

---

## Key Dates

|   |                   |
|---|-------------------|
| Opening Date.....                             | February 9, 2018  |
| Letter of Intent for Research Award Due.....  | April 15, 2018    |
| Notification to Proceed with Application..... | June 15, 2018     |
| Research Award Application Due.....           | September 1, 2018 |
| Research Award Notification.....              | December 15, 2018 |

---

## Research Awards

Value assessment in health care comprises a broad set of methods to synthesize and evaluate the relative benefits and costs of health care interventions. The goal of value assessment is to assist stakeholders, including patients, providers and payers, in making informed decisions to improve health and care efficiency. These assessments are conducted using varied methodological approaches to synthesize data from various sources to guide individual or population-level decisions. For greatest impact, these methods should offer opportunities to incorporate patient characteristics and their preferences to guide treatment decisions.

However, there are a number of limitations of the data sources, methodologies and measures applied in value assessment. For example, there is increased recognition that commonly used measures of health gain fail to capture important elements of value and summary measures do not address heterogeneity in preferences. Additionally, existing data sources do not allow for complete capture of patient-level information or preferred outcomes. **The PhRMA Foundation seeks proposals to identify and address challenges in research conducted to assess the value of medicines and health care services.** Example topics may include, but are not limited to:

- Measurement and reporting of value elements
- Frameworks for value assessment
- Selection and reporting of study populations
- Collection and measurement of patient-centered outcomes
- Heterogeneity of patient preferences
- Value element aggregation techniques
- Uncertainty in model parameters or structures
- Incorporation of real-world data
- Value from different stakeholder perspectives
- Ethical considerations
- Development of decision tools

---

## Application Process

**The Research Award application process has two stages.**

**Phase 1:** Candidates should submit letters of intent (LOIs) by using this link: <https://www.surveymonkey.com/r/valueassessment2018> no later than April 15, 2018 to initiate the grant application process. LOIs will be reviewed for potential program fit, novelty, importance, rigor and clarity.

**Phase 2:** Letter of Intent submissions will be informed by June 15, 2018 whether s/he should submit a full application by September 1, 2018. Details of how to submit the application will be explained as well.

---

## Letter of Intent and Application Considerations

Evaluating the value of health care interventions is challenging. But, when designed well and used appropriately, tools that quantify the value of a health care treatment can inform decision-making for patients, providers and payers. There are several criteria to consider in developing solutions to drive high-quality value assessment.

**Stakeholder Engagement** A vital step to a successful shift toward a value-driven health care system is ongoing engagement with stakeholders. In particular, incorporating patient perspectives and acknowledging that all individuals are future recipients of health care and are driving factors of high-quality value assessment. Recommendations for patient engagement processes are made available by the National Health Council.<sup>i</sup>

**Real-World Applicability** All funded activities should generate resources, evidence or ideas that can be applied feasibly in the U.S. health care system. Variations in practice patterns or disparities in care (e.g., demographics, socioeconomic status and type of insurance) should also be acknowledged.

**Adherence to Best Practices** Proposed methodology should follow relevant, well-accepted recommendations, such as those published by the Agency for Health Care Research and Quality, International Society for Pharmacoeconomics and Outcomes Research, National Pharmaceutical Council Guiding Practices for Patient-Centered Value Assessment and Second Panel on Cost-Effectiveness in Health and Medicine.<sup>ii</sup>

**Review and Validation** Research activities should be subject to systematic ongoing validation to ensure that accurate, truthful and non-misleading and reproducible findings are generated. Results should not be disseminated until validated through expert review, with input provided by all relevant and qualified stakeholders. The process of review should be well-documented and accompany the dissemination of the results.

**Patient-Centered Decision-Making** Value assessment tools create opportunities to support patient-centered decision-making, if patients and other stakeholders are able to review and customize value information based on their own preferences. For example, the second panel on cost effectiveness in health and medicine recommends that all potential consequences of care should be presented in a transparent and disaggregated form, such as in an “impact inventory table”.<sup>iii</sup> Additionally, all criteria should be quantified and included in assessments, if possible.

**Addressing Uncertainty** Tools or frameworks that assess care value should adequately explain and address all sources of uncertainty (e.g., in parameter selection, decision process, measurement) and conduct and present relevant sensitivity and scenario analyses.

