Value & Access
Partner Spotlight Webinar Series

February 13, 2019

NationalForum.org
WELCOME

We convene. We spark conversation. We accelerate collaboration.
# Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter/Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:30</td>
<td>Welcome &amp; Introductions</td>
<td>Jen Childress&lt;br&gt;Senior Public Health Consultant&lt;br&gt;National Forum for Heart Disease &amp; Stroke Prevention</td>
</tr>
<tr>
<td>12:32</td>
<td>Value in Healthcare Initiative</td>
<td>Madeleine Konig&lt;br&gt;Director&lt;br&gt;Value in Healthcare Initiative&lt;br&gt;American Heart Association</td>
</tr>
<tr>
<td>12:40</td>
<td>Going Below the Surface Health Spending Initiative</td>
<td>Kimberly Westrich&lt;br&gt;Vice President, Health Services Research&lt;br&gt;National Pharmaceutical Council</td>
</tr>
<tr>
<td>12:48</td>
<td>Q &amp; A</td>
<td></td>
</tr>
</tbody>
</table>
Value & Access Partner Spotlight Call

Madeleine Konig, Director, Value in Healthcare Initiative
February 13, 2019
Health care delivery and innovation are falling short for the 85.6 million Americans suffering from cardiovascular disease (CVD):

- After years of falling mortality, CVD mortality is now leveling for most populations and rising for some
- Disparities in CVD outcomes remain large
- CVD costs continue to rise, despite falling CVD drug costs
- Current methods of treating CVD are falling short of potential
- Cardiovascular drug innovation is lagging
- Access and affordability barriers persist for patients

There is an urgent need for action to improve how we treat and pay for cardiovascular health.
March Summit Laid out Imperative

VISION

To bring together key influencers from across the healthcare spectrum to identify, test, and bring to scale real solutions to the growing challenges of creating the best and most appropriate cardiovascular medical advances and healthcare for all.

“A business and moral imperative”

“Shared opportunities for progress”

“Need to inspire innovations in the cardiovascular health and wellness marketplace”

“Define ‘value’ across the ecosystem”

“Prevention and wellness should be the standard of care”

“More efficient innovation”
Value in Healthcare Journey

Leading the Journey
40+ Members
Top researchers, regulators, and innovators with diverse perspectives

Leadership
Nancy Brown, CEO, American Heart Association
Dr. Mark McClellan, former CMS Administrator and FDA Commissioner, Duke-Margolis Center for Health Policy
Dr. Robert Califf, former FDA Commissioner,
Duke, Verty Life Sciences
Dr. John Wiener, past president American Heart Association, UT Southwestern

Define Value Across Ecosystems
• Identify patient informed system barriers
• Develop solutions to improve value and care

Future State
• A roadmap for efficient, sustainable cardiovascular drug and device innovation
• A roadmap for high-value, patient-centered cardiovascular care

Establish Learning Collaboratives
• Modernize how people pay for care
• Reimagine clinical trials
• Focus on upstream prevention
• Increase access to lifesaving medicine

Patient Advisory Group
Patient-centered insights to increase value of healthcare

“Call to Action:
Urgent Challenges in Cardiovascular Disease:
A Presidential Advisory from the American Heart Association”
(Circulation, January 2019)
Infusing an Authentic Patient Voice

“If my doctor is able to relate to my family and me and help me live a long and normal life, then I feel that is good value.”

“Value in healthcare, to me, is meaningful, purposeful, and patient-driven treatment that is also financially affordable and supported well by research.”

- 12-member Patient Advisory Group serves as ongoing advisors
- Dedicated Patient Executive Committee seat
- Development and execution of Patient Perspectives of Value Survey
- Advising on application of survey as part of workgroup
- Participating across Learning Collaboratives
Patient Survey
Identified Critical Issues

What is the most critical issue that needs to be solved to increase the value of healthcare for you personally?
Public Launch with
Call to Action

Call to Action: Urgent Challenges in Cardiovascular Disease

January 24, 2019

Circulation
2019 Focus: Identifying Solutions

Urgent Challenges Call to Action:
- Highlight needed reforms and opportunities to improve outcomes, lower costs and increase efficiency.

