



**FOR IMMEDIATE RELEASE**

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**PhRMA Foundation Announces New Challenge Award Aimed to Address Health Disparities and Underrepresented Groups in Value Assessment**

*The Foundation Seeks Researchers' Response to advance methods and processes to elevate diversity in value assessment*

(October 22, 2020, Washington, D.C.) – The PhRMA Foundation announced today a call for proposals from researchers across the country that aim to inspire bold and vital research on how value assessment can better capture evidence regarding diverse populations and drivers of health disparities.

The PhRMA Foundation will award a total of \$85,000 to support scientific papers that advance solutions to the following question:

*How can value assessment methods and processes better account for populations that are typically underrepresented in research and drivers of health disparities?*

“Value assessment plays a foundational role in driving value-based health care by providing a framework to evaluate and render decisions based on evidence of value,” said Eileen Cannon, president of the PhRMA Foundation. “This extraordinary year presented us with a global pandemic that has shown great disparities in health outcomes and cost for patients with Covid-19 due to a variety of factors. Failure to account for the role of lived experiences, social determinants of health, and heterogenous populations in estimating the outcomes and costs could lead to estimates of value that may miss the mark in representing value of health care for disadvantaged populations. The PhRMA Foundation is set to support bold new research that can better capture evidence on diverse populations and drivers of disparities and bring this evidence to bear in measuring value of health care.”

Challenge Award applicants have the flexibility to propose a wide range of solutions aimed at this year’s challenge question.

Examples may include, but are not limited to:

- Documenting examples in which available evidence on outcomes and preferences traditionally accounted for in value assessment –including clinical, health-related, and/or economic outcomes may not account for diverse perspectives
- Identifying practical avenues through which underrepresented individuals can shape current value assessments
- Evaluating and identify solutions to improve existing value assessment methods and processes) that may inadequately address health disparities and underrepresented populations
- Evaluating ways that value assessment can be effectively directed to, or complemented by, evaluation of interventions to reduce system-level contributors to health disparities
- Identifying the impact of systemic barriers (e.g., digital divide, institutionalized racism, workforce practices) on value
- Describing the data, information technology, or novel methods necessary for conducting value assessments of clinical interventions within underrepresented populations
- Examining non-clinical aspects of health care that contribute to disparities and their effects on value

Candidates for the new Challenge Awards should submit letters of intent to the Foundation by no later than December 1, 2020, to initiate the application process. Qualified applicants will be contacted no later than December 21, 2020, with a request to submit the full paper describing their response to the challenge question.

**More information about the application process is available on the Foundation’s website [HERE](#).**

**The new challenge award brochure can be viewed [HERE](#).**

“The PhRMA Foundation Challenge Awards present a unique opportunity for researchers to develop innovative, creative and meaningful solutions to some of the most problematic issues in the US health care system,” said Cannon. “Certainly, COVID-19 has further exposed critical but not irreparable flaws in the delivery of health care treatments and services. The PhRMA Foundation is proud to support research that can lead to real world application that works for the betterment of all patients.”

To date, the Foundation has awarded more than \$3.5 million to support a variety of research projects on value assessment in health care.

To learn more about the 2020 Challenge Awards, please visit [www.phrmafoundation.org](http://www.phrmafoundation.org) or call 202- 572-7756.

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## **About the PhRMA Foundation**

The mission of the PhRMA Foundation is to improve public health by proactively investing in innovative research, education and value-driven health care. For more than 55 years, the Foundation has been helping advance scientific research and innovation to benefit patients. Since its founding in 1965, it has distributed more than \$95 million to support these efforts. The PhRMA Foundation accomplishes its mission by investing in three key areas: core programming, value assessment initiative and a new program under development in the use and application of Data and Technology in Health Care. The PhRMA Foundation's core programs of Drug Delivery, Drug Discovery, Health Outcomes Research and Translational Medicine encourage young scientists to pursue research as their career choice and assists in training the next generation of innovators. The PhRMA Foundation's emphasis on evidence-based research that determines the true value of medicines is supported by its [Value Assessment Initiative](#). To learn more, please visit [www.phrmafoundation.org](http://www.phrmafoundation.org).