Highlights
2015 Applied Pharmacoeconomics and Outcomes Research Forum

The eleventh Applied Pharmacoeconomics and Outcomes Research Forum was held February 9th, 2015 at the University of California San Diego, Faculty Club. The event was hosted by the Skaggs School of Pharmacy and Pharmaceutical Sciences and supported by contributions to the PE Forum Sponsorship Fund and Exhibitors. Thank you to Allergan, AbbVie, Partnership for Health Analytic Research, Teva and Ventegra for their support and participation.

The topic for the Forum was “Patient Reported Outcomes: Useful for Whom?”.

Continuing our theme of kicking off the Forum by testing the audience knowledge we challenged participants to name the “7 Most Famous TV Doctors of All Time” (http://www.hollyfame.com/7-famous-tv-doctors-time/)

Can you name the 7 Most Famous TV Doctors?  (Answers at end of this document)

SPEAKERS

Overview of PRO definitions, requirements, & future for drug development
Ari Gnanasakthy, MBA, MSc
Head, Patient Reported Outcomes
RTI Health Solutions International

Stakeholder Views:

View from the Patient Perspective
Liz Helms
President/CEO, California Chronic Care Coalition

View from a Health Plan Formulary Decision Maker Perspective
Jeff White, PharmD, MS
Director, Drug Evaluation and Clinical Analytics, Anthem

View from a Pharmaceutical Manufacturer Perspective
Priti Jhingran, PhD
Field Director East, US Health Outcomes, GSK

Speaker slides are available via the link below.

http://pharmacy.ucsd.edu/faculty/pharmacoeconomics_forum.shtml

MANY THANKS TO OUR SPONSORS AND EXIBITORS
Purpose of Applied Pharmacoeconomic and Outcomes Research Forums

The number of individuals in the Southern California region with interest in pharmacoeconomics (PE) is growing rapidly across the healthcare system - from those involved with creation of PE data within pharmaceutical and biotech companies to those incorporating results into decision making within a plethora of managed care organizations. The region provides an excellent opportunity to gather individuals to debate issues, and propose solutions that are vetted from multiple perspectives – not just individual silos defined by employer.

The Applied Pharmacoeconomic and Outcomes Research Forum was created to facilitate this cross perspective communication. The goals of the forum are to:
1. Discuss commonly encountered obstacles to conducting or utilizing results of applied pharmacoeconomic studies and explore solutions from various perspectives of the health care system.
2. Create an environment and foundation to foster the creation of a Southern California Pharmacoeconomic and Outcomes Research Interest Group.

Current PE Forum Steering Committee members are:

- Charles Daniels, RPh, PhD - UCSD Healthcare Department of Pharmacy
- Mirta Millares, PharmD, FCSHP, FASHP - Kaiser Permanente
- Jan D. Hirsch, RPh, PhD - UCSD, Skaggs School of Pharmacy
- Michael Pollock - PPD
- Anthony P. Morreale, PharmD, MBA, BCPS - VHA Pharmacy Benefit Management Services
- Robert Schoenhaus, PharmD - Sharp Healthcare

PAST FORUM TOPICS
1. AMCP Dossiers: Useful for Decision Making or Not? A Debate
2. Biologics: Drawing (or Crossing) the line of Cost vs. Benefit: A Case in Oncology
3. Quality Adjusted Life Years (QALY’s) for Decision Making: Views from Canada & the US
4. Using Large Databases to Inform Decision Making: Experience in Three Health Care Systems
5. Real World Data for Decision Making: Moving Beyond Clinical Trials
6. Pharmacoeconomics of Pharmacogenomics
7. Pharmacoeconomics & Pricing: Now & After Health Care Reform
8. What is the Business Case for Quality Improvement Initiatives?
10. Biosimilars: Challenges and Opportunities for All.

7 Most Famous TV Doctors of All Time
1. Dr. Gregory House (House MD)
2. Dr. Doogie Howser (Doogie Howser, MD)
3. Dr. Cliff Huxtable (The Cosby Show)
4. Dr. Doug Ross (ER)
5. Dr. J.D. Dorian (Scrubs)
6. Dr. Benjamin Franklin “Hawkeye” Pierce (MASH)
7. Dr. Leonard McCoy (Star Trek)

(http://www.hollyfame.com/7-famous-tv-doctors-time/)