



## The Center for Enhanced Value Assessment

The Center for Enhanced Value Assessment (CEVA) – headquartered within the Center for the Evaluation of Value and Risk in Health (CEVR) at Tufts Medical Center – aims to explore the incorporation of non-traditional elements of value into cost-effective analyses. CEVA is a recipient of the PhRMA Foundation’s Value Assessment Initiative Centers of Excellence Award.

### Overview

A key aspect of measuring value is the selection and incorporation of value elements. Traditional measures of value in health care, including quality-adjusted life years (QALYs), do not capture fully patient and societal well-being associated with health such as disease severity, equity of access, or unmet need.

CEVA will expand upon traditional measures of value by exploring measurement of non-traditional elements and their consideration in value assessment processes. These efforts will involve engaging stakeholders – including patients, health insurers, and therapeutic area leaders – to identify important novel and non-standard elements to inform coverage, reimbursement, and access decisions.

### Ongoing Activities

- Review how often non-traditional elements of value, such as financial risk protection, productivity, caregiver impact, value of hope, insurance value, and equity are included in published cost-effectiveness analyses
- Characterize the impact of including broader elements of value in areas such as pharmacotherapy for alcohol use disorder, Low-Dose CT for lung cancer screening, bariatric surgery, Non-Hodgkin’s lymphoma, and diabetes prevention
- Characterize patient and other stakeholder views on novel value elements
- Pilot test a user-friendly dashboard for displaying value information alongside cost-per-QALY ratios to demonstrate the importance of non-traditional value elements in cost-effectiveness analyses

### Key Staff

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## Video

- PhRMA Foundation Centers of Excellence: [Spotlight on CEVA](#)  
December 2019

## Recent Publications

- Ma, S., Olchanski, N., Cohen, J. T., Ollendorf, D. A., Neumann, P. J., & Kim, D.D. [The Impact of Broader Value Elements on Cost-Effectiveness Analysis: Two Case Studies](#). *Value in Health*. March 18, 2022.
- Neumann P.J., Garrison L.P., Willke R.J. [The History and Future of the “ISPOR Value Flower”: Addressing Limitations of Conventional Cost-Effectiveness Analysis](#). *Value in Health*. March 9, 2022.
- Neumann, P.J. [Towards Better Data Dashboards for Cost-Effectiveness Analyses](#). *PhRMA Foundation Blog*. August 13, 2021
- Neumann, P.J. [Toward Better Data Dashboards for US Drug Value Assessments](#). *Value in Health* July 8, 2021.
- Ma S., Kim D.D., Cohen JT. [Measuring “Fearonomic Effects” in Valuing Therapies: An Application to COVID-19 in China](#). *Value in Health*. July 27, 2020.
- Kim D.D., Silver MC., Kunst N., Cohen JT., Ollendorf DA., Neumann PJ. [Perspectives and Costing in Cost-Effectiveness Analysis, 1974-2018](#). *Pharmacoeconomics*. July 22, 2020.
- Kim, D.D., Neumann, P.J. [Value Assessment Research Should Consider Societal Consequences](#). *PhRMA Foundation Blog*. June 2020.
- Kim, D.D., Neumann, P.J. [Analyzing the Cost Effectiveness of Policy Responses for COVID-19: The Importance of Capturing Social Consequences](#). *Medical Decision Making*. May 2020.
- Cohen, J.T., Neumann, P.J., & Ollendorf, D.A. [Valuing and Pricing Remdesivir: Should Drug Makers Get Paid For Helping Us Get Back To Work?](#) *Health Affairs Forefront*. May 20, 2020.
- Miller, G., Neumann, P.J. [Efforts to Measure Value in Health Care: Greater Balance is Needed](#). Concept Paper. Research Consortium for Health Care Value Assessment. July 2019.

## Presentations

- **The Next Generation of Value Assessment: Including the Patient Voice**  
Peter Neumann, ScD  
*PhRMA Foundation-National Health Council Conference on New Approaches to Value Assessment*  
Washington, D.C., November 12, 2019,  
Slide Presentation can be accessed [here](#).

- **Perspective in Cost-Effectiveness Analysis: 2nd US Panel's Deliberations and Practical Guidelines for Analysts**

David D. Kim, PhD

*Society for Medical Decision Making 41st Annual North American Meeting*

Portland, OR, October 20-23, 2019.

- **Cost-Effective Health Interventions in Global Health: A Comprehensive Analysis of Cost-per-DALY Averted Literature**

David D. Kim, PhD

*International Health Economics Association*

Basel, Switzerland, July 13-17, 2019.