care is compelling. What's missing is political attention and prioritisation. If your region lacks government support for robust stroke pathways, this Health Economics Masterclass will give you practical tools and evidence based messaging to advocate for investment in stroke care.

Activate National Stroke Plans:

Transforming Stroke Care Through Health Economics

Thursday, 7 May | **13:15-14:45** | **ESOC 2026** (for registered participants only)

We invite stroke care advocates who want to deepen engagement with policymakers and government representatives to join us in elevating stroke on the public agenda. This initiative is jointly organised by ESO, the Stroke Action Plan for Europe (SAP-E) and Philips.

Experts involved

- **Dr. Francesca Romana Pezzella** – Neurologist, MD, PhD, MBA, FESO, BS & Chair of SAP-E
- **Prof. Hanne Christensen** – Professor of Neurology
- **Angelique Balguid, PhD** – Portfolio Leader Neurovascular, Philips
- **Bianca de Greef** – Sr. Manager Health Economics & Outcomes Research, Philips
- **Ji-Hee Youn** – Sr. Manager Health Economics & Outcomes Research, Philips
- **Prof. Dr Wim van Zwam** – Interventional Radiologist, Maastricht University Medical Center

Agenda

Section 1	Welcome & Registration – Introduction and interactive icebreaker
Section 2	Introduction to Health Economics <ul style="list-style-type: none"> • Overview of key principles and decision analytic tools • Explanation of core metrics (ICER, willingness to pay, DALY)
Section 3	Decision analytic model in stroke care <ul style="list-style-type: none"> • Show an example of a decision tree model in Stroke Care
Section 4	Translating model outcomes into action <ul style="list-style-type: none"> • Show different outcomes of Health Economic modelling • Including explanation of using scenarios and sensitivity analyses • Discussion on how to translate model outputs into actionable insights
Section 5	Policy & Communication <ul style="list-style-type: none"> • How to use health economics as the language for policy makers and governments • Standardized glossary and handouts for common understanding
Section 6	Closing & Next Steps – Key takeaways, Q&A, networking

Your frontline experience is essential to raising stroke awareness on political agendas

SECURE YOUR SPOT