

April 5, 2018

# PhRMA FOUNDATION NEWS

*Supporting research and early career endeavors of scientists in drug discovery and development*

## > *From the President*

Dear Colleagues:

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.



The PhRMA Foundation has [launched a major initiative](#) to address this situation, supporting the research and innovation that is critically needed if the United States is to make a successful transition to a value-based health care system.

To date, we have committed more than \$1.4 million in awards for value assessment projects, and we are excited to announce in this edition of *PhRMA Foundation News* another round of generous funding.

As you will read below, we will support the launch of another Value Assessment Center of Excellence in 2019 (the third to date), as well as individual awards for researchers. The deadline for Letters of Intent is April 15, 2018.

We are also offering another round of Value Assessment Challenge Awards – this year with a focus on personalized medicine. Our partner in this effort will be the [Personalized Medicine Coalition](#).

We recognize that the U.S. health care system is changing rapidly, and we are committed to playing a leadership role in supporting visionary thinkers who have great ideas for tomorrow. We encourage you to apply for these new awards.

More than 2,400 scientists have benefited from Foundation support since our inception – and many have gone on to make major contributions to scientific advancement. We are confident that our new value assessment award recipients will produce the same level of brilliance and dedication that has been a hallmark of Foundation scholars for more than 50 years.

Thank you for reading our newsletter, and as always, please forward it on to others who may be interested in Foundation funding.

Sincerely,  
**Eileen Cannon**  
President

## > Note These Award Application Deadlines!

The application deadline for letters of intent for the Foundation's [Value Assessment Research Awards](#) and [Center of Excellence Awards](#) is **April 15, 2018**. The application deadline for letters of intent for the [Value Assessment Challenge Awards](#) is **May 24, 2018**.

# Value Assessment



## Funding for Value Assessment Research Projects Announced

The PhRMA Foundation is again 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. **Letters of intent for the new funding will be due April 15, 2018.**

Funds provided by the Foundation via its 2019 awards will support the establishment of a Center of Excellence and individual grants supporting the work of researchers focused on value-based health care.

The Foundation is encouraging initiatives that will help determine true value in health care, including solutions that reflect patient preferences, real-world clinical practice, and effective measurement and methodologies.

Our [Value Assessment Initiative](#) has awarded more than \$1.4 million so far – including support for the establishment of two national centers of excellence and new research projects (see stories below).

Here are the details of our new funding opportunities:

### 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 visiting the [Center of Excellence Award page](#).

Candidates should submit letters of intent by using this link:

<https://www.surveymonkey.com/r/valueassessment2018>.

### 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 visiting the [Research Award page](#). Candidates should submit letters of intent by using this link: <https://www.surveymonkey.com/r/valueassessment2018>.

## Value Assessment Challenge Awards Now Available

The Foundation will also provide Value Assessment Challenge Award funding in 2018, offering more than \$80,000 to papers that advance solutions to the following question:

*What are potentially transformative strategies and methods to define and measure value at all levels of decision making that are aligned with personalized/precision medicine?*

Our partner in offering the Challenge Awards this year is the [Personalized Medicine Coalition](#).

Recipients of Challenge Awards will be honored and asked to present their winning papers at a public forum in 2018. The winner of the challenge will receive \$50,000, the runner up will receive \$25,000 and third and fourth place awardees will receive \$5,000.

The Challenge Award application process will have two stages:

1) Candidates should submit letters of intent via email to the Foundation no later than May 24, 2018 to initiate the application process.

2) Qualified applicants will be contacted no later than June 15, 2018, with a request to submit the full paper describing their response to the challenge question.

Winners of the Challenge Award will be asked to become part of the Value Assessment Research Network, which will be established to encourage collaboration and dissemination of findings that emerge from various projects the Foundation is supporting through its Value Assessment Initiative.

The Foundation will host a public forum in 2018 to highlight activities funded by the Initiative.

For more application details about the Value Assessment Challenge Awards, please download a PDF of our [Request for Proposals](#).

## 2018 Centers of Excellence and Researchers Receive Funds

The Foundation's 2018 Value Assessment Awards are supporting significant research and innovation efforts in the United States to advance value-based care.

Two Value Assessment Centers of Excellence have been established – 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 has also provided \$100,000 grants for three national value assessment researchers: **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.