---

## Letter of Intent and Application Components

This program is requesting that prospective candidates submit a letter of intent prior to the submission of an application. The letter of intent should include the following:

Letter of Intent Components:

- 1 Descriptive title of proposed paper/ project
- 2 Name, address and telephone number of the applicant(s)
- 3 Names of other key personnel (if applicable)
- 4 Affiliated or participating institutions (if applicable)
- 5 Detailed project description, not to exceed 400 words
- 6 Total estimated budget with justification

List of Application Components:

- 1 Applicant CV or biosketch
- 2 Applicant cover letter (limited to one page)
- 3 Letter of support from affiliated organization or institution
- 4 Research plan (limited to 3,000 words)
- 5 Final Budget – describe how the funds will be used and include other funding the project (will) receive(s)
- 6 Reprints of relevant articles published by the applicant

### Cover Letter

The applicant must provide a cover letter describing why he/she is qualified to conduct the proposed research and how the proposed activities will advance value assessment and the goals and needs of patients and other stakeholders. The letter should also state whether the applicant has any conflicts of interest related to the proposed research.

### Research Plan Format

The applicant must prepare a brief unstructured abstract and comprehensive description of the research plan, not to exceed 3,000 words. The research plan should include a description of the objective(s), rationale or existing gap the objective(s) will address, explain how the objective(s) fits within a broader conceptual framework of value assessment or value-driven decision-making, known limitations, expected findings and significance/potential impact or use of the findings. A bibliography of references cited is excluded from the page length restriction. Preliminary research, if any, should also be included. The proposal should state the plans for dissemination of findings (i.e., expected peer-reviewed publications, poster or paper presentation at research meetings).

---

## Award Expectations

The PhRMA Foundation is committed to driving real change in health care delivery and recognizes the benefit of shared knowledge. Therefore, the Foundation will establish a Value Assessment Research Network to encourage collaboration and dissemination of findings borne out of the program. All award recipients will become members of the Network and be asked to participate in periodic calls or in-person meetings.

The PhRMA Foundation will host a public forum to highlight activities funded by this program. Awardees must be willing and available to present their winning papers at this forum.

---

## Eligibility

Award opportunities are open to all individuals and organizations with training in health economics, outcomes research, clinical sciences or health care evaluation. Eligible applicants should hold an advanced degree in a field of study logically or functionally related to the proposed activities, such as a Ph.D. or equivalent. Interdisciplinary collaboration is highly encouraged.

At least one collaborator must also have a firm commitment from an accredited U.S. university or research organization, and at least one collaborator must be a U.S. citizen or permanent resident by the time of initiation of this award.

---

## Funding

Awards will be available of varying levels up to \$100,000 for a one-year period beginning January 2019. Level of funding will depend on the scope of proposed activities. Candidates should consult the Foundation to guidance or questions. The PhRMA Foundation will not support evaluation of specific health care interventions.

Payments are made on a quarterly basis to the institution. A maximum of twenty-percent (20%) of the award may be used for indirect institutional costs.

---

## References

- i National Health Council, Patient Engagement. Available at: <http://www.nationalhealthcouncil.org/public-policy/patient-engagement>
- ii Agency for Health care Research and Quality (AHRQ) Guidance for the Conduct and Reporting of Modeling and Simulation Studies in the Context of Health Technology Assessment. Available at: <http://effectivehealthcare.ahrq.gov/index.cfm/search-for-guides-reviews-and-reports/?productid=2315&pageaction=displayproduct>;  
International Society for Pharmacoeconomics and Outcomes Research Good Practices for Outcomes Research Practices. Available at: [https://www.ispor.org/workpaper/practices\\_index.asp](https://www.ispor.org/workpaper/practices_index.asp);  
National Pharmaceutical Council Guiding Practices for Patient-Centered Value Assessment. Available at: <http://www.npcnow.org/guidingpractices>;
- iii Sanders GD, Neumann PJ, Basu A, et al. Recommendations for Conduct, Methodological Practices, and Reporting of Cost-effectiveness Analyses: Second Panel on Cost-Effectiveness in Health and Medicine. *JAMA*. 2016;316(10):1093-1103. doi:10.1001/jama.2016.12195.
- iii Sanders GD, Neumann PJ, Basu A, et al. Recommendations for Conduct, Methodological Practices, and Reporting of Cost-effectiveness Analyses: Second Panel on Cost-Effectiveness in Health and Medicine. *JAMA*. 2016;316(10):1093-1103. doi:10.1001/jama.2016.12195.