



# ALERT

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

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## **Deadline is December 1 for New PhRMA Foundation Challenge Award Aimed at Addressing Health Disparities and Underrepresented Groups in Value Assessment**

The PhRMA Foundation is still accepting letters of intent for its new Challenge Award, which calls for proposals that aim to inspire bold and vital research on how value assessment can better capture evidence regarding diverse populations and drivers of health disparities. Letters of intent are due December 1, 2020.

The 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?*

Award opportunities are open to any individuals or organizations that have a specialization in health economics, outcomes research, clinical sciences, health care evaluation, public health, health equity or related disciplines. Please note that students who are currently enrolled in graduate programs are also eligible for this award program.

Eligible applicants should be affiliated with an academic institution in the United States, U.S. patient group or organization focused on improving health equity in the U.S.

Collaboration across stakeholder groups and fields of discipline is encouraged.

Recipients of Challenge Awards will be honored and asked to present their winning papers at a public forum in 2021. Awards will be given in the following amounts:

- The winner will receive \$50,000
- The runner up will receive \$25,000
- Third and fourth place will receive \$5,000

The PhRMA Foundation will not support evaluations of specific health care interventions.

This is a one-time award that is payable to an individual, shared among a team or an institution/organization. Award monies may be used as the recipient wishes – there are no restrictions imposed by the PhRMA Foundation. A 1099 form will be issued for tax purposes.

“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 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.

### 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 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).

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