

PhRMA FOUNDATION NEWS

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

> *From the President*

Dear Colleagues:

As we near the end of 2019, the PhRMA Foundation is delighted with the accomplishments of our grant recipients and the leadership our supported projects and initiatives have produced, with the objective of building a better future in health care. This has been one of the most important years in our history, as we have helped advance significant research projects and announced exciting new directions for the future.



As you will see below, our [Value Assessment Initiative](#) is gathering momentum and attracting interest from leading researchers, patient organizations and other key stakeholders. We hosted a very successful conference this fall, produced videos highlighting our [four Centers of Excellence](#), and helped raise the profile of our value assessment researchers, now being featured in leading academic and trade journals. We also launched our value assessment blog, "[Voices in Value](#)," which in the year to come will provide more research and analyses on what value means to patients and how determining value can lead to improved health outcomes and better communication between patients and physicians.

Providing leadership in the value-assessment arena is a major priority of the Foundation and is just one of the ways we want to contribute to the development of a truly value-driven health care system in the United States.

2019 was also a milestone year because it marked the launch of our exciting [new mission, funding goals and strategic priorities](#). Our new direction builds on the successes of our past, allows us to evolve with the ever-changing U.S. health care system, takes our reach beyond traditional research and development and focuses on what is most important to patients. In just a few months you'll be learning about new funding opportunities in Drug Delivery, Drug Discovery, Health Outcomes Research, and Translational Medicine, all offered as a part of our new mission. We will also launch a program aimed at the Use and Application of Data and Technology in Health Care.

At the heart of all of our efforts are the [talented and inspiring young researchers that we fund each year](#) -- and that tradition of excellence is stronger than ever. The PhRMA Foundation has awarded more than \$95 million in competitive research fellowships and grants to more than 2,500 scientists since its founding more than 50 years ago. You can read about the accomplishments of one our latest award recipients, [Satya Surbhi, PhD](#), below.

As always, we are grateful to our alumni for their inspiring work, and to our benefactors

for their financial support. Please consider a donation to the Foundation as a part of your year-end giving. Your contributions are appreciated as we embark on another year of supporting and promoting health care initiatives that benefit us all.

From all of us at the Foundation, have a joyous holiday season and a prosperous new year!

Sincerely,
Eileen Cannon
President
PhRMA Foundation

Value Assessment



Joint Value Assessment Conference Hosted by Foundation and National Health Council Focuses on Patient Voice

New and innovative approaches to value assessment that aim to move beyond traditional metrics and better incorporate the patient voice were the focus of a conference jointly hosted by the **PhRMA Foundation** and the **National Health Council** on November 12 in Washington, DC. Titled "[The Next Generation of Value Assessment: Including the Patient Voice.](#)" the conference brought together leading health economics researchers and patient advocates.

[Read More](#)

Videos Highlight the Work of VA Centers of Excellence

The work of the four national Foundation-funded Centers of Excellence in Value Assessment is showcased in new videos recently produced by the Foundation. Leaders from the Foundation and from each of the Centers articulate their work and goals in the videos.

[Watch Videos](#)

AJMC Highlights Recent Value Assessment Award Recipients

The *American Journal of Managed Care* is publishing the work of the Foundation's 2019 Value Assessment Challenge Award recipients. The latest article, by **Charles Phelps, PhD**, explores multi-criteria decision-making in assessing health technology.



[Read More](#)

Value Assessment Blog Launched

The Foundation has launched "Voices in Value," a new blog that will feature updates on research, policies and initiatives that are impacting the assessment of value in the U.S. health care system.



The Foundation Has Updated Its Mission and Core Programs!

The Foundation has developed an exciting new mission, strategic goals and set of funding priorities, which will launch in the coming year. With a broader multidisciplinary scope across the drug development spectrum, the new mission places a strong emphasis on advancing the voice and the needs of patients. In 2020, the Foundation will roll out four new grant programs: **Drug Delivery, Drug Discovery, Health Outcomes Research, and Translational Medicine**. It will also launch a program aimed at the **Use and Application of Data and Technology in Health Care**. This new program is illustrative of the Foundation's greater focus on promoting better use of advanced data and technology – known as Health IT – in research. You can read about our new mission in its entirety at [our website](#).



Applications for Foundation Awards Now Open; Deadline is February 3

Applications for two PhRMA Foundation 2020 award programs are now available and the deadline for applying is February 3, 2020. The programs are **Health Outcomes Research** and **Translational Medicine**.

[Learn More About Awards](#)

Awardee Spotlight

Satya Surbhi, PhD: Seeking Better Health Outcomes for Low-Income Patients

Satya Surbhi, PhD, is an Assistant Professor of Medicine in the Center for Health System Improvement at the University of Tennessee Health Science Center. She received a 2019 Research Starter Grant in Health Outcomes and a 2015 Predoctoral Fellowship in Adherence Improvement from the PhRMA Foundation.

Dr. Surbhi's latest research is focused strongly on developing methods to improve health outcomes for low-income Medicaid patients with chronic diseases.

You can read [a news release about Dr. Surbhi's work here](#).

Congratulations to Satya Surbhi for helping achieve the Foundation's goal of advancing research that directly benefits patients!



Planning Your Year-End Giving? Please Include the Foundation!

The PhRMA Foundation provides more than \$3.6 million annually to improve public health by proactively investing in innovative research, education and value-driven health care.

Your financial contribution is much appreciated to keep programming robust and relevant. We want to fund programs that are important to today's patients and young researchers and tomorrow's discoveries.

We welcome your one-time donation [here](#).

You may give throughout the year using [AmazonSmiles](#). Amazon will donate .5% of eligible purchases to the PhRMA Foundation when you select us as your favorite charity. Details of how to link to your phone app can be found [here](#).

The PhRMA Foundation is a 501c3 organization and your donation is 100% tax deductible (Tax ID 52-6063009). It will assist with the growth of our programs. We keep our administrative costs to under 13% annually so be assured that 87 cents per dollar goes directly to our program costs.

On behalf of our awardees, board of directors and scientific review committee members,
THANK YOU!



Questions about how to apply? Click here for our application guide.

Visit our website for more information

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STAY CONNECTED


