



## The Center for Enhanced Value Assessment

The Center for Enhanced Value Assessment (CEVA) – headquartered within the Center for the Evaluation of Value and Risk in Health (CEVR) at Tufts Medical Center – aims to explore the incorporation of non-traditional elements of value into cost-effective analyses. CEVA is a recipient of the PhRMA Foundation’s Value Assessment Initiative Centers of Excellence Award.

### Overview

A key aspect of measuring value is the selection and incorporation of value elements. Traditional measures of value in health care, including quality-adjusted life years (QALYs), do not capture fully patient and societal well-being associated with health such as disease severity, equity of access, or unmet need.

CEVA will expand upon traditional measures of value by exploring measurement of non-traditional elements and their consideration in value assessment processes. These efforts will involve engaging stakeholders – including patients, health insurers, and therapeutic area leaders – to identify important novel and non-standard elements to inform coverage, reimbursement, and access decisions.

### Ongoing Activities

- Review how often non-traditional elements of value, such as financial risk protection, productivity, caregiver impact, value of hope, insurance value, and equity are included in published cost-effectiveness analyses
- Characterize the impact of including broader elements of value in areas such as pharmacotherapy for alcohol use disorder, Low-Dose CT for lung cancer screening, bariatric surgery, Non-Hodgkin’s lymphoma, and diabetes prevention
- Characterize patient and other stakeholder views on novel value elements
- Pilot test a user-friendly dashboard for displaying value information alongside cost-per-QALY ratios to demonstrate the importance of non-traditional value elements in cost-effectiveness analyses

### Key Staff

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## Video

- PhRMA Foundation Centers of Excellence: [Spotlight on CEVA](#)  
December 2019

## Presentations

- **The Next Generation of Value Assessment: Including the Patient Voice**  
*November 12, 2019 Ronald Reagan Building, Washington, D.C.*  
Peter Neumann, ScD, Principal Investigator, CEVA  
Slide Presentation can be accessed [here](#).