

## Highlights

### 2015 Applied Pharmacoeconomics and Outcomes Research Forum

The eleventh Applied Pharmacoeconomics and Outcomes Research Forum was held February 9<sup>th</sup>, 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](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

#### **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?
9. Specialty Pharmacy Distribution Channels & Processes: Challenges & Opportunities Today & Under Health Care Reform.
10. Biosimilars: Challenges and Opportunities for All.

#### ***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

#### ***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/>