

# The New Landscape for Comparative Effectiveness Research

Questions answered,  
Challenges yet to be faced

# CER in the Health Care Reform Bill

- Comparative clinical effectiveness
  - Evidence generation – new studies
  - Evidence synthesis – technology assessments
- Independent non-profit institute (PCORI)
- Stakeholder dominated Governing Board
- Funding builds to ~\$500 million by 2013
- Research through AHRQ, NIH, others
- Standing methodology committee
- Dissemination (20% of the budget)

# Five First Steps

1. Make the rules clear for everyone
2. Develop an overall funding strategy
  - Sort out the “make-buy” questions
3. Break the “us-them” dynamic with the clinicians
4. Establish an initial list of priority topics
  - Assess state of current evidence
    - Knowledge gaps
    - Performance gaps
5. Decide what type of evidence to obtain
  - Match research methods to overall budget

# Four Future Challenges

1. Strive for a balanced portfolio of topics
2. Achieve stakeholder engagement without gridlock or loss of claims to integrity
3. Develop clear measures of progress and ultimate success
4. Create a broad dissemination and implementation platform to achieve positive change for all
  - Patients and the Public
  - Clinicians
  - Payers
  - Manufacturers

# Public payer applications of CER

- Medicare
  - Integration of CER assessments into National Coverage Determination (NCD) process
  - Future applications to reimbursement?
- Medicaid
  - Washington state Health Care Authority
  - Possible other state or regional entities

# Private payers and CER

- Private payers
  - Patient Decision Aids
    - Prostate cancer decision aid in Massachusetts
  - Payment
    - Equalizing clinician payments for interventions of equal effectiveness
  - Benefit Design
    - Value-based insurance design (VBID) in California
      - To include services other than drugs
      - To include three tiers for high, reasonable, low value

# Predictions for the future

- Keeping a firm focus on process as well as science will be critical
- CER as a blood sport
  - A “make or break” moment for federal CER will occur not within the first but within the first three years of a national CER program.
- AHRQ and NICE will continue to be key players

Thank you