

SPEAKER BIOGRAPHIES

Value-Based Pricing for Prescription Drugs: Opportunities and Challenges

Dirksen Senate Office Building, Room G-50

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STEVEN PEARSON is the founder and president of the Institute for Clinical and Economic Review (ICER), an independent non-profit organization that evaluates the evidence on the value of medical tests, treatments, and delivery system innovations and moves that evidence into action to improve patient care and control costs. Prominent among its evidence reports are ICER reviews of new drugs that include full assessments of clinical and cost-effectiveness along with suggested “value-based price benchmarks” to inform policymakers and guide price and coverage negotiation. ICER convenes public hearings to discuss its evidence reports under the auspices of the California Technology Assessment Forum (CTAF) and Comparative Effectiveness Public Advisory Councils (CEPAC) in New England and the Midwest. At these meetings independent groups of evidence experts and public representatives engage with all stakeholders to debate the strength of evidence and provide recommendations on how best to apply the best evidence to clinical practice and coverage policies. Dr. Pearson is a Lecturer in the Department of Population Medicine at Harvard Medical School and from 2005-2006 served during the Bush Administration as Special Advisor on Technology and Coverage Policy within the Coverage and Analysis Group at the Centers for Medicare and Medicaid Services. Dr. Pearson has also been a Senior Visiting Fellow at England’s National Institute for Health and Care Excellence (NICE), the Vice Chair of the Medicare Evidence Development and Coverage Advisory Committee (MedCAC), and a Senior Fellow at America’s Health Insurance Plans.

LEIGH PURVIS is the director of health services research in AARP’s Public Policy Institute. She leads a team of policy analysts and researchers who work on health care issues that are relevant to the 50+ population. In addition, Ms. Purvis heads the Institute’s work on prescription drug and mental health issues. Her primary areas of expertise are prescription drug pricing, biologic drugs, and prescription drug coverage under Medicare. She is a coauthor of the Public Policy Institute’s annual Rx Price Watch reports, which track price trends for prescription drugs widely used by older Americans. Ms. Purvis joined AARP in 2005 as a senior policy research analyst. Prior to her tenure at AARP, she worked for the American Psychological Association. Ms. Purvis is a recognized expert on prescription drug issues and frequently speaks with the press. Ms. Purvis has a MPA with a concentration in health administration and policy from George Mason University and a BS in psychology from the University of Mary Washington. She also holds a certificate in gerontology from the University of Washington.

ROBERT DUBOIS is the chief science officer and executive vice president of the National Pharmaceutical Council (NPC). In this role, he oversees NPC’s research on policy issues related to comparative effectiveness research, as well as on how health outcomes are valued. Dr. Dubois, who is board certified in internal medicine, brings more than 25 years of experience in health services research and comparative clinical effectiveness. He has co-founded and led various health care research organizations in developing quality research with practical application. Most recently, he was the chief medical officer at Cerner LifeScience, where he focused on comparative effectiveness and the use of an electronic health records infrastructure to implement clinical change. Prior to joining Cerner in 2001, Dr. Dubois co-founded Protocare Sciences and was its executive vice president, chief medical officer, and later its CEO. Throughout his career, Dr. Dubois’ primary

interest has centered on defining “what works” in health care and finding ways for that evidence to inform health care decision making. He is a recognized expert in the areas of reviewed articles on comparative effectiveness, evidence-based medicine, the development of practice guidelines and determining the optimal use of high-cost medical services. Dr. Dubois received his AB from Harvard College, his MD from the Johns Hopkins School of Medicine and his PhD in Health Policy from the RAND Graduate School. He is a member of the Medicare Evidence Development and Coverage Advisory Committee, Steering Committee for the Electronic Data Methods Forum, and the Advisory Board of the Institute for Clinical and Economic Review. Additionally, he is the associate editor of the *Journal of Comparative Effectiveness Research* and is on the editorial board for *Health Affairs*.

WILLIAM SHRANK, senior vice president, chief scientific officer, and chief medical officer, provider innovation and analytics for CVS Health focuses on the development of innovative pharmacy solutions to help improve the quality of care, while lowering costs, in order to help health care providers deliver services to distinct patient populations. Dr. Shrank oversees the company’s overall research and clinical program development with the goal of delivering new methods of evaluating innovative programs and initiatives. Dr. Shrank has extensive experience in pharmaceutical outcomes research and has published extensively on topics including the evaluation of various pharmacy benefit designs, the Medicare Part D Prescription Drug benefit, medication adherence for chronic conditions and ensuring high-quality patient communications regarding the risks and benefits of prescribed medications. Prior to joining CVS Health, Dr. Shrank was a practicing physician with Brigham Internal Medicine Associates at Brigham and Women’s Hospital in Boston, as well as an Assistant Professor at Harvard Medical School. Previously Dr. Shrank served as Director, Research and Rapid-Cycle Evaluation for the Center for Medicare & Medicaid Innovation at the Centers for Medicare & Medicaid Services (CMS). Dr. Shrank received his Medical Degree from Cornell University Medical College, his Masters of Science degree in Health Services from the University of California at Los Angeles and his Bachelor’s Degree from Brown University.