

IVI Launches *Value Blueprints* Research Brief Series

Series Explores Research and Methods to Improve Value Assessment

Briefs Highlight

- ***Lung Cancer Patient Perspectives Are A Missing Piece of Value Assessment Puzzle***
- ***'Value of Hope' Offers Potential Enhancement to Next-Generation Value Assessment***

Alexandria, VA - May 20, 2019 - The Innovation and Value Initiative (IVI) today unveiled a new series of research briefs highlighting key research findings and methods development emerging from the nonprofit organization's ongoing effort to develop open-source value models. The research brief series, entitled "[Value Blueprints](#)," (link to brief on website) is intended to spark dialogue and further exploration within the health economics and outcomes research community into how to advance next-generation value assessment methods.

"The pace of scientific development and the complexity of assessing healthcare technologies given known patient diversity requires multiple actors collaborating and building on the research of others," said Jennifer Bright, IVI's executive director. "The goal of [Value Blueprints](#) is to offer concise snapshots of IVI's novel methods and key learnings derived from our work on open-source value models, and present our hypotheses about the importance and impact that rigorous attention to methods improvement can generate for value assessment and the wider discussion of value and cost in the U.S."

IVI's initial two research briefs explore determinants of value identified by non-small cell lung cancer (NSCLC) patients and a novel method, the "Value of Hope," and how it is incorporated into IVI's modeling.

The first brief, *Patient Insights as the Foundation for Value*, reports that patients emphasize the need to make frequent trade-offs in treatment decisions, for example in weighing treatments' potential efficacy against impacts on quality of life and day-to-day functioning. Patients also highlighted the urgency created by the metastatic nature of their diseases, with a high degree of importance placed on rapid access to information on their treatment response and ability to switch therapies quickly when not responding.

IVI's second research brief, "*Exploring the Implications of the 'Value of Hope'*" examines how the preferences of NSCLC patients, who research says may be willing to accept the risk of poorer outcomes in hopes of long-term survival benefits, may impact value estimates and whether it should be considered as a key component of patient-centered value assessment.

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About the Innovation and Value Initiative

IVI is a nonprofit organization committed to advancing the science and improving the practice of value assessment in healthcare through collaboration among thought leaders in academia, patient organizations, payers, life science firms, providers, delivery systems and other organizations.