

OHE



Research Summary for the Charity Report 2020

RESEARCH SUMMARY FOR THE CHARITY REPORT
2020

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1. Introduction

This document summarises OHE's research activity during the year 2020 to supplement the Charity Report of 2020. The first sections provide a detailed report of all the research output. The last sections reflect the activities, challenges and plans of OHE's four research themes: Value, affordability, decision-making, Economics of innovation, Policy, organisation, and incentives in health systems, and Measuring and valuing outcomes.

2. Research Output

Activities 2020 – Present: Infographics



2.1. External peer-reviewed journal articles

NO.	JOURNAL REFERENCE	SUPPORTED BY CORE RESEARCH GRANT?	NUMBER OF CITATIONS SO FAR
1	Fenwick, E., Steuten, L. , Knies, S., Ghabri, S., Basu, A., Murray, J.F., Koffijberg, H.E. Strong, M., Sanders Schmidler, G.D. and Rothery, C. 2020. Value of Information Analysis for Research Decisions-An Introduction: Report 1 of the ISPOR Value of Information Analysis Emerging Good Practices Task Force. <i>Value in Health</i> . DOI: 10.1016/j.jval.2020.01.001	No	31
2	Garrison, L., Zamora, B. , Li, M., and Towse, A. 2020. Augmenting Cost-Effectiveness Analysis for Uncertainty: The Implications for Value Assessment—Rationale and Empirical Support. <i>Journal of Managed Care & Specialty Pharmacy</i> . 26(4):400-406. DOI:10.18553/jmcp.2020.26.4.400	Yes	10
3	Herdman, M., Kerr, C., Pavesi, M., Garside, J., Lloyd, A., Cubi-Molla, P. and Devlin, N. 2020. Testing the validity and responsiveness of a new cancer-specific health utility measure (FACT-8D) in relapsed/refractory mantle cell lymphoma, and comparison to EQ-5D-5L. <i>Journal of Patient-Reported Outcomes</i> . 4: 22.DOI: 10.1186/s41687-020-0185-3	No	2
4	Hilari, K., Behn, N., Marshall, J., Shirley, S., Northcott, S., Flood, C., Jofre-Bonet, M. , et al. 2020. Adjustment with Aphasia after Stroke: Study Protocol for a Pilot Feasibility Randomised Controlled Trial for Supporting Wellbeing through PEEr Befriending (SUPERB). <i>Pilot and Feasibility Studies</i> .5:14. https://doi.org/10.1186/s40814-019-0397-6 .	No	7
5	Costa-Font, J. and Jofre-Bonet, M. 2020. Is the Intergenerational Transmission of Overweight' Gender Assortative'? <i>Economics & Human Biology</i> .39. doi: 10.1016/j.ehb.2020.100907100907.	No	3
6	Lorgelly, P., Pollard, J., Cubi-Molla, P. , Cole, A. , Sim, D. and Sussex, J. 2020. Outcome-Based Payment Schemes: What Outcomes Do Patients with Cancer Value? <i>The Patient-Patient-Centered Outcomes Research</i> . 13, 599–610. doi.org/10.1007/s40271-020-00430-x	Yes	1
7	Mott, D.J. , Chami, N. and Tervonen, T. 2020. Reporting Quality of Marginal Rates of Substitution in Discrete Choice Experiments That Elicit Patient Preferences. <i>Value in Health</i> . 23 (8), 979–984. doi.org/10.1016/j.jval.2020.04.1831	Yes	4
8	Mott, D.J. , Hampson, G. , Llewelyn, M.J., Mestre-Ferrandiz, J. and Hopkins, M.M. 2020. Authors' Reply to Hays: 'A Multinational	Yes	0

NO.	JOURNAL REFERENCE	SUPPORTED BY CORE RESEARCH GRANT?	NUMBER OF CITATIONS SO FAR
	European Study of Patient Preferences for Novel Diagnostics to Manage Antimicrobial Resistance'. <i>Applied Health Economics and Health Policy</i> . doi.org/10.1007/s40258-020-00573-w		
9	Rothery, C., Strong, M., Koffijberg, H.E., Basu, A., Ghabri, S., Knies, S., Murray, J.F., Sanders Schmidler, G.D., Steuten, L. and Fenwick, E. 2020. Value of Information Analytical Methods: Report 2 of the ISPOR Value of Information Analysis Emerging Good Practices Task Force. <i>Value in Health</i> . doi:10.1016/j.jval.2020.01.004.	No	27
10	Shaikh, M., Del Giudice, P. and Kourouklis, D. 2020. Revisiting the Relationship Between Price Regulation and Pharmaceutical R&D Investment. <i>Applied Health Economics and Health Policy</i> . doi.org/10.1007/s40258-020-00601-9	No	3
11	DeVolder, R., Serra-Sastre, V. and Zamora, B. 2020. Examining the variation across acute trusts in patient delayed discharge. <i>Health Policy</i> . doi.org/10.1016/j.healthpol.2020.06.017	Yes	3
12	Chalkidou, K., Towse, A. , Silverman, R., Garau, M. and Ramakrishnan, G. 2020. Market-driven, value-based, advance commitment (MVAC): accelerating the development of a pathbreaking universal drug regimen to end TB. <i>BMJ Global Health</i> . dx.doi.org/10.1136/bmjgh-2019-002061	No	4
13	Berdud, M. , Drummond, M., and Towse, A. 2020. Establishing a reasonable price for an orphan drug. <i>Cost Eff Resour Alloc</i> https://doi.org/10.1186/s12962-020-00223-x	Yes	5
14	Costa-Font, J., Jofre-Bonet, M. and Legrand, J. 2020 Vertical Transmission of Overweight: Evidence from a sample of English Adoptees, forthcoming <i>Food Policy</i> . doi.org/10.1016/j.foodpol.2020.101972	No	6
15	El-Shal, A., Cubi-Molla, P. and Jofre-Bonet, M. 2020. Accreditation as a quality-improving policy tool: family planning, maternal health, and child health in Egypt. <i>The European Journal of Health Economics</i> . DOI:10.1007/s10198-020-01240-6	No	1
16	Serra-Sastre, V., Bianchi, S., Mestre-Ferrandiz, J. and O'Neill, P. 2020. Does NICE influence the adoption and uptake of generics in the UK? <i>The European Journal of Health Economics</i> . doi 10.1007/s10198-020-01245-1	No	11
17	Bogosian, A., Hurt, C.S., Hindle, J.V., McCracken, L.M., Vasconcelos e Sa, D.A., Axell, S., Tapper, K., Stevens, J., Hirani, S., Salhab M, Ye W. and Cubi-Molla, P. 2021 Acceptability and Feasibility of a Mindfulness Intervention Delivered via	No	0

