



Applied Pharmacoeconomic and Outcomes Research Forum

February 3rd 2012



UNIVERSITY *of* CALIFORNIA
SAN DIEGO

SKAGGS SCHOOL *of* PHARMACY
and PHARMACEUTICAL SCIENCES

Eight Forums and Five Years ...

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

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

Darlene Fujimoto, Pharm.D
UCSD Healthcare Department of Pharmacy

Ted Ganiats, MD
UCSD School of Medicine

Jan D. Hirsch, R.Ph., Ph.D.
*UCSD, Skaggs School of Pharmacy
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Mirta Millares, Pharm.D., FCSHP, FASHP
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PBM Services, Department of Veterans Affairs

Robert Schoenhaus, Pharm.D.
Sharp HealthCare

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GOAL: Sustainable fund for future PE Forums



What is the Business Case for
Quality Improvement Initiatives?



Brook, Robert H. (JAMA Oct.27. 2010)

- Quality Improvement movement began 40 years ago
 - rare for articles to report cost of QI initiative
- Need to distinguish which QI initiatives are “good value” – like for drug products

Broder, Michael (ISPOR, 2010)

“Review of the Cost Effectiveness of a National Set of Quality Indicators”

Agenda

How are quality improvement guidelines, such as HEDIS measures, really developed?

Ted Ganiats, MD

Professor, Department Family and Preventive Medicine, UCSD

Health plan perspective of complying with quality improvement guidelines; benefits, costs, and value.

Catherine MacLean, MD, PhD

Staff Vice President, Quality Improvement, Center for Quality Measures & Improvement, WellPoint

Do HEDIS measures reflect good value from societal and health plan perspective?

Michael S. Broder, MD, MSHS

President, Partnership for Health Analytic Research

Panel Q & A/Discussion

ALL

Future Forums – Discussion

ALL

