

FOR IMMEDIATE RELEASE

New Insight and Analysis on Comparative Effectiveness Research – A Core Component of Health Care Reform

Boston, September 22, 2010 — [Analysis Group](#), a leading provider of economic, financial, and business expertise in the health care industry, along with Adis' *PharmacoEconomics* journal, announced today the release of a new, special issue of the journal focused on comparative effectiveness research (CER). *PharmacoEconomics* invited Analysis Group health economists Principal [Howard Birnbaum](#) and Managing Principal [Paul Greenberg](#) to serve as guest editors of this special issue. CER, which has been gaining momentum in the health care industry since receiving \$1.1 billion in stimulus funding in 2009, received a significant boost when President Obama signed health care reform legislation earlier this year. The new law outlined financial and statutory guidelines and created the Patient-Centered Outcomes Research Institute, further underscoring the importance of this evidence-based approach in the health care industry.

During the health care debate, President Obama provided a vivid analogy of choosing between a red pill and a blue pill, and basing that decision on what is most effective medically and economically. Americans and their physicians will increasingly face such questions and CER may revolutionize how those choices are presented and made. However, despite such focus, surprisingly little about CER is known at this time. Surviving and thriving in this brave new world will require health care businesses to rigorously analyze and interpret CER results. Recognizing this critical shift, Birnbaum and Greenberg brought together leading experts representing diverse stakeholders from across the global health care sector to provide valuable commentary on the potential opportunities and challenges of the new CER regime. Included in the special issue of *PharmacoEconomics* are perspectives from government and other payers, providers, manufacturers, physicians, and researchers.

Article Summaries

The just-published special issue offers a variety of perspectives on many CER topics, including:

- How CER is used to inform health care policies and practices across the world and comparisons between international jurisdictions.
- The ways in which CER has already been utilized in the U.S. and worldwide, and what lessons can be learned from these experiences.
- The role of public investment in comparative effectiveness work and the implications of the CER provisions in the recently-enacted health care reform legislation.
- The effects of comparative effectiveness regulations on pharmaceutical and medical device innovation, including perspectives from the public and private sectors.
- Potential benefits and consequences of CER on the growth and development of personalized medicine.
- Why CER must include patient-centric measures, given that buy-in from physicians and the patient population could accelerate adoption of CER trials.
- The advantages of using CER for more pragmatic clinical trials, rather than relying on traditional head to head or randomized controlled trials, in developing research concerning the efficacy of pharmaceuticals, medical devices, and health care procedures.

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Commentary

The following are selected comments from the editors and article authors on CER and this special issue of *PharmacoEconomics*:

Howard Birnbaum and **Paul Greenberg**, health care economists with Analysis Group and co-editors of the special issue, stated:

- “Although it’s widely accepted that comparative effectiveness is here to stay, the issue will likely remain controversial and a critical area of concern for diverse stakeholders from regulatory, industry, and clinical representatives. The adoption of a robust CER paradigm will require health care companies in particular to emphasize supporting research for their products and thorough, independent analyses to interpret the CER results.”
- “Many anticipate that the information these studies provide will, at a minimum, support better decision making and more rational allocation of scarce resources to fund health care, with fewer dollars wasted on (relatively) ineffective treatments.”
- “Analysis Group’s involvement underscores our focus on current issues in health care economics, particularly concerning CER. We look forward to the thoughtful discussions these articles will generate and to the future of this research.”

Chris Carswell, editor of *PharmacoEconomics*, noted:

- “CER remains a controversial, yet critically important, policy area. The commentaries in this special issue analyze various components of the CER debate and provide new insights.”

Jean R. Slutsky, P.A., M.S.P.H., Director of the Center for Outcomes and Evidence at the Agency for Healthcare Research and Quality and contributor, wrote:

- “CER is essential for high quality care because it focuses on filling gaps in evidence that physicians, other clinicians, and patients need to make informed decisions.”
- “It also offers the opportunity to help clinicians identify which patients are most likely to benefit from innovations as well as to accelerate innovation uptake into practice.”

Marc L. Berger, M.D., Vice President of Global Health Outcomes at Eli Lilly and Company and article author, wrote:

- “The companies that will survive and thrive in this new environment will be those that embrace comparative effectiveness research as the next logical step in the progression of requiring more rigorous evidence and recognize it as a necessary input for a value-driven health care system.”

Jerome P. Kassirer, M.D., Professor with the Division of Clinical Decision Making in the Department of Medicine at Tufts University School of Medicine and contributor, wrote:

- “Potentially useful treatments may be ignored and harmful treatments and tests may take years to eliminate. Simply making physicians aware of new efficacious treatments by publishing the studies in prestigious journals is not enough.”

Robert Epstein, M.D., M.S., Senior Vice President and Chief Medical Officer, Medco Health Solutions and article author, noted:

- “CER can serve to catalyze personalized medicine, but we recognize for this to happen, more openness to new data sources and to new analytic approaches will be necessary.”
- “Drug technology assessment processes will have to undergo necessary adaptations to accommodate CER as configured for personalized medicine and clinicians will need to be educated appropriately and provided access to decision support systems through health information technology to use the information coming from this research.”

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About *PharmacoEconomics*

The benchmark journal on the applications of pharmacoeconomics and quality-of-life assessment, *PharmacoEconomics* is an invaluable source of applied original research and educational material for the healthcare decision maker. An Adis journal published by Wolters Kluwer Pharma Solutions, the peer-reviewed publication is dedicated to the clear communication of complex pharmacoeconomic issues related to patient care and drug utilization. For more information or to purchase, visit <http://adisonline.com>.

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