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<td>Quality Adjusted Life Years (QALY’s) for Decision Making: Views from Canada &amp; the US</td>
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<td>Patient Reported Outcomes: Useful for Whom?</td>
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Forum Objectives

- Discuss commonly encountered obstacles to conducting or utilizing results of PE studies for decision making

- Explore solutions from various perspectives
  - Managed Care
  - Government
  - Pharmaceutical/Biotech Firms
  - Medical Centers
  - Academia

- Create an environment & foundation to foster larger PE/Outcomes Research Interest Group
Steering Committee

Charles Daniels, R.Ph., Ph.D.
UCSD Healthcare Department of Pharmacy

Anthony P. Morreale, Pharm.D., MBA, BCPS
PBM Services, Department of Veterans Affairs

Jan D. Hirsch, R.Ph., Ph.D.
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Michael Pollock
PPD

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Kaiser Permanente – CA Regions

Robert Schoenhaus, Pharm.D
Sharp HealthCare
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Truth and Integrity

Pharmaceutical Industries Ltd.
Patient Reported Outcomes
Useful for Whom?
Pop Quiz!
Smart Phones Down
Laptops & Tablets Closed
Top TV Docs

“7 Most Famous TV Doctors of All Time”

Holly Fame

“Celebrity news from around the world”

http://www.hollyfame.com/7-famous-tv-doctors-time/
#7 - Top TV Docs

- Ships Surgeon and Chief Medical Officer
- Graduate of University of Mississippi 2040
- Character full name?
- Actor name?

Dr. Leonard McCoy

_DeForest Kelley_
#6 - Top TV Docs

- Surgeon operating in tents
- Named for a character from *The Last of the Mohicans*
- Character full name?
- Actor name?

Dr. Benjamin Franklin
“Hawkeye” Pierce

*Alan Alda*
#5 - Top TV Docs

- Day dreaming internist at St. Vincent’s hospital
- Every show narrated by the doctor
- Character full name?
- Actor name?

Dr. J.D. Dorian

Zach Braff
#4 - Top TV Docs

- Pediatrician at County General Hospital, Chicago
- Actor recently lost his bachelor status
- Character full name?
- Actor name?

Dr. Doug Ross

George Clooney
Top TV Docs

#3, #2, #1

After the Break!
### Agenda

**Overview of PRO definitions, requirements, & future for drug development**

Ari Gnanasakthy, MBA, MSc  
Head, Patient Reported Outcomes  
RTI Health Solutions International

**Patient Perspective**  
Liz Helms  
President/CEO, California Chronic Care Coalition

**BREAK**

**Health Plan Formulary Decision Maker**  
Jeff White, PharmD, MS  
Director, Drug Evaluation and Clinical Analytics, Anthem

**Pharmaceutical Manufacturer**  
Priti Jhingran, PhD  
Field Director East, US Health Outcomes, GSK
#3 - Top TV Docs

- Obstetrician with 5 children
- Actor was Jello pudding supporter
- Character full name?
- Actor name?

Dr. Cliff Huxtable

*Bill Cosby*
#2 - Top TV Docs

- Youngest TV Doc
- Actor to host Academy Awards this year
- Character full name?
- Actor name?

Dr. Doogie Howser

Neil Patrick Harris
#1 - Top TV Docs

- Modeled after Sherlock Holmes
- British Actor, American TV
- Character full name?
- Actor name?

Dr. Gregory House

Hugh Laurie