NO.	JOURNAL REFERENCE	SUPPORTED BY CORE RESEARCH GRANT?	NUMBER OF CITATIONS SO FAR
	Videoconferencing for People With Parkinson's. <i>Journal of Geriatric Psychiatry and Neurology</i> . First Published 28th January, 2021. DOI: 10.1177/0891988720988901		
18	Sampson, C. , Zhang, K., Parkin, D. and Hampson, G. 2021. Exclusive human milk diet for very preterm babies in England: protocol for a cost-effectiveness and budget impact analysis. <i>F1000Research</i> , 10:21 https://f1000research.com/articles/10-21/v1	No	0
19	Kourouklis, D. 2021. Public subsidies for R&D and public sector pharmaceutical innovation. <i>Applied Economics</i> . DOI: 10.1080/00036846.2021.1885614	No	0
20	Costa-Font, J., Jofre-Bonet, M. and Le Grand, J. 2020. Burden of child and adolescent obesity on health services in England., KR Fontaine, HT Robertson, ... <i>Adoption & Fostering</i> . DOI: 10.1136/archdischild-2017-313009	No	6

Note: citations relate from the date of journal article publication to September 2021. Journal references for 2020 papers are updated as previously these were recorded as online early access first in 2020 but are now correctly listed and referenced as they are in 2021.

2.2. OHE Publications

Below, we list the number of reports published on the OHE website. These publications are all reviewed by a member of our Editorial Panel before publication. The number of downloads of publications in 2020 was over 1,450, which gives a measure of the impact of OHE's research.

1. Shah, K.K., Ramos-Goñi, J.M., Kreimeier, S. and **Devlin, N.J.** 2020. [Anchoring Latent Scale Values for the EQ-5D-Y at 0 = Dead](#). OHE Research Paper.
2. **Henderson N., Errea M., Skedgel C.** and **Jofre-Bonet, M.** 2020. [Ethical and Economics issues in the Appraisal of Medicines for Ultra-Rare Conditions](#). OHE Consulting Report.
3. **Cubi-Molla, P., Errea, M., Zhang, K.** and **Garau, M.** 2020. [Are Cost-Effectiveness Thresholds fit for Purpose for Real-World Decision Making](#), OHE Consulting Report.
4. Hernandez-Villafuerte, K., Shah, K., **Herdman, M.**, and Lorgelly, P. 2020. [Meningococcal Vaccines: An International Comparison of Decision-Making Processes, Frameworks and Methodologies. Are Values Missing?](#) OHE Consulting Report.
5. **Cole, A., Towse, A., Zamora, B.** 2020. [Indication-Based Pricing \(IBP\) Consultation Report](#). OHE Consulting Report.
6. **Zhang, K., Garau, M.** 2020. [International Cost- Effectiveness Thresholds and Modifiers for HTA Decision Making](#). OHE Consulting Report.
7. **Brassel, S. and Cookson, G.** 2020. [Delivering the 2.4 Percent: Unlocking UK Pharma R&D Investment through Evidence-Based Policies](#). OHE Consulting Report.

8. **Bulut, M., O'Neill, P. and Cole, A.** 2020. [NICE 'Optimised' Decisions: What is the Recommended Level of Patient Access?](#) OHE Consulting Report.
9. **Berdud, M., Ferraro, J. and Towse, A.** 2020. [A Bargaining Approach: A Theory on ICER Pricing and Optimal Level of Cost-Effectiveness Threshold?](#) OHE Consulting Report.
10. **Brassel, S., Neri, M., O'Neill, P. and Steuten, L.,** 2020. [Realising the Broader Value of Vaccines in the UK.](#) OHE Consulting Report.
11. **Rodes Sanchez, M., Henderson, N. and Steuten, L.** 2020. [Bridging the Gap: Pathways for Regulatory and Health Technology Assessment of Histology Independent Therapies.](#) OHE Consulting Report.
12. **Brassel, S. and Steuten, L.** 2020. [The Broader Value of Vaccines: The Return on Investment From a Governmental Perspective .](#)OHE Consulting Report
13. **Bell, E., Neri, M., Steuten, L.** [The Brave Initiative. The Brave Narrative for Broad Recognition Of Value In Vaccines Engagement.](#) OHE Research Paper.
14. **Pearson, S., Lowe, M., Towse, A., K., Segel, C.** 2020. [Cornerstones of "Fair" Drug Coverage: Appropriate Cost - Sharing and Utilization Management Policies for Pharmaceuticals](#) OHE Research Paper.
15. **Errea, M., Skedgel, C., Zamora, B., G, Hampson., R, Althin., Hofmarcher, T., Lindgren, P., and Cookson, G.** [Opportunities to Increase Efficiency in Healthcare](#) OHE Consulting Report
16. **McKenna, I.** [How do we Measure the "Value" in Value-Based care?](#) OHE Seminar Briefing
17. **Sampson, C.,** Parkin, D. and Devlin, N. [Drop Dead: Is Anchoring at 'Dead' a Theoretical Requirement in Health State Valuation?](#) OHE Research Paper.

2.3. OHE events

OHE runs a lunchtime seminars series, a more informal brown-bag lunch seminar series, specialised webinars and roundtables, and an annual lecture. This section provides an update on all four during the year 2020.

OHE LUNCHTIME SEMINARS

The lead for the lunchtime seminar programme is now Bernarda Zamora, who took over from Mikel Berdud.

In the early months of 2020, the OHE held a lunchtime seminar, the programme being subsequently interrupted by the COVID-19 lockdown. We hope to hold a lunchtime seminar in the last quarter of 2020.

1. Personalised medicine: is it an oil-rush or oil-spill?

Event date: Monday, 3rd February 2020

Presenter: Professor Alistair McGuire, London School of Economics.

