



# ALERT

*Supporting research and early career endeavors of scientists in drug discovery and development*

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## ***PhRMA Foundation "Voices in Value" Blog: A New Forum to Keep You Informed***

We're excited to announce our just-launched ["Voices in Value"](#) blog -- a new feature from the PhRMA Foundation designed to keep our stakeholders informed of important trends and developments in health care

*Voices in Value* will share noteworthy research and give readers an in-depth look at the myriad ways scientists are redefining conventional approaches to America's health care delivery continuum.

We'll include updates in the blog about the work of the many Foundation alumni who are helping shape the future of health care in the United States with innovative research and discoveries. If you are a Foundation alumnus, we encourage you to keep us up to date on your achievements. We want others to know about the great work you are doing.

At a time when health care is changing rapidly and when research innovations are critical, we believe it is important to showcase the work of these science leaders.

Included in our first *Voices in Value* blog post is a link to commentary by **Dr. Susan dosReis**, Director of Patient-Driven Values in Healthcare Evaluation (PAVE) at the University of Maryland, who recently wrote about the need for greater inclusion of the patient voice within value assessment in *Managed Care Magazine*.

You'll also be able to access information about the work of **Dr. Jon Campbell** from the University of Colorado's Center on Pharmaceutical Value (pValue), who highlighted his team's research into using multi-criteria decision analysis to evaluate health care treatments with the *American Journal for Managed Care*.

And there is information about our upcoming Conference on November 12th -- **"The Next Generation of Value Assessment: Including the Patient Voice"** -- which we are jointly sponsoring with the National Health Council.

[You can read our first blog post here.](#)

Keep an eye out for *Voices in Value* next month when we bring you more news on what the PhRMA Foundation is doing to advance research into the value assessment frontier!

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### **About the PhRMA Foundation**

For more than 50 years, the PhRMA Foundation has been helping to build a larger pool

of highly-trained, top-quality scientists to meet the growing needs of scientific and academic institutions, government, and the research-intensive pharmaceutical industry. To advance this mission, the PhRMA Foundation has awarded more than \$95 million in competitive research fellowships and grants since its founding. The Foundation's emphasis on including the patient voice in evidence-based research that determines the true value of medicines is supported by its Value Assessment Initiative, to which the Foundation has awarded more than \$3 million to date. The Foundation also aims to expand research across the drug development spectrum and advance efforts to utilize Health IT in direct application to significant touch points in the health care system.

To learn more, please visit [www.phrmafoundation.org](http://www.phrmafoundation.org).

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