



The Next Generation of Value Assessment: *Including the Patient Voice*

November 12, 2019 – 10 AM – 4 PM EST
Washington, D.C. – Ronald Reagan Building

AGENDA

Event Objective: To illustrate the connection between value assessment research and the practical applications that support and strengthen the decision-making process in the U.S. health care system. It will inform stakeholders about useful tools and findings PhRMA Foundation grant recipients are developing to overcome limitations of current approaches and will highlight new approaches to value assessment that embrace the patient perspective.

Opening Remarks (10:00 – 10:05 AM)

Eileen Cannon, President, PhRMA Foundation

Why Value Assessment is Important from a Patient's Perspective (10:05-10:20 AM)

Jaime M. Sanders, Migraine Patient Advocacy Center

Moving Beyond Traditional Approaches to Value Assessment

Panel 1: PhRMA Foundation Grant Recipients Highlight New Approaches to Value Assessment (10:20-11:30 AM)

Moderator Sachin Kamal-Bahl, PhD, COVIA Health Solutions
Presenters Susan dosReis, PhD, PAVE
George Miller, PhD, RC-HCVA
Jon Campbell, PhD, pValue
Peter Neumann, ScD, CEVA

Panel 2: Value Assessor Reaction Panel on Why New Methods are Important and Needed (11:30 AM – 12:15 PM)

Moderator Sachin Kamal-Bahl, PhD, COVIA Health Solutions
Panelists Steve Pearson, MD, MSc, Institute for Clinical and Economic Review (ICER)
Jennifer Bright, MPA, Innovation and Value Initiative (IVI)
Nicole Mittmann, MSc, PhD, Canadian Agency for Drugs and Technologies in Health (CADTH)

Lunch with Keynote Speaker (12:30 – 1:30 PM)

Josephine P. Briggs, MD, Interim Executive Director, PCORI

Panel 3: Stakeholder Reaction Panel: How Value Assessment Research Translates into Practical Application in the Health Care System (1:45-2:45 PM)

Moderator Sachin Kamal-Bahl, PhD, COVIA Health Solutions
Panelists Karl Cooper, Esq, American Association on Health and Disability
Leah Howard, JD, National Psoriasis Foundation
Tom Parry, PhD, Integrated Benefits Institute
Richard Willke, PhD, International Society for Pharmacoeconomics and Outcomes Research

Including the Patient Voice: Evolving Methods for Evolving Value Assessments (2:45- 2:55 PM)

Eleanor Peretto, PhD, MS, Senior Vice President, National Health Council

Presentation of the 2019 PhRMA Foundation Challenge Awards – novel proposals to improve value assessment methods that move beyond the quality-adjusted life year (QALY) (2:55 – 3:50 PM)

Presenter: Bryan Luce, PhD, MBA, Chairman of the PhRMA Foundation Value Assessment Committee
Awardees: Lori Frank, PhD, RAND Corporation
Charles E. Phelps, PhD, University of Rochester
Surachat Ngorsuraches, PhD, Auburn University

Networking Reception (3:50-4:30 PM)