



# **Advancing CER Under Health Reform**

**Dan Leonard**

*President*

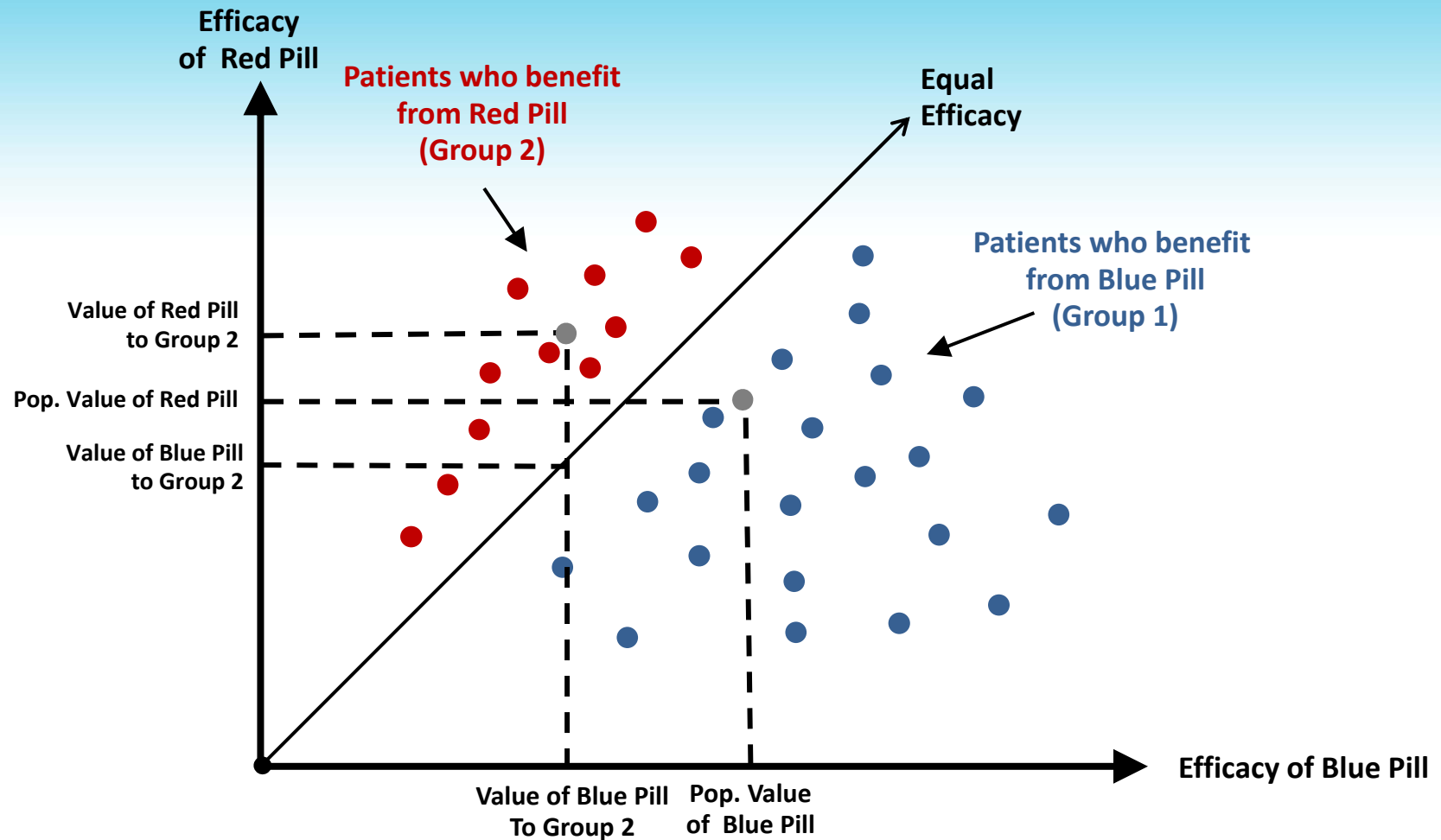
*National Pharmaceutical Council*

# CER Circa 2010

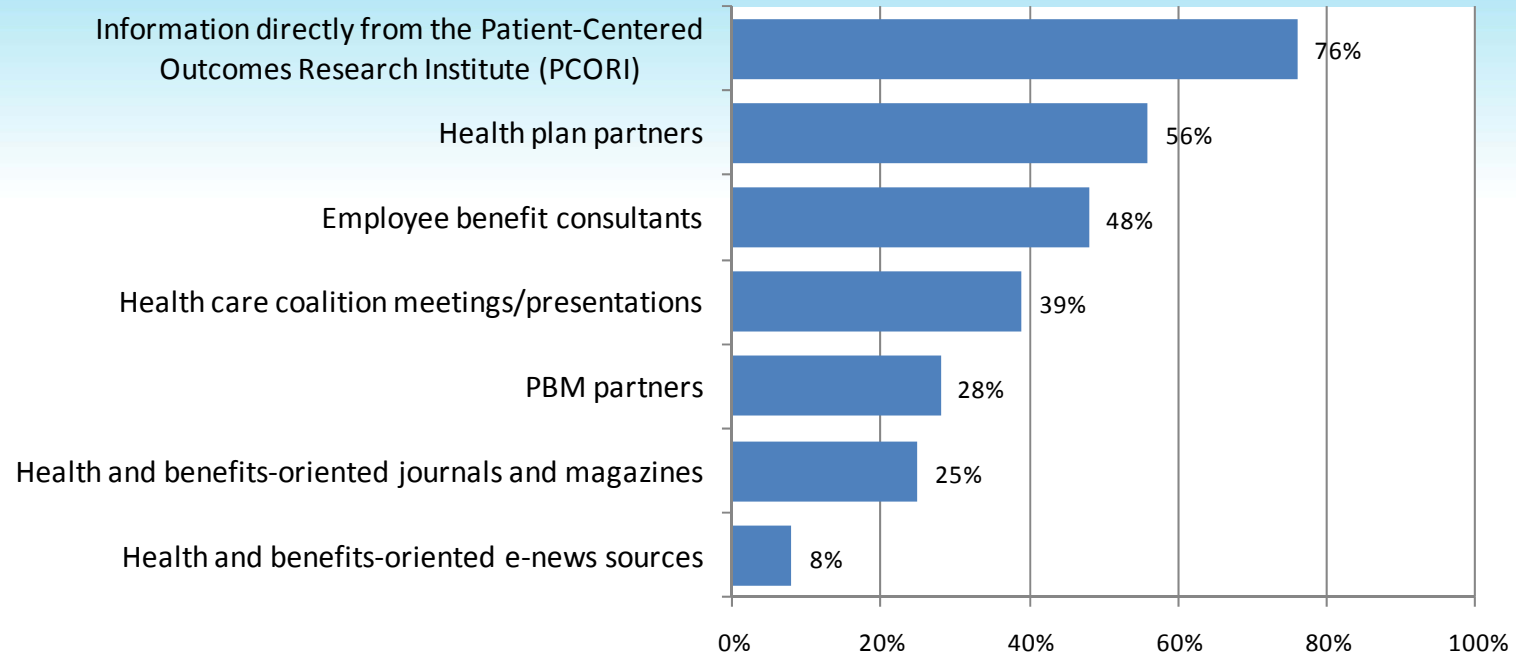


**Red Pill vs. Blue Pill**

# Heterogeneity of Treatment Response (Intra-Patient)



# PCORI is Most Reliable/Trusted Source of CER Information in the Future, Followed by Health Plans



# Establishing Standards and Impact of Research

- 71% of respondents believed it would take less than 3 years to establish research standards for CER studies
- 88% felt that CER led to little or no improvement for health care decision-making in the past year; 9% thought it led to moderate improvements
- 28% believed that CER would lead to moderate improvements in health care decision-making in the next year





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