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FOUNDATION CHALLENGE AWARD WINNERS FEATURED IN *VALUE IN HEALTH* JOURNAL

(Washington, D.C. – May 7, 2018) *Value in Health*, the official journal of the International Society for Pharmacoeconomics and Outcomes Research, has published several articles by winners of the PhRMA Foundation’s 2017 Value Assessment Challenge Awards.

The unique awards -- part of the Foundation’s multi-pronged Value Assessment Initiative -- were presented to innovators and leaders in value assessment, whose articles responded to the question “*What are the transformative strategies to measure or evaluate value of health care interventions that could be implemented to advance a value-driven health care system in the United States?*”

“For quite some time, health policy leaders, academic communities and other stakeholders in health care have worked to define health care value, refine approaches to measure value, and adjust policies to encourage the implementation of high-value care,” said PhRMA Foundation President Eileen Cannon. “While a number of initiatives aiming to drive value in health care have emerged in recent years, few have offered transformative solutions that reflect patient preferences and real-world clinical practice.”

“The Challenge Awards are aimed at developing these kinds of solutions and rewarding new ideas and creative approaches to value assessment,” she said.

The articles, featured in Volume 21, Issue 4 of *Value in Health*, include:

[“A Framework for Measuring Low-Value Care,”](#) by authors from the Altarum Center for Value in Health Care, Arbor, MI.

[“Improving Value for Eczema Patients,”](#) by authors from the National Eczema Association.

[“Emerging Good Practices for Transforming Value Assessment: Patients' Voices, Patients' Values,”](#) by authors from the National Health Council and University of Maryland School of Pharmacy.

[A special commentary about value assessment](#) by health policy expert Bryan R. Luce, PhD, of Evidera, Inc., accompanied the articles.

The Foundation’s Value Assessment Challenge Awards continue to recognize the best and the brightest leaders and institutions that are identifying transformative solutions to measure value in health care and advance a value-driven health care system. To date, the Foundation has awarded more than \$1.4 million to support a variety of research projects on the topic.

To learn more about the Value Assessment Initiative and the Challenge Awards, visit www.phrmafoundation.org

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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 \$83 million to support scientific research. To learn more, please visit www.phrmafoundation.org.