Pharmacoeconomics: The basics and methods of evaluation

Learning Outcome Objectives
Upon successful completion of this lesson, you should be able to:
1. Explain the rationale for completing a pharmacoeconomic evaluation.
2. Demonstrate an understanding of common terms.
3. Identify the proper perspectives.
4. Identify the components of the four unique pharmacoeconomic evaluation types.
5. Describe, and plot the points of outcome on, a cost-effectiveness plane.
6. Explain the role of sensitivity analysis.
7. Critique a pharmacoeconomic study.
8. Outline the Canadian system for evaluation of pharmacoeconomic evaluations of new drugs and drug therapies.

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John Woolcott has a Masters of Arts in Economics from Carleton University, and is a graduate student in the Faculty of Pharmaceutical Sciences at the University of British Columbia (UBC). He has served as a health economist for the Canadian HIV Trial Network and the BC Centre for Disease Control, completing a number of pharmacoeconomic evaluations. He was also the scientific officer of the British Columbia Pharmacoeconomic Initiative, which reviewed new drug submissions to the British Columbia PharmaCare drug formulary for pharmacoeconomic quality.

Expert Reviewer: Carl Asche, M.Sc. (Health Economics), MBA, Ph.D. (Economics)
Dr. Asche is a research associate professor and the director of graduate studies and fellowships in the Department of Pharmacotherapy at the University of Utah’s College of Pharmacy. Prior to joining the University of Utah in 2004, he was employed for seven years in the pharmaceutical industry with Aventis Pharmaceuticals and the Bristol-Myers Squibb Pharmaceutical Group, where he managed health economics and outcomes research applied to both research and development (R&D) and customer marketing areas. He is on the editorial boards for a variety of journals, and is an active member of several national and international professional societies. His research reaches across a broad range of therapeutic areas and he has published widely, particularly in pharmacoeconomics and outcomes research.