



The NATIONAL PHARMACEUTICAL COUNCIL (NPC) is a health policy research organization dedicated to the advancement of good evidence and science, and to fostering an environment in the United States that supports medical innovation.

Founded in 1953, NPC is supported by the nation's major research-based biopharmaceutical companies. We bring more than 60 years of expertise to bear on the critical issues of evidence, innovation and the value of medicines for patients.

NPC sponsors and participates in research on the appropriate use of pharmaceuticals and the clinical and economic value of pharmaceutical innovation. We collaborate with leading scientific policy experts across key health care sectors toward improving patient outcomes.

In shaping our research agenda, educational programs, and other outreach efforts, NPC engages with a range of stakeholders—including pharmaceutical companies, providers, payers, employers, policymakers, and others—to demonstrate and communicate the value of pharmaceutical innovation.

NPC's current initiatives in the areas of heterogeneity, or individual treatment effects, and personalized medicine demonstrate how an appropriate range of therapies are needed to achieve better health outcomes for both the individual patient and the population. We also are working to demonstrate the role and value of pharmaceuticals in achieving optimal health outcomes and the impact of payment and delivery models on the use of medications. And by encouraging the optimal use of real-world evidence in measuring value, our efforts are defining best practices in evidence evaluation, synthesis and translation in health care decision-making. We also are highlighting the importance and challenges of communicating health information to providers, patients, payers and other health care stakeholders.

NPC has proactively responded to changes in the pharmaceutical environment and contributed to informative research that improves patient outcomes. By continuing to anticipate the issues, conduct and sponsor strong, evidence-based research, and demonstrate the benefits of new medicines to patients, NPC makes meaningful contributions to shaping the future of health care.



Robust Research Agenda

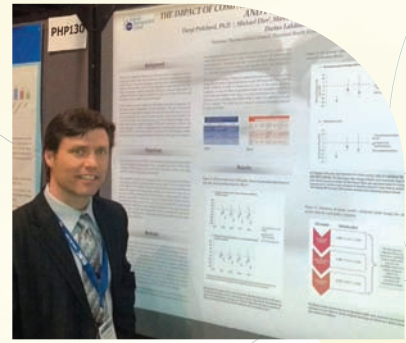
NPC sponsors and conducts research that helps inform critical health care policy debates and supports the achievement of the best patient outcomes in the most efficient way possible. We recognize the importance of ensuring that research is designed, conducted and analyzed appropriately so that it can be used to inform health care decision-making. Our research is widely circulated to help shape the broader conversation around health care and strengthen public understanding of pharmaceutical innovation and of how sound science and evidence can facilitate better decision-making among health care stakeholders.

Over the years, the issues we have focused on have developed and evolved along with the changes in the health care environment and the pharmaceutical industry. NPC's current research examines the most pressing topics in comparative effectiveness research (CER), individual treatment effects, and the optimal role and value of pharmaceuticals in current and emerging payment and delivery models.

Recently published research includes *The State of Comparative Effectiveness Research and the Environment for Health Care Decision-Making*, *The Role of Pharmaceuticals in Value-Based Healthcare: A*

NPC's Leadership in Health Policy Research

1950s	1960s	1970s
<p>NPC founded, with headquarters at New York City's Rockefeller Center (1953)</p> <p>NPC and the American Pharmaceutical Association launch summer pharmacy internship program, which continues until 1994 (1959)</p>	<p>NPC develops "Compilation on State Welfare Drug Programs," which would later become the annual "Pharmaceutical Benefits Under State Medical Assistance Programs" (1963)</p>	<p>NPC headquarters moves to the metropolitan Washington, DC area (1965)</p> <p>NPC begins working with states to examine open drug programs versus closed formularies</p> <p>NPC expands educational efforts with consumer organizations, medical and pharmacy students, federal agencies and others about the value of branded pharmaceuticals</p>



Framework for Success, Making Informed Decisions: Designs and Analytic Methods for Comparative Effectiveness Research, and The Good, the Bad and the Different: Deciphering Heterogeneity for Managed Care Pharmacy and Medical Directors. In addition to self-published materials, NPC research is published regularly in peer-reviewed journals and has been featured in *Health Affairs*, *The Journal of Managed Care Pharmacy* and *The Journal of Comparative Effectiveness Research*, among others.

In fall 2012, NPC launched a two-year post-doctoral Fellowship in the Policy Impact of CER in conjunction with The George Washington University School of Public Health and Health Services (SPHHS). The Fellowship aims to bridge the gap between academic programs that train researchers in how to conduct and apply CER and those that focus on understanding and developing health care policy. The Fellow is an employee of NPC and has an adjunct faculty appointment in the SPHHS Department of Health Policy.

A complete library of NPC-sponsored research publications is available online at www.npcnow.org/research.

Education and Outreach

NPC recognizes the importance not only of researching key health care topics, but also of widely sharing important findings and insights to inform and advance the nation's health care policy conversation. Through its professional programming, NPC provides a pharmaceutical industry perspective and expertise to the broader health care discussion. By partnering and collaborating with other organizations, building alliances to fund and share research, offering comments on proposed research guidelines, and hosting educational events, NPC is further advancing the public dialogue on important health issues.

Recent NPC outreach has focused on issues relating to informing and shaping the debate on individual treatment effects and the role of pharmaceuticals in achieving the best patient outcomes; defining the optimal role and value of pharmaceuticals in evolving payment and delivery models; and demonstrating real-world evidence as a critical source of evidence in measuring value.

