

**Highlights from the Winter 2012  
Applied Pharmacoeconomics and Outcomes Research Forum**

The eighth Applied Pharmacoeconomics and Outcomes Research Forum was held February 3<sup>rd</sup> 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 a grant from Allergan.

The topic for the Forum was “***What is the Business Case for Quality Improvement Initiatives?***”.

***Speakers:***

**How are quality Improvement Guidelines, such as HEDIS, measures really developed?**

***Ted Ganiats, MD***

Professor, Department Family and Preventive Medicine  
University of California San Diego

**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 a societal and health plan perspective?**

***Michael S. Broder, MD, MSHS***

President  
Partnership for Health Analytic Research

Speaker slides are available via the link below.

[http://pharmacy.ucsd.edu/faculty/pharmacoeconomics\\_forum.shtml](http://pharmacy.ucsd.edu/faculty/pharmacoeconomics_forum.shtml)

Forum participants included representatives from managed care, government, pharmaceutical and biotech companies, medical centers and academia. Each was invited because of mutual interest in expanding the practical application of pharmacoeconomic and outcomes research to enhance decision-making.

***MANY THANKS TO OUR SPONSOR***



***Purpose of Applied Pharmacoeconomic and Outcomes Research Forums***

The number of individuals in the Southern California region with interest in pharmacoconomics (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 Pharmaco-economic 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 pharmaco-economic 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 Pharmaco-economic 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. Pharmacoconomics of Pharmacogenomics
7. Pharmacoconomics & Pricing: Now & After Health Care Reform

#### ***Current steering committee members are:***

Charles Daniels, RPh, PhD  
UCSD Healthcare Department of Pharmacy

Darlene Fujimoto, PharmD  
UCSD Healthcare Department of Pharmacy

Ted Ganiats, MD  
UCSD School of Medicine

Jan D. Hirsch, RPh, PhD  
UCSD, Skaggs School of Pharmacy

Mirta Millares, PharmD, FCSHP, FASHP  
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Anthony P. Morreale, PharmD, MBA, BCPS  
PBM Services, Department of Veterans Affairs

Robert Schoenhaus, PharmD  
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