



Measuring Value and Its Impact on Pricing and Coverage Decisions: ISPOR Summit 2018



Through content-specific scientific presentations and input from a broad mix of key stakeholders, these Summits provide ISPOR members with a valuable deep dive into areas of significant interest and importance to our Society. This ISPOR Summit was the third annual meeting held in Washington DC in the fall to focus on a specific topic that combined research and policy considerations.



On October 19, 2018, ISPOR hosted its third annual Summit in Washington DC. Building on the recently published work of ISPOR’s Special Task Force on US Value Assessment Frameworks, this year’s event focused on “New Approaches to Value Assessment: Towards More Informed Pricing in Healthcare.”

ISPOR convened a diverse mix of healthcare stakeholders to discuss the latest approaches in adapting health economic analysis to better reflect the value patients place on various healthcare services. Attendees gathered to continue to discuss and debate the current state of healthcare value assessment and its role in pricing and coverage decisions. Speakers presented practical steps to improve value measurement, highlighting such issues as the importance of developing approaches that better reflect patient and societal perspectives.

ISPOR CEO and Executive Director Nancy Berg opened the Summit by welcoming more than 180 attendees from regulatory, industry, academic, and patient interest group organizations. She then introduced the keynote speaker, former US Food and Drug Administration Commissioner Mark McClellan, MD, PhD, now at the Duke-Margolis Center for Health Policy, Durham, NC.

Dr McClellan spoke to the increasing relevance of healthcare value assessment, providing his perspective on current policy and practice issues surrounding value-based pricing for drug and other healthcare services. He highlighted the trends, opportunities, and obstacles within the field, stressing the important role value assessment can play in coverage and pricing decisions. He concluded his talk by presenting his thoughts on potential elements for the next generation of value assessment frameworks. ISPOR president Federico Augustovski, MD, MSc, PhD of the Institute for Clinical Effectiveness and Health Policy, Buenos Aires, Argentina moderated the question and answer session, during which Dr McClellan responded to inquiries surrounding the evolving nature of value assessments, noting the importance of incremental steps to ensure fundamental progress.

Five plenary sessions followed the keynote address, covering the current approaches, novel approaches, and possible future approaches to value assessment frameworks and pricing. These 5 sessions included:

- Current Value Frameworks: What’s New?
- Novel Approaches to Value Assessment Within the Cost-Effectiveness Framework
- Novel Approaches to Value Assessment Beyond the Cost-Effectiveness Framework

- Specific Value Assessment Considerations
- Practical Next Steps in Improving Value Measurement and Use

The first plenary session, “Current Value Frameworks: What’s New?,” focused on recent developments in value assessment, such as incorporating patient and societal perspectives into a broader value framework, the challenges in valuing potential cures, applications within cancer therapy assessments, and value-based contracting. This session was moderated by ISPOR Chief Science Officer Richard Willke, PhD. Speakers included Rick Chapman, PhD, Institute for Clinical and Economics Research, Boston, MA; Josh Seidman PhD, MHS, Avalere Health, Washington, DC; Lowell Schnipper, MD, Harvard Medical School, Boston MA; and Patrick Gleason, PharmD, Prime Therapeutics, Eagan, MN.

The second plenary session, “Novel Approaches to Value Assessment Within the Cost-Effectiveness Framework,” focused on the need to augment conventional cost-effectiveness analysis (CEA) to incorporate the patient perspective so as to capture a more complete view of the full value of various healthcare interventions. Speakers presented their positions on possible CEA modifications, including extending the scope of patient-reported outcomes and quality-adjusted life years (QALYs) to capture outcomes not conventionally considered, the need to acknowledge patient diversity, novel and potentially relevant concepts of value, and the use of distributional CEA to reduce inequality in health. Lou Garrison, PhD, University of Washington, Seattle WA, moderated the session. Speakers included Susan Griffin, PhD, University of York, UK; Nancy Devlin, PhD, Office of Health Economics, London, UK; and Jeroen Jansen, PhD, Innovation and Value Initiative, Los Angeles, CA.

The afternoon sessions expanded upon the morning’s CEA session to examine “Novel Approaches to Value Assessment Beyond Cost-Effectiveness Framework.” This session presented alternative approaches to value assessment that could be used to support healthcare decision making and pricing determinations. Speakers covered recent developments in the application of multiple criteria decision analysis, patient preference measures, and the limits of QALY measures of benefit, stressing that although some value frameworks may not be ready for prime time, they are currently being used to determine patient access to services. Shelby D. Reed, PhD, of Duke University, Durham NC moderated this session. Speakers included Robert W. Dubois, MD, PhD, National Pharmaceutical Council, Washington, DC; Charles E. Phelps, PhD, University of Rochester, Rochester, NY; J. Jaime Caro, PhD, MDCM, McGill University, Montreal, Canada; and F. Reed Johnson, PhD, Duke University, Durham, NC.

The next session, “Specific Value Assessment Considerations,” focused on value measures appropriate for specific decision and pricing contexts. Speakers presented their views on indication-based pricing, valuation of medical devices, and affordability as an expanded measure of value. This session featured presentations by Patricia Danzon, PhD, University of Pennsylvania, Philadelphia, PA; Liz Spurgin, MBA, Medical Device Innovation Consortium, Washington, DC; and Adrian Towse, MA, Office of Health Economics, London UK. Sachin Kamal-Bahl, PhD, Pfizer, New York, NY, moderated this session.

The final session provided an opportunity for Summit participants to reflect on and synthesize the learnings for the day’s sessions with the help of a multistakeholder panel. This session, “Practical Next Steps in Improving Value Measurement and Use,” was moderated by Dan Ollendorf, PhD, Tufts Medical Center in Boston. Joining Dr Ollendorf were 4 speakers representing industry interests, payer perspectives, and patient views: Newell McElwee, PharmD, MSPH, Boehringer-Ingelheim, Ridgefield CT; Suzanne Schrandt, JD, Arthritis Foundation, Washington DC; Patrick Gleason, PharmD, Prime Therapeutics, Eagan, MN; and Sachin Kamal-Bahl, PhD, Pfizer, New York, NY. The panel members shared their concerns regarding how various perspectives may be gathered, as well as how these newer value frameworks may influence decision makers.

The Summit closed with ISPOR Chief Science Officer Richard Willke, PhD returning to the podium to provide some final remarks. He noted that while topics presented during this Summit might not change practices today, they will help facilitate long-term improvements to value assessment frameworks. And it’s ideas like these that will spark experimentation, take root in future research efforts, be tried out and refined, and eventually become accepted approaches in our field. Doing this well is crucial to today’s patients and the patients of tomorrow. ●

Additional Information:

Presentation slides from this Summit are publicly available at <https://www.ispor.org/conferences-education/conferences/past-conferences/ispor-summit-2018/conference-presentations>. In addition, video recordings of all Summit sessions will be released as a webinar series beginning in early 2019; more information about these webinars will be released soon at www.ispor.org.

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