Pharmaceutical Value (pValue) – headquartered within the University of Colorado’s Anschutz Medical Campus – aims to apply and test novel methods for value assessment that encourages stakeholder engagement and promotes value-based decision making. pValue is a recipient of the PhRMA Foundation’s Value Assessment Initiative Centers of Excellence Award.

Overview
Traditional measures of value used in cost-effectiveness analyses are not, by definition, fully comprehensive or sufficiently flexible to allow for the inclusion of all the criteria that patients, payers, clinicians, or other health care stakeholders care about. Multi-criteria decision analysis (MCDA) offers a scientifically rigorous decision-making tool capable of including multiple criteria that are important to stakeholders. MCDA has been applied in a variety of sectors, such as investment banking and environmental management, but applications in US healthcare decision making have been limited.

MCDA can improve decision making in health care by engaging key stakeholders and by capturing and weighing criteria not found in traditional measures of value, for example novelty, severity of disease, quality of evidence, and family burden. By encouraging a comprehensive understanding of value, MCDA offers an opportunity to systematically weigh non-traditional aspects of value that fall outside traditional measures of value.

The University of Colorado’s pValue initiative will explore how MCDA can add information on value to improve decision making in health care.

Ongoing Activities
- Review applications of MCDA and where it may show promise for use in coverage and reimbursement decision making
- Educate stakeholder communities on MCDA techniques
- Develop pilot MCDA tools for innovative therapies (e.g. rare diseases and oncology)
- Partner with patient, payer, and clinician communities to identify and compare criteria that are important to them
- Test impact of adding MCDA to traditional value assessments, versus traditional value assessment alone, on health care decision making

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https://pharmacy.cuanschutz.edu/research/research-centers/pvalue
**Video**
- PhRMA Foundation Centers of Excellence: [Spotlight on pValue](https://pharmacy.cuanschutz.edu/research/research-centers/pvalue)
  December 2019

**Recent Publications**
- **Criteria and Scoring Functions Used in the Value Assessment of Rare Disease Therapies: A Systematic Literature Review of Multi-Criteria Decision Analysis Tools and Value Frameworks**
  *Under Review January 2021*
- **Criteria for Inclusion in a Multiple Criteria Decision Analysis: Comparing Patient and Payer Preferences for Additional Value Criteria**
  *Under Review February 2021*
- **Using PCORI to Advance Patient-Centered Values**
  *Fierce Healthcare*. November 6, 2019
- **Complementing Coverage and Reimbursement Decisions with Multi-Criteria Decision Analysis**
  *American Journal of Managed Care*. May 27, 2019

**Presentations**
- **The Next Generation of Value Assessment: Including the Patient Voice**
  *November 12, 2019 Ronald Reagan Building, Washington, D.C.*
  Jonathan D. Campbell, PhD, Director of pValue
  Slide Presentation can be accessed here.

**Patient-Centered MCDA**

To consistently incorporate patient-centeredness in our applications of MCDA, pValue is using a two-step process that engages patients, providers, and researchers. First, we plan to educate patients on value assessment and subsequently elicit and prioritize criteria that are of high value to patients when deciding on a treatment. Step one will improve patient’s understanding and literacy of value assessment in addition to informing our second step that applies MCDA to real-world treatment scenarios. Second, our multi-day MCDA workshop will use the patient prioritized criteria from step one to directly inform the assessment of value of real-life treatment case examples. Step two will ensure that patient preferences for value criteria around real-life examples are included in the multi-stakeholder MCDA applications.

An expanded summary of this process can be found in the upcoming in-press publication in *PharmacoEconomics*, titled “Toward Modified Impact Inventory Tables to Facilitate Patient-Centered Value Assessment.”

[https://pharmacy.cuanschutz.edu/research/research-centers/pvalue](https://pharmacy.cuanschutz.edu/research/research-centers/pvalue)