



## 2019 Value Assessment Challenge Award Papers Announced

*This year's awards support new concepts that help define innovative, patient-centered approaches to measuring health care value*

Four papers proposing new approaches to determining value in health care have been chosen for the PhRMA Foundation's 2019 Value Assessment Challenge Awards.

Designed to encourage innovation in measurement, this year's Challenge Awards focused on novel proposals to improve value-assessment methods that move beyond the quality-adjusted life year (QALY).

"The PhRMA Foundation is delighted to recognize each of these outstanding proposals that demonstrate innovative, new approaches to advancing health care value assessment," said Eileen Cannon, PhRMA Foundation president.

A total of \$85,000 in funding has been awarded to the winning researchers who answered the 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 2019 Award recipients include:

### **First Place - \$50,000**

Research Proposal: *Optimizing Representativeness and Enhancing Equity through Patient-Engaged Healthcare Valuation*

Award Recipients: Lori Frank, PhD, RAND Corporation; Thomas W. Concannon, PhD, RAND Corporation

Dr. Frank and Dr. Concannon propose the Strategy for Patient-Engaged Healthcare Valuation to address the challenges of incorporating patient preferences into value assessment by employing multi-criteria decision analysis methods using patient-informed criteria derived through Goal Attainment Scaling (GAS).

## **Second Place - \$25,000**

Research Proposal: [Expanding Use of Multi-Criteria Decision Analysis for Health Technology Assessment](#)

Award Recipient: Charles E. Phelps, PhD, University of Rochester

Dr. Phelps' paper discusses the advantages of using MCDA in the evaluation of healthcare technologies, barriers to expanded use, and the specific steps needed to increase ease of use. MCDA facilitates a relative ranking of treatment candidates by identification of treatment attributes, their relative importance, and performance along the attributes. His paper notes that though cost effectiveness analysis (CEA) is the *de facto* method of choice for assessing the value of these technologies, MCDA models present a promising opportunity to incorporate multiple dimensions of value into these assessments.

## **Third Place (tied) - \$5,000 each**

Research Proposal: [A New Method to Incorporate Uncertainty into Healthcare Technology Evaluations](#)

Award Recipients: Darius N. Lakdawalla, PhD, University of Southern California; Charles E. Phelps, PhD, University of Rochester

Dr. Lakdawalla and Dr. Phelps propose a novel method of incorporating risk and uncertainty into assessments of healthcare technologies, including specifically measuring the value of reducing uncertainty ("the value of insurance") and the value of increasing the likelihood of positive outcomes ("the value of hope").

Research Proposal: [Using Patient Experience Data and Discrete Choice Experiment to Assess Values of Drugs](#)

Award Recipients: Surachat Ngorsuraches, PhD, Auburn University

Dr. Ngorsuraches proposes a Patient Experience Value Method that facilitates the incorporation of patient-derived attributes of value based on FDA protocol and discrete choice experiments and addresses heterogeneity of patient preferences by capturing and reporting the full distributions of patient values.

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