

Dr Amanda Cole

Senior Principal Economist

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ABOUT

Amanda is a health economist with expertise in economic evaluation, health technology assessment, health state valuation, and analysis of critical health policy issues. She has a keen interest in novel pricing and reimbursement mechanisms for pharmaceuticals, criteria for the economic evaluation, the interaction between HTA policy and optimal R&D decisions by industry, and developing a research agenda for how real-world evidence can change the way health care technologies are developed and adopted.



EXPERTISE

Health technology assessment	Real-world evidence	Pricing and reimbursement
Value-based contracts	Health policy	Data governance
Health state valuation	Project management	Economic evaluation



EXPERIENCE

- **Senior Principal Economist**
Office of Health Economics (2020 – Present)
- **Principal Economist**
Office of Health Economics (2018 – 2020)
- **Economist**
Office of Health Economics (2014 – 2018)
- **Research Fellow**
University of Birmingham (2012 – 2014)



APPOINTMENTS

Current

Secretariat for the Policy Committee
Office of Health Economics

Previous

Honorary Project Health Economist
Oxford University Hospitals NHS Foundation Trust



EDUCATION

Ph.D. Health Economics

University of Birmingham

B.Sc. (First Class Hons) Economics with Spanish

University of Birmingham