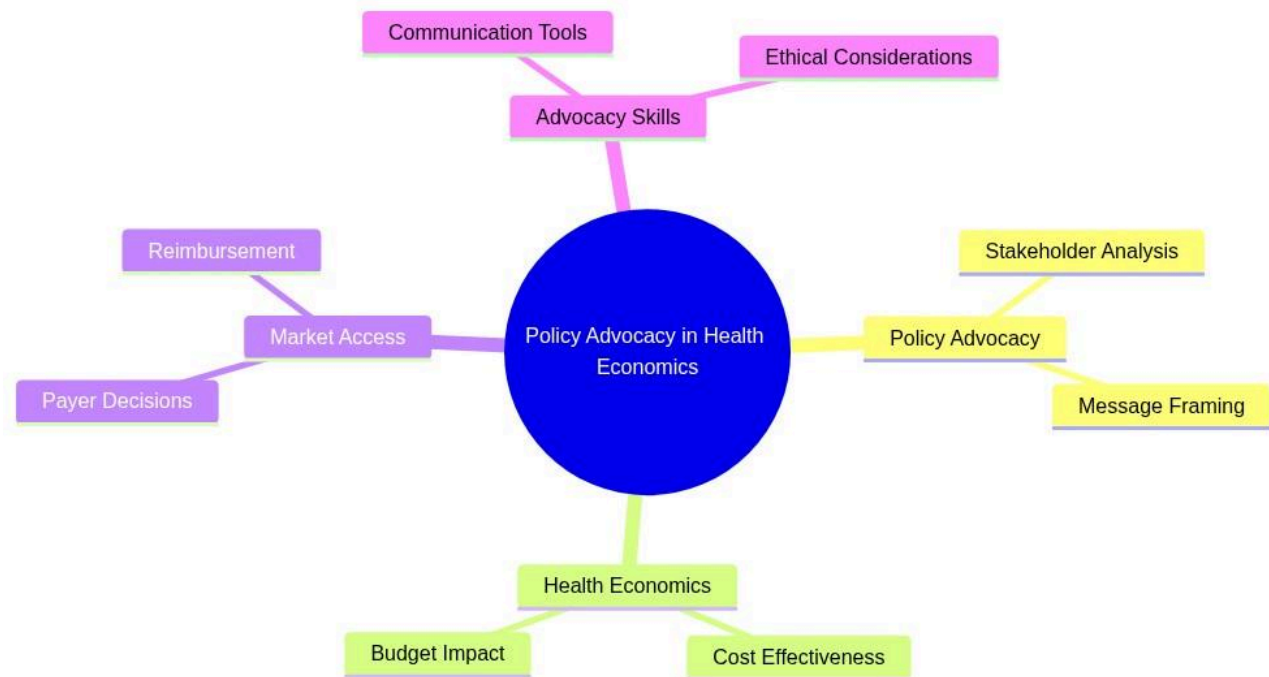


Professional Certificate in Health Economics and Market Access

# Policy Advocacy in Health Economics



mindmap

```
root((Policy Advocacy in Health Economics))
```

```
  Policy Advocacy
```

```
    Stakeholder Analysis
```

```
    Message Framing
```

```
  Health Economics
```

```
    Cost Effectiveness
```

```
    Budget Impact
```

```
  Market Access
```

```
    Payer Decisions
```

```
    Reimbursement
```

```
  Advocacy Skills
```

```
    Communication Tools
```

```
    Ethical Considerations
```