



HealthPolCom Case Study

Value of Innovative Medicines Educational Series

Situation: The pharmaceutical industry's trade association needed expert assistance in developing a series of briefing documents to explain how increased spending on specific diseases was the result of new treatments that both improved clinical outcomes and reduced spending on other healthcare services, such as hospitalizations. These documents were needed as part of a campaign to respond to critics who were attacking the industry's pricing practices and the US healthcare system's increased spending on pharmaceuticals.

Actions: Researched and wrote sections about the clinical value of - and science behind - the development of new treatments for **diabetes, high cholesterol** and **rheumatoid arthritis**.

Researched and wrote the briefing document explaining how the development of new treatments for **depression, bipolar disorder**, and **schizophrenia** had:

- Changed the clinical care for these conditions;
- Dramatically improved outcomes;
- Produced value for the healthcare system because of the increased use of medicines to treat these conditions; and
- Been possible because of new scientific insights that guided individual company research and development activities.

Outcome: The trade association's staff and members used these disease-specific briefing documents to explain to non-technical legislative and advocacy stakeholders the value of new treatments for improving both clinical and economic outcomes, and to educate them about how these treatments were based upon significant scientific advances.