



**FOR IMMEDIATE RELEASE**

Contact: Joanne Westphal  
202-572-7756  
jwestphal@phrma.org

**MAJOR FUNDING FOR VALUE ASSESSMENT PROJECTS NOW AVAILABLE**

*Foundation grants to support a Center of Excellence and individual researchers*

(Washington, D.C. – February 15, 2018) The PhRMA Foundation announced today that it again will offer significant funding to support the development of transformative strategies to better assess the value of medicines and health care services while improving patient outcomes and reducing inefficiency in health care. Funding will support the establishment of a Center of Excellence and advance the work of researchers focused on value-based health care.

Funding for the establishment of a value-assessment Center of Excellence will support multidisciplinary research, innovation, and the development of evidence, tools and partnerships that advance value-driven decision making and patient-centered care models. Additional research grants will support individuals who are identifying and addressing challenges in research conducted to assess the value of medicines and health care services.

Letters of intent from applicants interested in filing funding proposals to the Foundation will be due April 15, 2018.

Concern over rising U.S. health care costs in recent years has increased interest in promoting high-quality care, while avoiding low value or inefficient care. In response, a number of initiatives aiming to drive value in health care have emerged, but few offer transformative solutions that reflect patient preferences and real-world clinical practice. In addition, many issues in methodology and patient engagement remain unresolved. The PhRMA Foundation launched its [Value Assessment Initiative](#) last year to help address these issues.

To date, the Foundation has awarded more than \$1.4 million in funding to support efforts in value assessment. In January, it announced the establishment of the first two Centers of Excellence – one administered by consulting organization **Altarum** (with its core partner, **V-BID Health**) and the other by the **University of Maryland, Baltimore**. Both centers received grants of \$500,000 to support their work.

The Foundation also announced in January \$100,000 grants for three national value assessment researchers in January: **Shelby D. Reed, PhD**, of the Duke Clinical Research Institute; **Josh J. Carlson, PhD**, of the University of Washington; and **Gillian Sanders Schmidler, PhD**, of Duke-Margolis Center for Health Policy.

**2019 Center of Excellence Awards**

Applicants interested in funding to establish a Center of Excellence will be required to submit a letter of intent, followed by detailed proposals for the development of multidisciplinary, collaborative efforts to advance value assessment strategies and value-driven decision-making. Candidates may view all of the application

requirements by [downloading a Center of Excellence application PDF](#). Candidates should submit letters of intent by using this link: <https://www.surveymonkey.com/r/valueassessment2018>. Letters of intent must be received no later than April 15, 2018.

### **2019 Research Awards**

Applicants interested in funding for research will be required to submit a letter of intent, followed by detailed proposals for work that identifies and addresses challenges in research conducted to assess the value of medications and health care services. Candidates may view all of the application requirements by [downloading a Research Award application PDF](#). Candidates should submit letters of intent by using this link: <https://www.surveymonkey.com/r/valueassessment2018>. Letters of intent must be received no later than April 15, 2018.

“As the U.S. health care system shifts to value-driven decision-making, the development of new tools and better understanding of value assessment will be vitally important,” said PhRMA Foundation President Eileen Cannon. “We are proud to help advance this much needed component in our health care system with our latest round of value assessment funding.”

Visit the PhRMA Foundation website to learn more about the Foundation’s [Value Assessment Initiative](#), or call (202) 572-7756.

###

### **About the PhRMA Foundation**

The mission of the PhRMA Foundation is to support young scientists in disciplines important to the pharmaceutical industry by awarding them competitive research fellowships and grants at a critical decision point at the outset of their careers. For more than 50 years, the Foundation has been helping to build a larger pool of highly-trained, top-quality scientists to help meet the growing needs of scientific and academic institutions, government, and the research-intensive pharmaceutical industry. Since its founding, it has distributed more than \$80 million to support scientific research. To learn more, please visit [www.phrmafoundation.org](http://www.phrmafoundation.org).