HTA Webinar

Panel Discussion with


**Jens Grüger**, Boston Consulting Group Zurich, Univ. of Washington, ISPOR President-elect, Switzerland and USA

**John Doyle**, Pfizer and Columbia Univ. USA

Co-moderated by:

Chrissie Fletcher, GSK & Fred Sorenson, Xcenda
We’re at a Time of Incredible Advancements While Lacking Fundamentals of Delivering Affordable and Accessible Care

Amazing advancements

“We have Star Wars science and Flintstones delivery. Our opportunities are in the space age, but our ability to get people to care they need, it’s in the Stone Age.”

– Physician
Objective and Approach

Identify significant trends and best practices to assist stakeholders who interact with payers to better adjust to and maximize opportunities for cost-effective, affordable, integrated patient care.

- **Trends scan**: 30 trends/areas of impact
- **Thought leader working group**: 6 key trends + 2 global influencers
- **Desktop research**: >170 sources identified
- **20 multi-stakeholder 1:1 interviews**
- **Payer survey**: N=70
Key Topics Were Defined to Capture the Most Impactful Insights

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<th>Affordability and Value</th>
<th>Innovations and Curative Therapies</th>
<th>Industry Consolidation</th>
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<td>▪ Cost of health care, including prescription drugs</td>
<td>▪ Precision medicine</td>
<td>▪ Consolidation defined is simply bringing together 2 (or more) previously independent entities</td>
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<td>▪ Aggregate spending throughout supply chain</td>
<td>▪ Gene therapy</td>
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<td>▪ Biosimilars</td>
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Key Topics Were Defined to Capture the Most Impactful Insights (cont’d)

Optimal Health Coverage
- Design of health insurance to realize the best value while improving the quality of health care services and employee health

Population Health Management
- Management of specific diseases in certain populations to improve outcomes

Expedited Drug Approval
- When the FDA deems a drug meets a particular unmet clinical need, it has the flexibility to expedite its review. 4 programs offer this flexibility for drugs meeting different qualifying criteria: priority review, accelerated approval, fast track, and breakthrough therapy
### Global Influencers Impact All 6 of the Key Topics

| **Health IT, AI, and Big Data** | • Examples may include mining pharmacy and insurance data, using large data sets for treatment plans, and wearables that collect patient information |
| **Social Determinants**         | • Conditions in the environments in which people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks |
Statisticians (who have a clue) to the Rescue!

LET'S SOLVE THIS PROBLEM BY USING THE BIG DATA NONE OF US HAVE THE SLIGHTEST IDEA WHAT TO DO WITH

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