

December 7, 2021

**PhRMA**  
FOUNDATION

**ALERT**

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

## **PhRMA Foundation Patient-Centered Outcomes Fall Webinar Series**

### ***Enhancing Patient-Centricity in Value and Health Technology Assessments (V/HTA)***

**December 10 @ 11:00 AM - 1:00 PM EST**

**Register for Complimentary Webinar**

<https://cvent.me/4xAvyd>

Please join the PhRMA Foundation this Friday, December 10 from 11:00 AM to 1:00 PM EST for the third and final webinar in the Patient-Centered Outcomes webinar series focused on enhancing patient-centricity in value and health technology assessments (V/HTA).

This webinar features two panel discussions focused on Patient-Centered Outcomes and Health Equity. The discussions will identify opportunities to develop and implement patient-centered outcomes/impacts and inclusive research agenda with broad impacts beyond any particular value-based model specification. At the end of the webinar, the Foundation will launch its 2022 Challenge Awards in value assessment, which build off the panel discussions.

#### **Patient-Centered Outcomes Panel:**

This panel will address key challenge in patient-centered outcomes research -- the lack of data available to measure PCOs, especially these not captured in clinical trials.

**Jennifer Bright, MPA**, President of the Innovative Value Initiative (IVI), will moderate the panel. Panelists include:

- **Charlene Son Rigby**, Chief Executive Officer of RARE-X
- **Lori Frank, PhD**, Senior Scientist at Rand Corporation and President of International Society for Quality of Life Research (ISOQL)
- **Edward "Eddie" Lee, PhD**, Head, US Health Economics and Outcomes Research (HEOR) Strategy of UCB

### Health Equity Panel:

Panelists will discuss how value assessment research can capture and communicate differences in outcomes and preferences that impact diverse and underrepresented populations.

**Bari Talente**, Executive Vice President, Advocacy and Healthcare Access of the National Multiple Sclerosis Society, will moderate the Health Equity Panel, discussing how value assessment research can capture and communicate differences in outcomes and preferences that impact diverse and underrepresented populations. Panelists include:

- **Terri M. Booker, Esq.**, Board Member of Sick Cells and Hemoglobin Advocate
- **Eberechukwu Onukwugha, MS, PhD**, Associate Professor of Pharmaceutical Health Services Research at the University of Maryland, Baltimore
- **Stacey Kowal, MS**, Principal, Health Policy and Systems Research of Genentech

Learn more and see a complete program and agenda for each session here:

<https://web.cvent.com/event/6fb0967e-da9a-42cd-a55f-2627c5fdb7c9/summary>

Register here:

<https://cvent.me/4xAvyd>

Recordings of the previous two webinars are available:

**Webinar 1 (60 minutes):** History, current landscape, and gaps to advancing patient-centered outcomes and inclusive patient engagement in value assessment.

- Video: <https://www.youtube.com/watch?v=pqQSQAWiKYw&t=2s>
- Executive Summary: <https://www.phrmafoundation.org/wp-content/uploads/2021/11/PCO-Webinar-1-Summary-Handout.pdf>

**Webinar 2 (90 minutes):** Spotlight on current and emerging approaches and methods to enhance patient-centricity and inclusive patient engagement in value assessment.

- Video: <https://www.youtube.com/watch?v=MncVcmSjlbA&t=53s>
- Executive Summary: will be available soon.

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### 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 56 years, the Foundation has been helping advance scientific research and innovation to benefit patients. Since its founding in 1965, it has distributed more than \$100 million to support these efforts. 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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