NPC sponsors forums, symposia, and webinars bringing together a range of stakeholders—including providers, payers, policymakers, patients and others—to explore and address crucial questions facing the health care system.

1980s

NPC sponsors first national symposium on the issue of medication compliance, featuring then Surgeon General C. Everett Koop, and develops a widely viewed public service announcement with professional tennis player Arthur Ashe focusing on noncompliance

1990s

NPC receives a Telly Award for excellence in communications for its video, "Spread the Word," about the value of pharmaceuticals (1993)

NPC sponsors research by Dr. Susan Horn that shows greater formulary restrictions are associated with higher costs (1996)

2000s

NPC sponsors *Health Affairs* special issue and Capitol Hill briefing on the value of medical innovation (2001)

NPC launches "Your Pharmacy Benefit" publication and website to help consumers make better use of their new pharmacy benefits under Medicare Part D (2006)



Our staff experts and research partners also regularly address key constituencies at high-profile scientific meetings and conferences, helping to ensure that the results of NPC-sponsored research are widely disseminated and key issues remain at the forefront of discussions among thought leaders.

Taking the lead on behalf of the research-based biopharmaceutical industry, NPC builds alliances and facilitates collaboration among stakeholders on key research issues. Partnerships developed with the International Society for Pharmacoeconomics and Outcomes Research (ISPOR), the Academy of Managed Care Pharmacy (AMCP), the National Health Council and other associations, coalitions, and organizations raise awareness and bring key issues to the attention of even broader audiences, significantly expanding the impact.

NPC also leverages a variety of communications tools, including social media, to disseminate research findings and connect with health care stakeholders. The *CER Daily Newsfeed* is a free electronic update with daily news and information on comparative effectiveness research. Our monthly electronic newsletter, *E.V.I.dently*, features research updates, announcements of upcoming conferences and webinars, and reports on significant

developments in health policy. Videos of speaker presentations and other materials from NPC-sponsored events are available on our website at www.npcnow.org.



www.npcnow.org

2010s/NPC Now

NPC launches *E.V.I.dently*, a monthly newsletter about comparative effectiveness research, evidence-based medicine, and health technology assessment (2009)

NPC launches *CER Daily Newsfeed* (2010)

NPC relocates to new headquarters in downtown Washington, DC (2012)

NPC celebrates 60 years of leadership in health policy research (2013)

NPC continues to publish major research and conduct educational outreach on CER and the value of health outcomes in pharmaceutical innovation

NPC Leadership

NPC leadership and staff bring a variety of experience from within the biopharmaceutical industry, government health and regulatory agencies, academia, and advocacy groups to our work.



Dan Leonard, MA, President, leads NPC in bringing the pharmaceutical industry's technical expertise and applied scientific knowledge to considerations of evidence-based medicine, comparative effectiveness reviews, evaluation and application. A veteran association executive and communications strategist with more than 20 years of experience in strategic communications, legislative management, politics and broadcast journalism, his previous health care industry experience includes serving as executive vice president of advocacy and professional services for America's Health Insurance Plans (AHIP). He received his bachelor's degree in journalism from Marietta College in Marietta, Ohio, and a master's in government from Johns Hopkins University. He currently serves on several boards and industry committees, including the National Health Council and the Health Industry Forum.



Robert W. Dubois, MD, PhD, Chief Science Officer, oversees NPC's research on health policy issues related to comparative effectiveness research, as well as on how health outcomes are valued. Dr. Dubois is board certified in internal medicine and brings more than 25 years of experience in health services research and comparative clinical effectiveness. He has co-founded and led health care research organizations in developing quality research with practical application. Prior to NPC, he was the chief medical officer at Cerner LifeSciences. He has authored more than 100 peer-reviewed articles on comparative effectiveness, evidence-based medicine, the development of practice guidelines, and 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 and serves on several advisory boards, including the Centers for Medicare and Medicaid Services multi-payer claims database project. Additionally, he is the associate editor of the *Journal of Comparative Effectiveness Research* and is on the editorial board of *Health Affairs*.



Patricia L. Adams, Vice President, Business Operations and External Affairs, is responsible for the overall operations of NPC, including member relations, external affairs, educational programs, and communications. Ms. Adams works closely with the NPC president and the scientific staff to ensure the smooth operation of research activities and educational programs for public and private payers and health policymakers.

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Shire
To be as brave as the people we help.

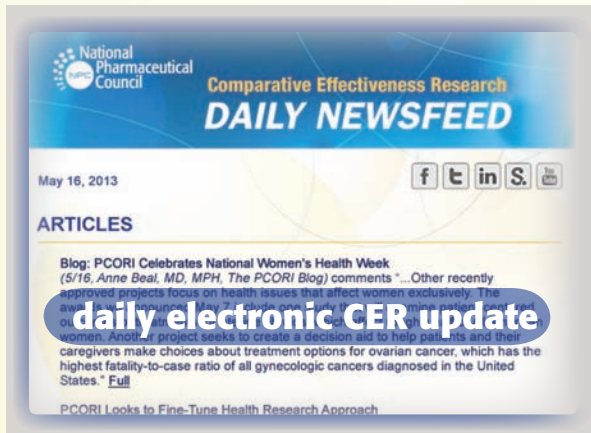


www.npcnow.org

NPC's website—www.npcnow.org—contains a wealth of information about the biopharmaceutical industry's most pressing issues.



Additional NPC resources available online include:



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