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## **Comparative Effectiveness Research: Policy, Practice and Implementation**

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# Overview

- Federal Policy
- Independent Appraisals
- Implementation

# Federal policy

# CER Policy Landscape

- \$1.1 b of ARRA funds dedicated to CER
- CER provisions in health reform bills from House and Senate
- Call for creation of government or private entity to conduct research
- Differing language on limitations of use

# Independent Appraisals

# Institute for Clinical and Economic Review (ICER)

- Academic CER group at MGH
- Broad stakeholder engagement
  - Physician societies
  - Health plans
  - Manufacturers
  - Purchasers

# ICER Appraisal Process

- Stakeholder Engagement
  - Evidence Review Group
- Comparative effectiveness assessment
  - Clinical effectiveness
  - Comparative value
- Final Report with Integrated Evidence Rating

# ICER Integrated Evidence Rating

## Comparative Clinical Effectiveness

Superior: A	Aa	Ab	Ac
Incremental: B	Ba	Bb	Bc
Comparable: C	Ca	Cb	Cc
Inferior: D	Da	Db	Dc
Unproven/Potential: U/P	Ua	Ub	Uc
Insufficient: I	I	I	I

a  
High

b  
Reasonable/Comp  
*Comparative Value*

c  
Low

# Implementation

# Application to Medical Policy

- Washington state Health Care Authority (HCA)
  - Cardiac CT angiography

# Cardiac CT Angiography

## Comparative Clinical Effectiveness

Superior: A	Aa	Ab	Ac
Incremental: B	Ba	Bb	Bc
Comparable: C	Covered	Cb	Cc
Inferior: D	Da	Db	Dc
Unproven/Potential: U/P	Ua	Not Covered	Uc
Insufficient: I	I	I	I
	a	b	c
	High	Reasonable/Comp	Low
	<i>Comparative Value</i>		

# EACH members

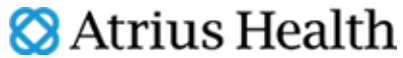


Providers

Health Plans

Employers

Other



# Treatment of Clinically Localized Prostate Cancer

- Radical Prostatectomy (RP)
- Radiotherapy
  - Brachytherapy (BT)
  - Intensity-modulated radiation therapy (IMRT)
  - Proton beam therapy (PBT)

# ICER Integrated Evidence Rating: Clinically-Localized, Low-Risk Prostate Cancer

## Comparative Clinical Effectiveness

Superior: A	Aa	Ab	Ac
Incremental: B	Ba	Bb	Bc
Comparable: C	BT=Ca	Cb	IMRT=Cc
Inferior: D	Da	Db	Dc
Unproven/Potential: U/P			Uc
Insufficient: I	I	I	PBT=Ic
	a	b	c
	High	Reasonable/Comp	Low
	<i>Comparative Value</i>		

# EACH Initiative

- Implementing comparative effectiveness research
  - Pursue shared decision-making
    - Encourage multi-disciplinary planning visit after diagnosis
    - Patient decision aids: videos, brochures
  - Shift payment to reflect evidence of effectiveness and value
    - Reimburse multi-specialty visits
    - Decrease reimbursement for IMRT
    - Increase for brachytherapy

# CER Moving Forward

- Challenge is framing and formatting CER for multiple audiences
- How do we make CER actionable, without delivering a “recommendation”
- ICER rating system attempts to meet these challenges



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