Learning Collaboratives focused on:
- *Value-based reforms for CV care* with supporting payment reforms.
- *Partnering to develop better clinical trial methods* including real-world studies.
- *Better using evidence to target* interventions to those who benefit.
- *Transforming drug coverage* with less reliance on traditional prior authorization and more linkage to value.

Pilots:
- Model and evaluate promising areas of reform and leverage collective data platforms to measure impact.

Roadmaps for achieving:
1. New model for drug and device innovation.
2. Sustainable outcomes improvements and cost savings across the larger delivery system.

Patient Perspective of Value survey
Visibility & Dissemination Strategy
Learning Collaborative Focus Areas

- **Value-based Models**
  - Inventory current innovations

- **Partnering with Regulators**
  - Dialogue with innovators
  - Identify pain points and gaps
  - Develop shared solution(s)

- **Predict & Prevent**

- **Prior Authorization**

- **Disseminate**
To bring together key influencers from across the healthcare spectrum to identify, test, and bring to scale real solutions to the growing challenges of creating the best and most appropriate medical advances and healthcare for all.

**2019 Timeline**

**Late February/March**
- Learning Collaborative convenings

**April/May**
- Ongoing work and synthesis of Learning Collaborative convening proceedings
- Additional Learning Collaborative calls/convenings as necessary

**June**
- Learning Collaborative convenings

**July-October**
- Draft proceedings and review with Learning Collaboratives participants
- Incorporate proceedings into Roadmap reports

**November**
- Roadmap publication
For more information, please contact:

Madeleine Konig, Director, *Value in Healthcare Initiative*
madeleine.konig@heart.org
202.785.7930
The National Pharmaceutical Council

Health policy research organization focused on the role and value of innovative pharmaceuticals to achieve better patient health

Conducts research, hosts educational events and partners with stakeholders on issues of evidence, value, access and innovation

To explore, demonstrate and communicate—through research, partnerships, and education—the role and value of innovative pharmaceuticals to achieve better patient health
NPC Member Companies
Concerns About Health Care Spending in the U.S. Are Nothing New

Medical Care Cost Doubles in 3 Years

Concerns About Health Care Spending in the U.S. Are Nothing New

Medical Care Cost Doubles in 3 Years

Can We Control Health Care Costs?
Health Affairs
January 1, 1981

Health Spending as a Percent of GDP


NPC
Concerns About Health Care Spending in the U.S. Are Nothing New

Medical Care Cost Doubles in 3 Years

Sharp Rise Predicted in Health-Care Spending in Next Decade

Can We Control Health Care Costs?
Health Affairs January 1, 1981

Concerns About Health Care Spending in the U.S. Are Nothing New


Medical Care Cost Doubles in 3 Years

Can We Control Health Care Costs?
HealthAffairs
January 1, 1981

Sharp Rise Predicted in Health-Care Spending in Next Decade

Health-care spending set to soar over next decade
Washington Post February 21, 2017
Kicking the Can on Bending the Cost Curve

“Everybody wants to control health care costs – until it’s time to actually control health care costs.”

Source: https://medium.com/that-good-you-need/smart-brevity-7ff4d336a989
We Need a New Approach

INSANITY: doing the same thing over and over again and expecting different results.

