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?

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

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PE Forum Sponsorship Fund

GOAL: Sustainable fund for future PE Forums
Biosimilars
Challenges and Opportunities for all
Today & Under Health Care Reform.
Top 10 Most Important Drugs

“… how the drug changed whole infrastructure of the drug industry and the practice of medicine.”

John Swann, Historian FDA

Leslie Z. Benet, PhD, Professor Bioengineering and Therapeutic Sciences, UCSF School of Pharmacy

Stephen Greenberg, PhD, Medical Historian, National Library of Medicine at NIH

2004  WebMD  http://www.webmd.com/features/10-most-important-drugs
Number 10

Digoxin (Lanoxin)®

“… because a lot of people with heart failure would be dead without it”
Number 9

Oral Contraceptives

“... far-reaching and social impact”
Number 8

“Doctor, what can you do for Pop?”

“… led directly to today's deinstitutionalization…”

chlorpromazine
“… specific treatment for specific disease…” “…first chemotherapy”

arsphenamine
“...first drug to ... treat simple pain,” ”... it is more or less crucial for quality of life”

acetylsalicylic acid
Top 10 Most Important Drugs

#5
#4
#3
#2
#1

AFTER THE BREAK!
Moderator: Michael Pollock
UCSD Healthcare Department of Pharmacy

Overview of Biosimilar Markets and Issues
Bryan A. Liang, MD, PhD, JD
Professor and Director, San Diego Center for Patient Safety, UCSD

Views from a Manufacturer’s Perspective
Jim Hayes
Senior Director, Government Affairs & Reimbursement Strategy: Managed Markets
Allergan

BREAK

Views from a Payer Perspective
Kevin D. Host, PharmD
Senior Vice President, Specialty Pharmacy, OptumRx

Panel Q & A/Discussion
ALL
AFTER THE BREAK
Number 5

1898: Efforts to create a non-addictive form led to Bayer marketing brand name: Heroin.

“…forerunner of several generations of pain-alleviating drugs”
Number 4

Ether

“…first drug used as an anesthetic”
“The making of modern surgery”
“...few preventive medicines have had the impact of the smallpox and polio vaccines”
Number 2

- Word first used in 1922
- “great example of what can be accomplished in terms of collaboration between industry and academic researchers.”
- “… grandfather of all other hormone-replacement therapies.”
“Without penicillin, 75% of the people now alive would not be alive because their parents or grandparents would have succumbed to infections.
Top 10 Most Important Drugs

1. Penicillin
2. Insulin
3. Smallpox and Polio Vaccine
4. Ether
5. Morphine
6. Aspirin
7. Salvarsan® (arsphenamine)
8. Thorazine® (chlorpromazine)
9. Oral Contraceptives
10. Lanoxin® (digoxin)