

## **Guest Lecture on “Health Economics and Outcomes Research (HEOR)”**

A guest lecture on “**Health Economics and Outcomes Research (HEOR)**” was organized by G. Pulla Reddy College of Pharmacy (GPRCP), Mehdipatnam, Hyderabad on 27<sup>th</sup> December 2018. **Dr. Sujith Ramachandran**, Asst. Professor of Pharmacy Administration and Research Institute of Pharmaceutical Sciences, **University of Mississippi, United States of America (USA)** was the Guest Speaker. Dr. Sujith is also an alumnus of GPRCP 2007-2011 B Pharm passed out batch.

Dr. Sujith explained the concepts in Health Economics and Outcomes Research (Economics, Clinical and Humanistic Outcomes). In his talk, he has enlightened the opportunities in the field of HEOR in India and abroad. He also briefed the importance of International Society for Pharmacoeconomics and Outcomes Research (ISPOR), USA Membership, Short courses and initiating the ISPOR student Chapter in GPRCP.

At the end of his talk, he also interacted with Pharm.D students and faculty members.