Looking Forward: A Value-Based Approach to Drug Pricing
How do consumers define value?

• Great question!

• What sounds good on paper may change once it’s personal

• Reminder: the goal is to get away from status quo
What are some general guidelines for defining value?

• Cannot be simply foisted on public; process must include opportunities for input from wide range of stakeholders

• Must be evidence-based; cost alone is an inadequate indicator

• Must include a meaningful response to inevitable access concerns
So what’s standing in our way?

• (See previous slides)

• Information gap(s)
  o Do we have the data we need to link drug prices and value?

• Resources
  o Who is going to perform this work and who is going to pay for it?
What else is needed?

• More research
  o Lessons learned from other countries
  o Is it possible to assess value for all drugs?
  o Is this the best path forward?

• More solutions
  o Value is not a panacea; a valuable drug can still be unaffordable
  o Must address pricing to avoid building on a broken system