~ Albert Einstein

Image source: http://www.sevenquotes.com/insanity/
What We Need to Do

- Acknowledge that these are third rail issues
- Bring all stakeholders into the dialogue
- Stop finger pointing
- Come together
- Go below the surface to examine issues
Overview of NPC’s Health Spending and Value Initiative

- NPC sponsored research projects
- Website Partners Conferences
- Blog Articles
- Salons Webinars
- Other

Health Affairs Council
## NPC Research Provides An Evidence First Approach

<table>
<thead>
<tr>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>Why is the US a Health Care Spending Outlier?</td>
</tr>
<tr>
<td>What Can We Learn from Ex-US Health Systems?</td>
</tr>
<tr>
<td>Is There a Framework for Discussing Health Spending?</td>
</tr>
<tr>
<td>How Does Willingness to Pay Vary by Population?</td>
</tr>
<tr>
<td>What Tradeoffs Do Consumers Make When Selecting a Health Plan?</td>
</tr>
<tr>
<td>Why Aren’t We Making Progress Disinvesting in Low-Value Care?</td>
</tr>
</tbody>
</table>
Despite having to make trade-offs, satisfaction in the group plan was high, suggesting a high level of buy-in to the process.

Policy Implications:
- Policymakers should not assume that US consumers are unwilling to discuss or make tradeoffs within a constrained budget.
- Next Steps: test this framework in other consumer markets (Medicare, union groups) to assess if similar results can be achieved.
• July 12 Official Announcement
• Supported by the NPC and Anthem
• Distinguished Co-Chairs:
  • Dr. William Frist, former Majority Leader of the U.S. Senate
  • Dr. Margaret Hamburg, former commissioner of the U.S. FDA, former HHS Assistant Secretary for Planning and Evaluation, and former commissioner of the NYC Dept. of Health and Mental Hygiene
• Focus: promote a nonpartisan, evidence-based approach to understanding what we spend, what benefits we receive and how the nation can achieve more from its investment
• Agenda: call to action, convening of thought leaders, publications
• Recommendations: ways nation could take a more deliberate approach to health spending
**Going Below the Surface Forum**

- **Mission**: Have a sustained, productive, and informed dialogue with all stakeholders to address challenging questions about spending.

- **Goal**: Provide clarity on how best to optimize health care spending so that patients receive the right care while simultaneously providing the right incentives to sustain next-generation innovation to improve patient well being and health system efficiencies.

- **Phased Approach**
  - Determine key questions
  - Identify answers
  - Offer solutions
GBTS Forum Partners
DIGGING DEEPER ON THE RESEARCH

JAMA Articles on Spending Skim the Surface

Several JAMA articles published during the last few weeks focused on the differences in health spending in the US versus our European counterparts, asserting that we spend more in the US but are not achieving better health outcomes.

But the numbers don’t tell the full story, according to a Health Affairs Blog article led by Leslie Greenwald of RTI International. She points out that, while the JAMA articles focus on drug prices as a driving factor for increased health spending, the data the articles use from the Organization for Economic Cooperation and Development do not include pricing information, utilization intensity, and variation in price and service use across the US.

Why it matters: As Greenwald writes, “[W]e need to be cautious of study limitations when making policy proposals.” and understand that there are a variety of factors across health care that are driving spending. Trying to pin spending challenges on just one aspect of health care ignores the complexity and nuances of our health care system. That’s why we need to go below the surface and understand how all of these factors are affecting our spending. Read Greenwald’s article.

DIALOGUES ON HEALTH CARE SPENDING

Are We Under-investing in Medical Technology?

Since 1990, which areas of innovation have impacted overall health outcomes the most? A survey of physicians showed:

Advances in medical technology—including devices, diagnostics, surgical procedures and medications—have increased life expectancy and quality of life for many patients post-diagnosis. A survey of US physicians published in the Journal of Managed Care & Specialty Pharmacy provides insight on their perceptions regarding which medical innovations had the biggest impact on US patients diagnosed with debilitating health conditions. According to the survey by RTI Health Solutions and the National Pharmaceutical Council, the majority (56 percent) of improvements in health outcomes since 1990 were driven by pharmaceutical and biopharmaceutical innovations.

WHAT WE’RE READING IN THE JOURNALS
Q&A
Recordings Available

- Slides and audio from previous spotlights available at https://www.nationalforum.org/value-access-member-spotlight-webinars