2. The Challenges of De-Adoption of Low-Value Surgical Procedures in the NHS

Event Date: 8th December 2020

Presenter: Will Hollingworth, University of Bristol

The English National Health Service (NHS) is under intense pressure following a decade of austerity and the challenges of caring for a growing and ageing population. During this period, elective surgery activity has increased substantially. Evidence suggests that some surgical procedures which have become embedded in clinical practice are of 'low value'. 'Low-value' care refers to healthcare with risks or costs that outweigh its benefits, comprising care that is harmful, ineffective, or not cost-effective. Stopping or reducing (i.e., de-adoption) such surgical procedures is essential for the long-term sustainability of NHS care.

BROWN-BAG SEMINARS

Much like the lunchtime seminar programme, the brown bag programme has also been affected by COVID-19.

1. Thursday, 27th January 2020: Nasuh Buyukkaramikli presented the session titled: "A MEA is a MEA is a MEA"
2. Monday, 4th March 2020: Toni Mora gave a talk on his work on "Risky Behaviours Amongst Catalan Children With ADHD"
3. Wednesday, 12th February 2020: Paul Batcheler presented HE Dentistry to the Office of Health Economics

WEBINARS AND ROUNDTABLES

1. Date: 26th May 2020: Amanda Cole / Lotte Steuten / Adrian Towse presented the **OHE Cures Webinar**, exploring more effective ways to provide access to the most needed treatments. Presenters also discussed the financial sustainability of the healthcare system whilst increasing access to cutting-edge therapies and fuelling greater innovation.
2. Date: 28th – 29th May 2020: Lotte Steuten / Eleanor Bell / Margherita Neri hosted a **Roundtable** even as part of the BRAVE Initiative. Guidelines from authoritative academic groups such as the WHO and ISPOR Good Practices for Outcomes Research Task Force have argued that vaccinations generate substantial health and economic externalities. While evidence of these externalities is increasingly collected for vaccinations undergoing HTA, there is ongoing debate about whether and how to incorporate this in value assessment processes. The aim of the roundtable is to initiate the development of practical approaches which can increase recognition of the broader value of vaccines in the short-and medium-term.
3. Date: 21st July 2020: Adrian Towse presented the **Price Transparency Webinar**. Adrian discussed the economics, politics, and public policy of international drug pricing, focusing on the importance of confidential net pricing as well as opposing views. Within the presentation, he discussed rising healthcare costs, fuelled by a changing political perspective on drug pricing regulation and negotiation in many countries, most notably in the US; and the issue of price transparency and the existential threat it may pose to innovation in life sciences.
4. Date: 17th September 2020: Simon Brassel, Margherita Neri and Lotte Steuten presented the **Webinar** titled: **Assessing the productivity value of Vaccines in HTA: Worth a Shot?** The webinar discussed the potential impact of not considering productivity costs in the evaluation of vaccination programmes in the UK. Presenters argue that excluding productivity value from current value assessment methods can lead to the undervaluation of immunisation programmes. In the long-term, this may have negative consequences on R&D incentives for vaccines and their inclusion in national immunisation programmes, with detrimental effects on the UK's population health and economic performance as a consequence.

5. Date: 20th October 2020: Eleanor Bell, Simon Brassel and Patricia Cubi-Molla presented at the OHE training course on digital health technologies for Oxford AHSN on the paper **"Health Economics for Digital Health Technologies, Devices and Diagnostics"** by Eleanor bell, Simon Brassel, Patricia Cubi-Molla, Adrian Towse and Chris Sampson.
Research Themes: Value, Affordability, and Decision Making, Measuring and Valuing Outcomes
6. **Date: 10th December 2020: OHE's end of the year webinar**
In the OHE's final webinar Martina Garau, Lotte Steuten, Graham Cookson, Adrian Towse, Mireia Jofre-Bonet and Chris Skedgel wrapped up the main research subjects in 2020 and discussed predictions for 2021. Key topics considered were "Beyond Covid-19 Vaccine", "Improving Health System Efficiency" and "Price Transparency", "Licensing, Procurement and Distribution of COVID's vaccine"; "The impact of Brexit", "Resilience of Healthcare systems", and "the new US presidency".

OHE ANNUAL LECTURE 2020

The 2020 Annual Lecture "How should the World pay for a COVID-19 Vaccine?" was given by Professor Adrian Towse, Director Emeritus of the Office of Health Economics. The 2020 Annual Lecture - presented virtually due to COVID-19 - reflected on the scientific and commercial challenges such as development timelines, uncertainty in anticipated demand as well as financial risks faced by companies with substantial investments. Professor Towse set out the options for funding development and manufacture for vaccines and their strengths and weaknesses, including what is likely to happen if there is no regional or global collaboration on the way forward. He also put this in the context of the work of The Vaccine Alliance (Gavi) and others to build a sustainable vaccine market that can deliver for the populations of the world over time. About 300 registered to the virtual conference, and the actual attendance was over 200.

2.4. External presentations

No.	Details
1	Date: 6-8th January 2020 Presenter: David Mott Event: Health Economists' Study Group (HESG) Meeting: Winter 2020 Location: Newcastle upon Tyne, UK Presentation: Paper discussed by Katherine Carr: "Uncertainty in patient trade-offs: issues in the reporting of marginal rates of substitution in discrete choice experiments" by Mott et al. Research Theme(s): Measuring and valuing outcomes
2	Date: 6-8th January 2020 Presenter: David Mott Event: Health Economists' Study Group (HESG) Meeting: Winter 2020 Location: Newcastle upon Tyne, UK Presentation: Paper discussed by David Mott: "Empirical comparison of capability instruments in mental health research: OxCAP-MH vs. ICECAP-A in schizophrenic patients with depression" by Helder et al. Research Theme(s): Measuring and valuing outcomes
3	Date: 6-8th January 2020 Presenter: Mireia Jofre-Bonet Event: Health Economists' Study Group (HESG) Meeting: Winter 2020 Location: Newcastle Upon Tyne, UK Presentation: Paper discussed by Mireia Jofre-Bonet: "The Impact of Hosting a Major International Sporting Event on Health and Health-related Behaviour" Research Theme(s): Value, affordability, and decision making

