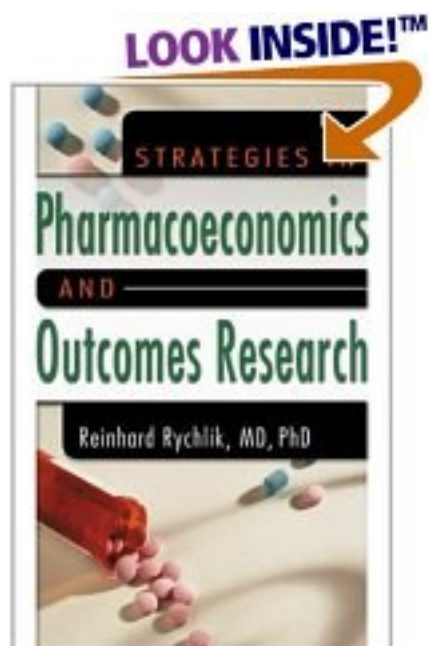


# Strategies in Pharmacoeconomics and Outcomes Research



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Get a healthy perspective on pharmaceutical economics! Strategies in Pharmacoeconomics and Outcomes Research presents a comprehensive introduction to the economic aspects of the health sector, focusing on strategies for the development and marketing of healthcare products. A much-needed addition to this relatively new field, the book narrows health economics into the sub-discipline of pharmacoeconomics, bridging the gap between different interest groups in the pharmaceutical industry—research and development at one end, sales and marketing at the other. Using basic terminology and practical examples with descriptive tables and figures, it analyzes the implications of projecting costs of pharmaceutical products

as a method of determining the viability of their development. Written from an international perspective, Strategies in Pharmacoeconomics and Outcomes Research examines the costs of drug therapy on health care systems and society through global marketing and modeling strategies, including clinical research and trial examples. Through the interlinked concepts of clinical research, outcomes research and pharmacoeconomics, the book evaluates the effectiveness of health technologies under "real world" circumstances or "normal" medical practice to achieve the optimum benefit from the resources available. The research process follows the economics of a drug's efficacy (how it works under ideal circumstances) to its effectiveness (how it does in "real" life) to its efficiency (how cost-effective it is) in determining the baseline effects of a disease on economic and humanistic parameters. Strategies in Pharmacoeconomics and Outcomes Research also examines: resources and cost benefits (direct, indirect, intangible, and quality of life) health economical models (decision-tree analysis, Markov-model) reimbursement differences between countries due to the rate of currency exchange drug monitoring and regulation ...and includes an extensive glossary! At a time when health economics has become increasingly important, Strategies in Pharmacoeconomics and Outcomes Research is an essential tool for the pharmaceutical, diagnostic, and medical device industries to ensure the most efficient use of limited resources. The book's practical tone and common-sense methods provide a realistic approach that will benefit pharmaceutical and medical professionals, product managers, business development managers, drug regulatory affairs officials, and clinical study coordinators in making strategic and operational decisions about pharmaceutical development, production, or consumption.

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