### Awardee Spotlight



## Lo-Ciganic: On the Front Lines in the Effort to Reduce Problematic Opioid Use

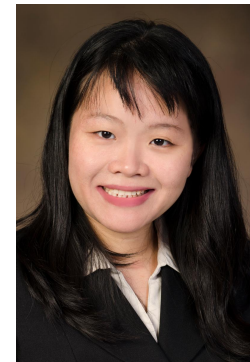
**Wei-Hsuan Jenny Lo-Ciganic, PhD, MSCP, MS**, is an assistant professor in the University of Arizona College of Pharmacy, Department of Pharmacy, Practice and Science. She received a PhRMA Foundation Research Starter Grant in Health Outcomes in 2017.

Dr. Lo-Ciganic is a pharmacoepidemiologist and biostatistician with interests in medication adherence to essential chronic medications, drug safety, cancer prevention, quality and value of prescribing, and diffusion of new drugs for chronic disease management, especially among vulnerable or minority populations.

Her Foundation grant is supporting her efforts to develop prediction algorithms for identifying patients at risk of problematic opioid use – which is currently a challenge as the nation confronts a growing opioid epidemic. Prescription opioid overdose deaths have more than quadrupled since 1999.

Dr. Lo-Ciganic received her pharmacy degree from National Taiwan University (Taipei, Taiwan) in 2003, and an MS in clinical pharmacy from National Cheng-Kung University (Tainan, Taiwan) in 2005. She also completed an MS in biostatistics at the University of Pittsburgh in 2010 and received her PhD in epidemiology at the University of Pittsburgh in 2013. Prior to arriving at the University of Arizona, she worked as a postdoctoral associate for the Center for Pharmaceutical Policy and Prescribing at the University of Pittsburgh Health Policy Institute.

“The Foundation grant has been essential to my opioid-use research,” Dr. Lo-Ciganic said. “I am hopeful that eventually this work will help health care providers better allocate resources for target interventions to prevent problematic opioid use – and I’m very grateful to the Foundation for its help in this endeavor.”



## > *Journal Publishes Papers from Foundation Conference on CER*

The *Journal of Comparative Effectiveness Research (CER)* has published three articles highlighting the work and recommendations of a national conference aimed at advancing and improving CER, convened last year by the PhRMA Foundation and the Academy of Managed Care Pharmacy.

The articles call for action steps that would help ensure that future clinical treatment decisions in U.S. health care be based more strongly on evidence of effectiveness and value than in the current system – which tends to favor the volume of interventions over the value of outcomes.

The three articles, all free and available for viewing online, are:

- [“Comparative effectiveness and patient-centered outcomes research: enhancing uptake and use by patients, clinicians and payers.”](#) by Glen T. Schumock, et al.
- [“Increasing uptake of comparative effectiveness and patient-centered outcomes research among stakeholders: insights from conference discussion.”](#) by Ernest Law, et al.
- [“Nine years of comparative effectiveness research education and training: initiative supported by the PhRMA Foundation.”](#) by Emily Beth Devine, et al.

Made up of 70 health care experts and opinion leaders representing clinicians, patients, government, academia, and payers, the 2017 conference identified areas for CER improvement and developed formal recommendations for strengthening its impact. Authors of the three articles were among those participating at the conference.

Formal proceedings of the conference, titled [“Comparative Effectiveness and Patient-Centered Outcomes Research: Enhancing Uptake and Use by Patients, Clinicians, and Payers.”](#) were published last year in a report by the PhRMA Foundation.

“The use of CER is a key to health care’s future,” said **Glen T. Schumock, PharmD, MBA, PHD**, of the University of Illinois at Chicago, and one of the authors whose work is featured in the Journal. “It can greatly facilitate decision-making and improve health outcomes by developing and disseminating evidence about which interventions are the most effective – and thus offer the greatest value in a system that is rapidly transitioning away from volume-based care.”

“By taking steps to raise the visibility of CER and integrate it more effectively into day-to-day health care interactions of patients, providers and payers will all benefit,” he said.

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## > *Help Sustain our Impact by Donating to the Foundation*

Thousands of young scientists have benefited from the support of the PhRMA Foundation since our inception more than 50 years ago – and their work has demonstrably improved the landscape of medical discovery, helping save lives and give patients hope. Our investment in this talent is made possible by generous donations, and you can be a part of it...A donation to the Foundation is 100% tax deductible – and it is a wonderful way to give back.

For more information about donating, you can visit our [Shape the Future](#) page. Or, call us at 202-572-7756 to discuss ways you can give. We appreciate it!

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**Questions about how to apply? Click here for our application guide.**

**Visit our website for more information**

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Comparative Effectiveness and Patient-Centered Outcomes Research:  
Enhancing Uptake and Use by Patients, Clinicians and Payers

January 26-27, 2017

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