No.	Details
4	<p>Date: 5th February 2020 Presenter: Bernarda Zamora Event: International Centre for Parliamentary Studies Location: London, UK Presentation: Course on Strategic Health Planning Health Financing Lecture on health financing strategies and monitoring of Universal Health Coverage Research Theme(s): Value, affordability, and decision making;</p>
5	<p>Date: 14th February 2020 Presenter: Simon Brassel Event: Career Day at City, University of London Location: London, UK Presentation: Placement opportunities at the OHE in 2020 .Simon presented the OHE and our placement opportunities to the current MSc cohort at City. Research Theme(s): All</p>
6	<p>Date: 26th March 2020 Presenter: Lotte Steuten (Mehmet Bulut prepared recorded lecture) Event: Lecture to MSc in Economic Evaluation in Healthcare and the MSc in Health Economics of City, University of London Location: Virtual Presentation: The Market Medicines – from R&D to pricing issues Research Theme(s): Economics of Innovation</p>
7	<p>Date: 13th May 2020 Presenter: Martina Garau Event: Alternative Approaches to Innovative Drug Pricing Location: Virtual Presentation: Merits and shortfall of decision-making rules for medicines adoption: Learnings from current practice Research Theme(s): Judging Value for Money and Improving Decision Making</p>
8	<p>Date: 14th May 2020 Presenter: Chris Sampson Event: Boehringer Ingelheim Global HEOR & Access team meeting Location: Virtual Presentation: EQ-5D-5L bolt-ons for cognition and vision: development and testing Research Theme(s): Measuring and valuing outcomes</p>
9	<p>Date: 30th June 2020 Presenter: Bernarda Zamora Event: Bridging Conference European Alliance for Personalised Medicine Location: Virtual Presentation: Maintaining Public Trust in use of Digital Health for health Science in a COVID 19 and Post COVID 19 World Research Theme(s): Policy, organisation, and incentives in health systems</p>
10	<p>Date: 17th - 23rd July 2020 Presenter: David Mott Event: European Association of Urology 2020 Annual Congress Location: Virtual Presentation: Pain outcomes in patients with metastatic castration-resistant prostate cancer receiving enzalutamide in a real-world setting: PREMISE Research Theme(s): Measuring Value and Outcomes</p>
11	<p>Date: 7th August 2020 Presenter: Adrian Towse Event: ICER Colloquium Series, Pricing in a Pandemic, Session Three: Monetary Prizes, Compulsory Licensing, Advanced Market Commitments Location: Virtual</p>

No.	Details
	Presentation: The Role for Advance Market Commitments Research Theme(s): Economics of Innovation Value, Affordability, and Decision Making
12	Date: 4th September 2020 Presenter: Adrian Towse Event: Social Outcomes Conference organised by The Government Outcomes Lab, Blavatnik School of Government, University of Oxford Location: Virtual Presentation: Pricing 'value': where to draw a line between incentive alignment and commoditisation? Research Theme(s): Value, Affordability, and Decision Making Policy, Organisation and Incentives in Health Systems
13	Date: 23rd September 2020 Presenter: David Mott Event: EuroQol Descriptive Systems Working Group meeting Location: Virtual Presentation: Paper discussed by David Mott: "Is there a case for adding cancer treatment-related symptoms bolt-on items to the EQ-5D?" by Bennett et al. Research Theme(s): Measuring value and outcomes
14	Date: 23rd September 2020 Presenter: Chris Sampson Event: EuroQol Descriptive System Working Group meeting Location: Virtual Presentation: Paper discussed by Yaling Yang: "Candidate bolt-ons for cognition and vision: qualitative findings from a development programme" Research Theme(s): Measuring and valuing outcomes
15	Date: 24th September 2020 Presenter: Chris Sampson Event: ISPOR Educational Webinar Location: Virtual Presentation: Open Source Models in HEOR: Benefits, Challenges, and ISPOR Members' Perceptions Research Theme(s): Value, Affordability, and Decision-Making
16	Date: 29th September 2020 Presenter: Chris Sampson Event: Spreading digital innovation in the NHS - a Sleepio case study Location: Virtual Presentation: This webinar was to support the dissemination of findings from our evaluation of Sleepio. It was aimed at researchers, commissioners, and innovators in the UK with an interest in digital health. Research Theme(s): Value, Affordability, and Decision-Making
17	Date: 8th October 2020 Presenter: Graham Cookson Event: EuHEA 2020 Seminar Series Location: Virtual Presentation: Labour Productivity and Skill Mix in Maternity Services: Evidence from the English NHS Research Theme(s): Incentivising Quality
18	Date: 16th October 2020 Presenter: Adrian Towse Event: Virtual Forum on Combating Antimicrobial Resistance in Taiwan organised by The Business Council for International Understanding (BCIU) Location: Virtual Event

No.	Details
	Presentation: New approaches to antibiotic reimbursement to support access to novel antibiotics Research Theme(s): Value, Affordability, and Decision Making, Economics of Innovation
19	Date: 17th October 2020 Presenter: Adrian Towse Event: Virtual Forum on Combating Antimicrobial Resistance in Vietnam organised by The Business Council for International Understanding (BCIU) Location: Virtual Event Presentation: New approaches to antibiotic reimbursement to support access to novel antibiotics Research Theme(s): Value, Affordability, and Decision Making, Economics of Innovation
20	Date: 20th October 2020 Presenter: Eleanor Bell, Simon Brassel, Patricia Cubi Molla Event: Training course on digital health technologies for Oxford AHSN Location: Virtual Presentation: One day training course: Health Economics for Digital Health Technologies, Devices and Diagnostics Authors: Eleanor bell, Simon Brassel, Patricia Cubi-Molla, Adrian Towse, Chris Sampson Research Theme(s): Value, Affordability, and Decision Making, Measuring and Valuing Outcomes
21	Date: 22nd October 2020 Presenter: Lotte Steuten Event: ISOQOL Virtual Annual Conference Value-based Healthcare Plenary "Live" Location: Virtual Presentation Presentation: "It's not about the money, money, money": Or is it? The future of value-based healthcare and outcome-based pricing. Authors: Lotte Steuten Research Theme(s): Measuring and Valuing Outcomes, Value, Affordability, and Decision Making, Policy, Organisation and Incentives in Health Systems
22	Date: 26th October 2020 Presenter: Grace Hampson Event: Gene Therapies for Rare Disorders Europe Conference Location: Virtual Presentation Presentation: Value assessment of Gene Therapies Authors: Grace Hampson Research Theme(s): Value, Affordability, and Decision Making
23.	Date: 28th October 2020 Presenter: Mireia Jofre-Bonet Event: Expert Programme on Health Policy and Health Economics Location: Virtual Presentation: British perspective on the evolution of the pharmaceutical sector This Expert Programme is organised yearly by the Universitat Pompeu Fabra – CRES to discuss specific health policy and health economics questions. That year's title was 'How analysis can help decision making'. The annual series receives funding from Novartis. Research Theme(s): Policy, Organisation and Incentives in Health Systems
24	Date: 2nd November 2020 Presenter: Chris Skedgel Event: ISPOR Europe 2020 Location: Virtual

