

# PhRMA FOUNDATION NEWS

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

## > *From the President*

Dear Colleagues:

In this issue of *PhRMA Foundation News*, we highlight just one example of one of our strategic priorities – our [Value Assessment Initiative](#), which continues to advance real-world solutions to the challenge of achieving value-based decision-making in patient care.



In just the last few months, we have announced another \$1.4 million in funding for this initiative, bringing our total in just two years to \$2.8 million. We also supported the creation of [two new Centers of Excellence in Value Assessment](#), bringing the total number of national research centers we have funded to four. And our [Research Award](#) and [Challenge Award](#) programs have identified and funded national leaders in value-assessment research.

Our 2019 Challenge Award is looking for creative concepts to address the following question:

*What are innovative, patient-centered approaches to contribute to health care value assessment that move beyond the inherent limitations of analyses based on the quality-adjusted life year (QALY) metric?*

The due date for the letter of intent is March 15th. We encourage submissions.

You can read all about these efforts in the articles that follow, along with our other highlights:

- Our new program on [safe and effective prescribing](#) -- which offers free, online educational modules for trainees in medicine, nursing and pharmacy and addresses the need for better prescribing education by the Association of American Medical Colleges and others.
- Our latest alumni news, including a list of award recipients and new videos about recent alumni, [Julie Lade, PhD](#) – a scientist at Amgen – and [Norelle Wildburger, PhD](#), of Washington University.

In total, the PhRMA Foundation awarded more than \$6 million over the last two years to more than 100 leaders in scientific research in the United States. The Foundation is proud, as 2019 begins, to start another year supporting innovative research efforts.

As always, please suggest to your colleagues that they consider the Foundation as a

funding source for their research projects.

Sincerely,  
**Eileen Cannon**  
President  
PhRMA Foundation

## Value Assessment



### Value Assessment Challenge Awards to Offer \$85,000 for Innovative Concepts

The PhRMA Foundation will again offer Value Assessment Challenge Awards in 2019, providing \$85,000 to support ideas that advance solutions to the following question:

*What are innovative, patient-centered approaches to contribute to health care value assessment that move beyond the inherent limitations of analyses based on the quality-adjusted life year metric?*

The winner will receive \$50,000, the runner-up will receive \$25,000, and third and fourth place awardees will receive \$5,000. The PhRMA Foundation will host a public forum in 2019 to highlight activities funded by this program, where awardees will present their winning papers.

Deadline for letters of intent (600 words) is March 15.

[Read More](#)

### Foundation Provides \$1 Million for New Centers of Excellence

The PhRMA Foundation has funded two additional national Centers of Excellence as a part of its Value Assessment Initiative – which is encouraging more evidence-based research on how the true value of medical treatments can be accurately defined and quantified. The centers will be located at **Tufts Medical Center** and the **University of Colorado**.

[Read More](#)

### 2019 Value Assessment Research Award Recipients Announced

The PhRMA Foundation has announced the recipients of \$300,000 in funding for research projects that yield new strategies for assessing the value of medicines and health care services – as a part of its comprehensive Value Assessment Initiative. Three research leaders will receive one-year grants of \$100,000 each for their projects. The recipients are **Louis P. Garrison, PhD**, of the University of Washington; **Eleanor Perfetto, PhD**, of the National Health Council; and **Quang A. Le, PharmD, PhD**, of the Western University of Health Science.

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# Safe Prescribing



## ***New Online Educational Series Offers Instruction in Safe and Effective Prescribing***

The PhRMA Foundation's new online educational series on safe and effective prescribing, featuring instruction from national experts, is now available for use.



Developed with the assistance of the National Institutes of Health (NIH), Foundation for the NIH, American Society for Clinical Pharmacology and Therapeutics (ASCPT) and the Reagan-Udall Foundation, the Safe and Effective Prescribing Initiative features five course modules, which are free and may be accessed from the PhRMA Foundation website.

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## **Awardee Spotlight**



### ***Julie Lade: Serving as a Role Model for Other Women in Science***

PhRMA Foundation alumni are recognized for their scientific achievements and their potential to provide future leadership leading to new scientific discoveries. **Julie Lade, PhD**, who received a PhRMA Foundation Pre-Doctoral Fellowship in Pharmacology/Toxicology in 2015, is an excellent example of a young person whose potential impact is already emerging – especially in her strong views on serving as a role model for others. Dr. Lade is currently a staff scientist at Amgen, where she works in the Pharmacokinetics/Drug Metabolism Department.

[Read More](#)

### ***Norelle Wildburger, PhD: A Leader in Alzheimer's Research***

Norelle Wildburger, PhD, of Washington University in St. Louis is using her PhRMA Foundation funding to better understand the development process of plaque and tangles in Alzheimer's patients.

She and her team have launched a project, working with advanced Alzheimer's patients who are studied during hospice and whose brains are donated to science following death, that will help shed new light on the timing of

Alzheimer's treatments.



## ***Congratulations to Our Latest Award Recipients!***

The Foundation recently awarded grants and fellowships to 32 gifted leaders in research and policy. Funding categories include Informatics, Pharmaceuticals, Pharmacology/Toxicology and Value Assessment. Visit our website using the button below to see their names.

[See Full List of Awardees](#)



## ***Donate to the Foundation Today!***

For more than 50 years, the PhRMA Foundation has invested in the future of biopharmaceutical development, distributing more than \$90 million to fund the research and innovations of scientists early in their careers.

Please consider supporting the PhRMA Foundation, which is a direct investment in the future of scientific research. Our success relies on the support of our stakeholders. Your contribution is 100 percent tax-deductible!

[Donate](#)

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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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