

Value Assessment Initiative Request for Proposals Center of Excellence Awards

Key Dates

Opening Date.....	February 9, 2018
Letter of Intent Due.....	April 15, 2018
Notification to Submit Detailed Proposal/Application.....	June 15, 2018
Center of Application Detailed Proposal/Application Due.....	September 1, 2018
Center of Excellence Award Notification.....	December 15, 2018

Center of Excellence Proposal (2 Stage Application)

The PhRMA Foundation seeks to support development of multi-disciplinary, collaborative Centers of Excellence under the Value Assessment Initiative that will build evidence, tools and partnerships to inform value assessment strategies and value-driven decision-making.

Application Process Letter of Intent (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 express interest in the planning award. The LOIs should describe the title, mission, proposed agenda or activities, leaders and collaborators, expected output, communications plan and proposed budget of the Center.

For specific questions contact the Foundation at foundation@phrma.org.

Application Process Proposal (Phase 2)

Letter of Intent submissions will be notified by June 15, 2018 as to whether they should produce a detailed proposal describing the proposed Center's mission, structure, partnerships and agenda. This detailed proposal will be used as part of the application process for Center funding. The proposal will be due by September 1, 2018. Details of how to submit the proposal will be explained as well.

Letter of Intent Review Criteria (Phase 1)

LOIs will be reviewed for potential program fit, novelty, importance, rigor and clarity. Preference will be given to applicants who consider the criteria described under “Letter of Intent and Application Considerations.” LOIs will be evaluated by a panel of qualified reviewers.

Proposed Centers described in the LOI will be evaluated on the likelihood of developing into a successful, sustainable Center. Suggested criteria for a successful Center are described below.

- Strong leadership commitment
- Communications strategy (e.g., media outreach, publications)
- Representation of expertise in diverse disciplines and from different perspectives, including payers, manufacturers and clinicians
- Clear governance structure
- Explicit process for meaningful engagement with stakeholders
- Plans for ongoing partnership with patients or patient advocates
- Existing or planned infrastructure
- Plans to solicit supplemental and sustained funding from a diverse set of stakeholders
- Relationships with credible academic institutions
- Mentorship or training offerings
- Long-term, well-documented research agenda
- Detailed documentation of proposed methodology and processes
- Established external review processes for published research

Letter of Intent Considerations (Phase 1)

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.ⁱ

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.ⁱⁱ

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”.ⁱⁱⁱ 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 Components (Phase 1)

This program is requesting that prospective candidates submit a letter of intent to plan a new Center committed to building evidence and partnerships to inform value assessment strategies and value-driven decision-making. The letter of intent should include the following (maximum 5 pages):

- 1 **Cover page** that includes the Center title and a one paragraph description of the Center's mission. The title and mission statement should be suitable for public communication. Also include the name, mailing address email and telephone number of the principal investigator and other investigators or collaborators.
- 2 **Narrative** that summarizes the proposed activities to be undertaken by the Center, including areas of focus and consideration for review criteria listed above.
- 3 **Letter of support** from affiliated institution's leadership (e.g., university department chair)
- 4 **Estimated budget** with justification for three-year sustainability.

Award Expectations

Awardees are expected to produce a detailed proposal describing the Center mission, structure, partnerships and agenda. Proposals should address the suggested criteria for a potentially successful Center described above.

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.

Recipients of all PhRMA Foundation awards under the Value Assessment Initiative will become members of the *Network* and be asked to participate in periodic calls or in-person meetings to discuss and drive advancement in the field.

The PhRMA Foundation will host a public forum to highlight activities funded by this program. Awardees will be announced and honored at the forum.

Eligibility

Center award opportunities are open to all individuals and organizations that represent stakeholders in the health care sector. Collaborators should exhibit diverse backgrounds, interests and skillsets.

Funding

Funding up to \$500,000 will be made available to support a Center of Excellence beginning in January 2019 through December 2021 (3 years).

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;
National Pharmaceutical Council Guiding Practices for Patient-Centered Value Assessment. Available at: <http://www.npcnow.org/guidingpractices>;
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.