No.	Details
	Presentation: A longer life or a quality death? A DCE to estimate the relative importance of different aspects of end-of-life care Authors: C Skedgel, A Robinson Research Theme(s): Measuring and Valuing Outcomes
25	Date: 11th November 2020 Presenter: Chris Skedgel Event: ISPOR European Congress Location: Location: Virtual Presentation Presentation: A longer life or a quality death? A DCE to estimate the relative importance of different aspects of end-of-life care Authors: Chris Skedgel, Angela Robinson (UEA) Research Theme(s): Measuring and Valuing Outcomes
26	Date: 12th November 2020 Presenter: Adrian Towse Event: ISPOR and the Innovation and Value Initiative (IVI) Fifth webinar in the series Value Assessment in the Age of COVID-19: Meeting the Challenges Location: Virtual Presentation: Using VA/HTA in Pursuing Innovation and Access in a Pandemic Authors: Adrian Towse Research Theme(s): "Economics of Innovation", "Value, Affordability, and Decision Making"
27	Date: 13th November 2020 Presenter: Mikel Berdud Event: Virtual ISPOR Europe 2020 Location: Virtual Presentation Presentation: Issue Panel presentation: Value-Based Pricing and Market Allocative Efficiency: How Should Cost-Effectiveness Thresholds be Set to "Optimally" Distribute Value between Payers and Developers? <i>In the session the panel discussed the implications of setting CETs for value distribution between payers (consumers) and developers (producers). They debated how CETs should be determined and Nancy Devlin introduced the issue and moderated the panel, ensuring debate and audience participation.</i> Presentation: A theory on ICER pricing and optimal level of cost-effectiveness thresholds Authors: Mikel Berdud, Jimena Ferraro, Adrian Towse Research Theme(s): "Economics of Innovation", "Value, Affordability, and Decision Making", "Policy, Organisation and Incentives in Health Systems"
28	Date: 13th November 2020 Presenter: Mikel Berdud Event: Virtual ISPOR Europe 2020 Location: Virtual Presentation Presentation: A theory on ICER pricing and optimal level of cost-effectiveness thresholds Authors: Mikel Berdud, Jimena Ferraro, Adrian Towse Research Theme(s): "Economics of Innovation", "Value, Affordability, and Decision Making", "Policy, Organisation and Incentives in Health Systems"
29	Date 16th November 2020 Presenter Bernarda Zamora Event: The Value of Diagnostic Information in Heart Failure Location: virtual Presentation: A Virtual Panel Discussion with Experts Across Europe Research Theme(s): "Economics of Innovation", "Value, Affordability, and Decision Making"
30	Date: 16-19th November 2020, pre-recorded session, available on demand Presenter: Marina Rodes Sanchez Event: ISPOR Europe 2020

No.	Details
	<p>Location: Online Presentation Presentation: Adaptive Pathways for Tumour Agnostic Medicines in Various Developed Markets Authors: Marina Rodes Sanchez, Lotte Stueten and Nadine Henderson Research Theme(s): "Value, Affordability, and Decision Making"</p>
31	<p>Date: 16-19th November 2020 Presenter: David Mott Event: ISPOR Europe 2020 Location: Virtual Presentation: Impact of Including Caregiver Information in Time Trade-Off Tasks- Results from a Pilot Study Note: this was a poster presentation Authors: Mott DJ, Scheuer N, Leslie I, Shah K, Rowell J Research Theme(s): Measuring and Valuing Outcomes</p>
32	<p>Date: 18th November 2020 Presenter: Lotte Steuten Event: ISPOR Europe Location: Virtual Presentation: Virtual Bridging the Gap: Pathways for Regulatory and Health Technology Assessment of Histology Independent Therapies Authors: Marina Rodes-Sanchez, Nadine Henderson, Lotte Steuten Research Theme(s): "Value, Affordability, and Decision Making"</p>
33	<p>Date: 18th November 2020 Presenter: Adrian Towse Event: Virtual ISPOR Asia Location: Virtual event Presentation: PBRsAs: Theory and Incentive. ISPOR Short Course on Performance Based Risk Sharing Arrangement. Research Theme(s): Value, Affordability, and Decision Making, Economics of Innovation</p>
34	<p>Date: 18th November 2020 Presenter: Graham Cookson Event: World Economic Forum Virtual event Location: Online Presentation: Graham joined a forum discussion on the subject of Health systems resilience in a pandemic crisis. Research Theme(s): Measuring and Valuing Outcomes ", "Policy, Organisation and Incentives in Health Systems", "Economics of Innovation</p>
35	<p>Date: 19th November 2020 Presenter: Patricia Cubi-Molla Event: Invited Lecture for the module "Introduction to Economic Evaluation in Health Care", for MSc Health Economics and MSc Economic Evaluation in Health Care, at City, University of London Location: Virtual Presentation: Health valuations, age, and experience Authors: Patricia Cubi-Molla Research Theme(s): Measuring and Valuing Outcomes</p>
36	<p>Date: 19th November 2020 Presenter: Adrian Towse Event: ISPOR SA Chapter Virtual Conference 2020, Webinar 3: Alternative Reimbursement Location: Virtual Presentation: Pricing: Alternatives to a Transparent Single List Price Authors: Adrian Towse</p>

