VALUE ASSESSMENTS SHOULD INCLUDE ALL THE OUTCOMES THAT MATTER TO PATIENTS AND FAMILIES

When it comes to assessing the value of medicines, conventional cost-effectiveness analysis (CEA) methods typically only account for the value of quality-adjusted life years (QALYs) and health care costs and miss important elements of value that matter to patients and society.

THE OUTCOMES THAT MATTER TO PATIENTS SHOULD MATTER TO EVERYONE

VISIT WWW.PHRMA.ORG/VALUE-COLLABORATIVE FOR MORE INFORMATION.