



# 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.

Topic	Speakers
Opening Remarks	Eileen Cannon, PhRMA Foundation
Why Value Assessment Is Important from a Patient’s Perspective	Jaime M. Sanders, Migraine Patient Advocacy Coordinator
Moving Beyond Traditional Approaches to Value Assessment	It has been widely acknowledged by stakeholders, including the recent ISPOR Special Task Force on U.S. Value Assessment Frameworks, that as we shift toward a value-driven health care system, our approaches to quantifying and defining value must evolve. Panel #1 will bring together value-framework developers and/or methodologists to discuss how they are working to transform value assessment to ensure it is patient centered, appropriately capturing the value of innovation and useful to decision-makers.
Panel #1: Grant Recipients Highlight New Approaches to Value Assessment	Moderator: Sachin Kamal-Bahl, PhD, COVIA Health Solutions Speakers: - 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	Moderator: Sachin Kamal-Bahl, PhD, COVIA Health Solutions Speakers: - 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)

## AGENDA Continued

Topic	Speakers
<b>Lunch with Keynote Speaker</b>	Josephine P. Briggs, MD, Interim Executive Director, PCORI
<b>Panel #3: Stakeholder Reaction Panel: How Value Assessment Research Translates into Practical Application in the Health Care System</b>	<p>A group of stakeholders will react to the presentations and discussions of the prior session with direct examples of impact to the priorities of each.</p> <p>Moderator: Sachin Kamal-Bahl, PhD, COVIA Health Solutions</p> <p>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 (ISPOR)</p>
<b>Presentation of the 2019 PhRMA Foundation Challenge Awards</b>	<p>Presenter: Bryan Luce, PhD, MBA, Chairman of the PhRMA Foundation Value Assessment Advisory Committee</p> <p>The 2019 Award recipients include:</p> <p><b>First Place - \$50,000</b>  <u>Award Recipients:</u> Lori Frank, PhD, and Thomas W. Concannon, PhD, RAND Corporation  <u>Research Proposal:</u> <i>Optimizing Representativeness and Enhancing Equity through Patient-Engaged Healthcare Valuation</i></p> <p><b>Second Place - \$25,000</b>  <u>Award Recipient:</u> Charles E. Phelps, PhD, University of Rochester  <u>Research Proposal:</u> <i>Expanding Use of Multi-Criteria Decision Analysis for Health Technology Assessment</i></p> <p><b>Third Place (tied) - \$5,000 each</b>  <u>Award Recipients:</u> Darius N. Lakdawalla, PhD, University of Southern California and Charles E. Phelps, PhD, University of Rochester  <u>Research Proposal:</u> <i>A New Method to Incorporate Uncertainty into Healthcare Technology Evaluations</i></p> <p><u>Award Recipients:</u> Surachat Ngorsuraches, PhD, Auburn University  <u>Research Proposal:</u> <i>Using Patient Experience Data and Discrete Choice Experiment to Assess Values of Drugs</i></p>
<b>Closing Remarks</b>	Eleanor Perfetto, PhD, MS, National Health Council
<b>Networking Reception</b>	