No.	Details
	Research Theme(s): "Economics of Innovation", "Value, Affordability, and Decision Making"
37	Date: 23rd November 2020 Presenter: Patricia Cubi-Molla Event: Invited speaker as part of the "Patient-Reported Outcomes for Better Care, Better Research" HDRUK-TMRP Workshop Location: Virtual Presentation: Using ePROMs in Outcome-based payment schemes: are we there yet? Authors: Patricia Cubi-Molla Research Theme(s): Measuring and Valuing Outcomes
38	Date: 26th November 2020 Presenter: Simon Brassel Event: LSE Alumni Event Virtual Meeting "Meet the Alumni" Location: Online Presentation: about the OHE Research Theme(s): NA
39	Date: 27th November 2020 Presenter: Mikel Berdud Event: Webinar: Descifrando la vacuna de la COVID-19: Retos de acceso, ensayos clínicos, producción y distribución Location: Virtual Presentation: Factores clave sobre como adquirir, pagar, distribuir y utilizar las vacunas para la COVID-19: una perspectiva europea Authors: Mikel Berdud, Mireia Jofre-Bonet, Marina Rodes-Sánchez Research Theme(s): "Economics of Innovation", "Value, Affordability, and Decision Making", "Policy, Organisation and Incentives in Health Systems"
40.	Date: 30th November 2020 Presenter: Mireia Jofre-Bonet Event: Health Policy Series – University of Bath Location: Online Presentation: 'Health policy research fronts open by COVID-19: Some of the current projects at the Office in Health Economics'. This was an invited public lecture for the Health Policy Series organised by the Institute for Policy Research (IPR) and the Department of Economics of the University of Bath. Research Theme(s): Policy, Organisation and Incentives in Health Systems
41	Date: 30th November 2020 Presenter: Mireia Jofre-Bonet Event: Seminar Series in the Institute for Policy Research - University of Bath Location: Online Presentation: The fronts open by COVID-19: Current health policy projects at the OHE Research Theme(s): "Measuring and Valuing Outcomes ", "Economics of Innovation", "Value, Affordability, and Decision Making", "Policy, Organisation and Incentives in Health Systems"

2.5. Advisory roles of OHE members of staff

The number of advisory roles of OHE staff members has continued to grow, reflecting the excellent standing of OHE members in terms of impacting policy and our recognised contribution to the broader research and policy community. Having impact and helping steer health policy and decision making in health economics is an essential OHE charitable object.

OHE staff membership of advisory panels, boards and committees

1. NICE: Public Health Guidelines Standing Committee – Grace Hampson
2. NICE: Member of the Expert Advisers Panel for the Centre for Guidelines – Mireia Jofre-Bonet
3. UKRI/ESRC/MRC – Peer Review College – Mireia Jofre-Bonet
4. ISPOR: Member of the 'Value of Information' Task Force – Lotte Steuten
5. NIHR: Steering Committee Member for NIHR/HS&DR Project No. 8/17/1934 – Graham Cookson
6. NIHR – Member of a Study Steering Committee for the LOGiC – Long term Outcomes for Gender Identity in Children Study – funded by NIHR. Sites: Tavistock and Portman-NHS; UCL; U. Liverpool, U. Cambridge, UCLH – Mireia Jofre-Bonet
7. NIHR – Member of a Study Steering Committee for ADVANCE - National Addiction Centre Institute of Psychiatry, Psychology and Neuroscience - King's College London – Mireia Jofre-Bonet
8. NIHR – Member of a Study Steering Committee for the Supporting Wellbeing Through PEer-Befriending (SUPERB) Trial – City, University of London, and UCLH, Kings College – Mireia Jofre-Bonet
9. Health Foundation – Member of the Steering Committee for NHS Workforce Retention Project – Graham Cookson
10. Member of the Steering Group of the Early Diagnosis Research Alliance – Bernarda Zamora
11. Scientific Experts and Methodologists Group (SEM) Delphi Panel Member of the IMPACT-HTA (WP7) project "Improved methods and actionable tools for enhancing HTA" – Martina Garau
12. Convenor of the Health Economics, Heads of Unit, UK – jointly with Joanne Coast, Mireia Jofre-Bonet
13. Editorial Board Member, Applied Health Economics and Health Policy Journal – Lotte Steuten
14. Pharmacoeconomics: Editorial Board Member – Chris Skedgel
15. Pharmacoeconomics – Open: Editorial Board Member – Chris Sampson
16. Member ISPOR Finance Committee – Adrian Towse
17. Chair ISPOR Governance Committee – Adrian Towse
18. Member ISPOR Health Science Policy Committee – Adrian Towse
19. Member ISPOR Nominations Committee – Adrian Towse
20. Senior Visiting Fellow, Health Economics Research Centre, Nuffield Department of Population Health, University of Oxford – Adrian Towse
21. Participant in the Efficient and Effective Reduction of Health Inequality Workshop #2, Centre for Health Economics, University of York, which was held via Zoom on Tuesday 10th November 2020 – Mireia Jofre-Bonet
22. Honorary Senior Researcher, Department of Economics, City, University of London – Patricia Cubi-Molla
23. Member of EuroQol Group Association – David Mott

Research interest groups

1. ISPOR: Statistical Methods in Health Economics and Outcomes Research Special Interest Group Member – Graham Cookson
2. ISPOR: Oncology Special Interest Group Member – Graham Cookson
3. ISPOR: Rare Disease Special Interest Group Member – Graham Cookson
4. ISPOR: Health Preference Research Group Member – David Mott
5. iHEA: Special interest group on the economics of obesity – Grace Hampson
6. iHEA: Member of the 'health systems' efficiency' interest group – Margherita Neri
7. EvaluAES (supported by the Spanish Health Economic Association): member of special interest group on the evaluation of health policies and health care services – Patricia Cubí-Mollá

8. EvaluAES (supported by the Spanish Health Economic Association): Member of special interest group on the evaluation of health policies and health care services – Maria Errea
9. UK Pharmacogenetics & Stratified Medicine Network: Member – Bernarda Zamora

Visiting positions for OHE staff

1. London School of Economics – Visiting Professor – Adrian Towse
2. Nuffield Department of Population Health, University of Oxford – Senior Visiting Fellow – Adrian Towse
3. Oxford University Hospitals NHS Trust – Honorary Health Economist – Amanda Cole
4. Oxford University Hospitals NHS Trust – Honorary Health Economist – Chris Sampson
5. Public University of Navarra – Visiting Researcher – Mikel Berdud
6. University of Surrey – Visiting Professor – Graham Cookson
7. Science Policy Research Unit, University of Sussex – Associate Faculty Member – Grace Hampson
8. City, University of London – Honorary Visiting Professor – Lotte Steuten
9. City, University of London – Honorary Visiting Professor – Graham Cookson
10. City, University of London – Professor, Department of Economics – Mireia Jofre-Bonet
11. City, University of London – Honorary Senior Research Fellow – Patricia Cubi-Mollá
12. Fred Hutch Cancer Research Center, University of Washington – Affiliate Investigator – Lotte Steuten
13. University of East Anglia – Honorary Senior Fellow – Chris Skedgel
14. Consulting firm – on behalf of a global healthcare client developing a molecule for use in rare diseases – to provide strategic advice regarding pricing strategy and the role of additional evidence – Amanda Cole
15. Chair-Elect, ISPOR Special Interest Group on Open Source Models – Chris Sampson
16. IMF - External Expert – Bernarda Zamora
17. PhD committee member. Student: Zuzana Spacirova; PhD supervisor: David Mark Epstein; University: University of Granada; Date: 22nd May 2020. Patricia Cubi-Mollá
18. UK Pharmacogenetics & Stratified Medicine Network: Member – Bernarda Zamora

