

## Highlights from the Winter 2014 Applied Pharmacoeconomics and Outcomes Research Forum

The tenth Applied Pharmacoeconomics and Outcomes Research Forum was held February 10<sup>th</sup>, 2014 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 grant funds from Allergan, Partnership for Health Analytic Research, and Ventegra.

The topic for the Forum was ***“Biosimilars: Challenges and Opportunities for All”***.

Continuing our new theme of kicking off the Forum by testing the audience knowledge of somewhat little known facts we challenged the audience to name the ***Top 10 Most Important Drugs***. *“Most Important” was defined as “... how the drug changed whole infrastructure of the drug industry and the practice of medicine.” (John Swann, Historian FDA)*

***Can you name the top 10 most important drugs?*** (Answers at end of this document)

### **SPEAKERS**

#### **Overview of Biosimilar Markets and Issues**

*Bryan A. Liang, MD, PhD, JD*

Professor and Director, San Diego Center for Patient Safety, UCSD

#### **Stakeholder Views:**

#### **Views from a Manufacturer’s Perspective**

*Jim Hayes*

Senior Director, Government Affairs & Reimbursement Strategy: Managed Markets, Allergan

#### **Views from a Payer Perspective**

*Kevin D. Host, PharmD*

Senior Vice President, Specialty Pharmacy, OptumRx

**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***



***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
8. What is the Business Case for Quality Improvement Initiatives?
9. Specialty Pharmacy Distribution Channels & Processes: Challenges & Opportunities Today & Under Health Care Reform.

#### ***Current PE Forum Steering Committee members are:***

Charles Daniels, RPh, PhD  
UCSD Healthcare Department of Pharmacy

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

Anthony P. Morreale, PharmD, MBA, BCPS  
VHA Pharmacy Benefit Management Services

Robert Schoenhaus, PharmD  
Sharp Healthcare

Ted Ganiats, MD  
UCSD School of Medicine

Mirta Millares, PharmD, FCSHP, FASHP  
Kaiser Permanente

Michael Pollock  
PPD

**Top Ten Most Important Drugs**

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

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