2.6. External impact

Throughout 2020 OHE's work has continued to have a remarkable impact, and this continued into 2021. Below, we list a sample of those we have a detailed record of:

- OHE's research work has been cited frequently in reports produced by NICE as part of its ongoing methods review. Whilst these reports are confidential, they will inform the consultation and the proposed changes.
- The OHE Consulting Report 'Barriers to uptake of Minimal Access Surgery in the United Kingdom' was cited by media outlets such as Business Weekly, Dotmed, Cambridge Independent and Globe newswire.
- The OHE Consulting Report 'Public Health and Economic Implications of the United Kingdom exiting the EU and the Single Market' was referenced in a Brain Tumour Charity Article.
- The OHE Consulting Report 'Delivering the 2.4 per cent: Unlocking UK Pharma R&D investment through Evidence-Based Policies' was quoted by National Health Executive in its web article.
- The OHE report by Amanda Cole and Adrian Towse 'Legal barriers to the better use of health data to deliver pharmaceutical innovation' was heavily cited in a consultation by the European Medicines Agency (EMA): 'The GDPR: Secondary use of data for medicines and public health purposes. Discussion Paper for medicines developers., data providers, research-performing and research-supporting infrastructures'. The report was also featured in a news article by GlobalData alongside an interview with Amanda Cole.
- The OHE Consulting Report 'Obstructive Sleep Apnoea: Health Economics Report' received a mention in an article by Bulletin Line and PR Newswire.

- OHE's Economic Evaluation of Sleepio was mentioned in articles by West Midlands AHSN, Oxford AHSN and HSJ.
- OHE was included in Financial Times Annual Leading Management Consultants list for 2020 within the Healthcare and Life Sciences category. OHE is mentioned in this prestigious list alongside 29 other consultancies.
- OHE Research report 'Comparing access to orphan medicinal products in Europe' was referenced in a Journal Article titled 'Assessing the preferences for criteria in multi-criteria decision analysis in treatments for rare diseases' and published by Public Health Journal.
- OHE Research Paper 'The value of International Volunteers' experience to the NHS' was referenced in a Journal Article published by Business, Theory and Practice Journal, titled 'The impact of emotional intelligence and intercultural competence on work productivity of volunteers in respect to age and length in volunteering.
- In the Office of Health Economics Director Chris Skedgel's most recent podcast they asked him the question, "can a shared understanding of unmet medical needs support innovation?" which he discussed in 19 Conversations in the EFPIA Podcast Series
- The OHE's Research Paper, 'Resource Allocation In Public Sector Programmes: Does The Value Of A Life Differ Between Governmental Departments?' was referenced in February 2021 by the King's Fund in their "Health Management and Policy Alert".

2.7. Social Media

We continued to have substantial activity on social media throughout 2020 to date. In summary, we published 28 regular blogs online and achieved the following social media presence:

- Number of Publication downloads: **14824**
- Number of Website visits/sessions: **151417**
- LinkedIn Followers: **5410**
- Twitter followers: **4916**

3. Theme Updates for 2020

In this section, we present summaries of the achievements in 2020.

3.1. Value, affordability, and decision making

THEME UPDATES

- In November, we secured a **large consulting project** on the societal value of cures, led by Martina Garau.
- We have maintained our position as a leading voice in research on cost-effectiveness thresholds and allocative efficiency. Mikel Berdud was recently invited to join a meeting to discuss approaches to identifying a cost-effectiveness **threshold for Canada**, hosted by the Institute of Health Economics.
- Our work on the broader value of vaccines in the UK has achieved good exposure following the publication of an **OHE Consulting Report** funded by the ABPI.
- We have conducted effective dissemination and engagement activities despite pandemic restrictions, including **blog posts** on value frameworks for combination treatments and the

NICE methods review consultation. We hosted a **webinar** delivered by Will Hollingworth on the de-adoption of low-value procedures and we led an educational session at **ISPOR Europe** on tumour agnostic therapies.

3.2. Economics of innovation

Theme lead: Mikel Berdud

UPDATE ON 2020

In February, we held the first quarterly meeting of the Economics of Innovation for 2021. The discussion went around the current position and challenges of the theme and the theme aims and goals for 2021. The theme research activity during 2020 was summarised as follows:

- The theme produced a long list of OHE publications during 2020 on a wide variety of relevant topics, including transparency of costs and price, value-based health care and innovation, COVID-19 relevant innovation, orphan drugs pricing, and competition, Intellectual Property Rights (IPR) and innovation among others.
- The theme's achievement in external publications was also remarkable publishing research articles in areas such as price regulations and pharmaceutical R&D, orphan drug pricing, pull incentives for R&D in the form of market-driven value-based advance commitments or **innovative payment models**.
- Blog posting activity (OHE) has also produced many entries in topics such as value-based pricing and market allocative efficiency, innovative pricing proposals for orphan drugs, payment models and incentives for COVID-19 related innovation, indication-based pricing, price transparency or new funding models for AMR, among others.
- Presentations delivered have also been a satisfactory number and a good indicator of the relevant research and policy areas. Even in pandemic times, the OHE team has managed to present on its outputs and areas of expertise at various virtual events. These include presentations in conferences (e.g., ISPOR), the OHE annual lecture, universities (e.g., University of London) or other international institutions and forums (e.g., ICER, CGD, renew Europe). The presentations have focused on issues such as price transparency, payment models for COVID-19 vaccines, AMR, optimal level of cost-effectiveness thresholds, and pricing or pull incentives in pandemic times.
- The project pipeline reflects what the current demand is asking the OHE to produce. Out of the 12 potentials, 10 are consulting projects for private sector clients and only one is an ongoing funded research proposal. Consulting pipeline projects also make up 97% of all risk-adjusted funding. The size of projects is on average appropriate, being >£100k.
- The project portfolio confirms this bias towards consulting work. From all ongoing work, 9 out of 14 projects are consulting, and in terms of funding, they make up 100% of total funding sources. There is no live externally funded research project, and there are five projects funded with the core research grant. The average size of projects (£106k) is also appropriate.
- We grade the theme's performance as satisfactory, despite recognising that some challenges will help define the 2021 objectives and guide the strategy. When reflecting on challenges and aims for 2021, we come up with the following conclusions:

- The theme is responding to the demand when producing research outputs. This is reflected in the topics that are being researched e.g., price transparency, COVID-19 and innovation, indication-based pricing, optimal cost-effectiveness thresholds and ICER-pricing.
- To balance all the above, we need to follow the advice of Research Committee in 2020 on the need to start research programmes in areas of high relevance (but not of high interest of the private funders) such as empirical work on the cost and returns of R&D, measure the societal benefits of pharmaceutical innovation, competition and concentration, mergers and acquisitions or public-/private funding of biomedical R&D.
- Profile: although in 2020 we produced an extraordinary amount of work as a theme, the impact is less than proportional to it. Nevertheless, we have published OHE and journal articles, posted OHE blogs (e.g., research outputs, the content of current interest) and produced some (minor) social media activity
- Engagement and collaborations: at the theme level, there is a need to develop collaborative relationships with academics, academic groups, universities, agencies and institutions, organisations, charities and/or prestigious research funders.

3.3. Policy, organisation, and incentives in health systems

Theme lead: Margherita Neri

UPDATE AND REFLECTIONS ON 2020

- 2020 was a prolific year for this theme in terms of applying for funded research work. OHE submitted seven proposals, although only one of these was successful. The growing interest and collaboration from the members of the OHE team is, however, a promising sign for this theme to be able to grow in the future.
- The funding stream generated by consulting work has continued to be relatively small compared to other themes. OHE should continue to seek opportunities for diversifying the theme's pipeline. Going forward, expanding the research grants will also be beneficial, as some of the existing research projects are ending, and others have progressed in the second stage of the funding period.

3.4. Measuring and valuing outcomes

Theme lead: David Mott

THEME UPDATES

- In November, an **OHE Research Paper** titled "*Drop Dead: Is Anchoring at 'Dead' a Theoretical Requirement in Health State Valuation?*" (Authors: Chris Sampson, David Parkin, Nancy Devlin) was published and received considerable attention on social media platforms.
- In December, it was confirmed that OHE had been **awarded a research grant** from the EuroQol Research Foundation: "*Development and testing of EQ-5D-5L bolt-on descriptors for hearing*" (PI: Chris Sampson). OHE is now leading the development of three bolt-ons for EQ-5D-5L (cognition, vision, and hearing).
- As of January, David Mott became the **new theme lead**, taking over from Patricia Cubi-Molla. Patricia remains at OHE and will continue to contribute to MVO-related research.
- In February, it was confirmed that David Mott has been awarded **membership of the EuroQol Group Association**. Further applications from OHE staff may be submitted later this year.

4. Research Funding Calls 2020

During 2020, OHE managed to respond to a large number of research funding calls from high-ranking funding bodies (National Institute of Health Research; Cancer Research UK; Nuffield Foundation; Health Foundation; Medical Research Council; Diabetes UK; Newton UKRI; EuroQoL; etc.) and to bid for research projects from a significant number of private companies. The name and logos of the funders we applied to are shown in the figure below:

Figure 1



We consider that, especially in 2020, our success rate was not satisfactory. Thus, we have started 2021 by reflecting on which factors may have played in producing the subsided success rate.

EXERCISE OF REFLECTING ON FACTORS BEHIND THE UNSATISFACTORY SUCCESS RATE:

We gathered feedback from the institutions to which we applied and from members of the research committee. We identified several reasons why some of our research grant applications failed:

- 1) The funder may not have considered the project broad enough because it focused on a particular geographical area.
- 2) Related to the above, we may have applied to funders whose **research interests** historically do not overlap with the interests of OHE (in terms of clinical versus health economics research).
- 3) Our applications may not have ensured **ticking all the boxes of the call**, or we may have gone too far from our research comfort zone and proposed research in areas in which our expertise is not established.
- 4) Finally, one institution argued that the **interlinkage of the research packages** was not well explained.

Besides these reasons, other external factors might have influenced the success rate of our grant applications:

- 1) With **the irruption of the COVID-19** pandemic, the **focus** of the research funded by UK institutions shifted dramatically.
 - Many calls were very focused on **COVID-19 related projects**.
- 2) The **number of applications** received by our target funders was much larger than usual.
 - Reasons behind the increased number of applicants per call might be related to the disruption of teaching activities in universities and/or that government funding in certain areas (e.g., global health) was vastly reduced.



About us

Founded in 1962 by the Association of the British Pharmaceutical Society, the Office of Health Economics (OHE) is not only the world's oldest health economics research group, but also one of the most prestigious and influential.

OHE provides market-leading insights and in-depth analyses into health economics & health policy. Our pioneering work informs health care and pharmaceutical decision-making across the globe, enabling clients to think differently and to find alternative solutions to the industry's most complex problems.

Our mission is to guide and inform the healthcare industry through today's era of unprecedented change and evolution. We are dedicated to helping policy makers and the pharmaceutical industry make better decisions that ultimately benefit patients, the industry and society as a whole.

OHE. For better healthcare decisions.

Areas of expertise

- Evaluation of health care policy
- The economics of health care systems
- Health technology assessment (HTA) methodology and approaches
- HTA's impact on decision making, health care spending and the delivery of care
- Pricing and reimbursement for biologics and pharmaceuticals, including value-based pricing, risk sharing and biosimilars market competition
- The costs of treating, or failing to treat, specific diseases and conditions
- Drivers of, and incentives for, the uptake of pharmaceuticals and prescription medicines
- Competition and incentives for improving the quality and efficiency of health care
- Incentives, disincentives, regulation and the costs of R&D for pharmaceuticals and innovation in medicine
- Capturing preferences using patient-reported outcomes measures (PROMs) and time trade-off (TTO) methodology
- Roles of the private and charity sectors in health care and research
- Health and health care statistics

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