

## OXFORD OUTCOMES PARTNERS WITH THE OFFICE OF HEALTH ECONOMICS AND THE DEPT OF HEALTH

Oxford Outcomes has partnered with the Office of Health Economics, the University of Sheffield and the Department of Health, to undertake the initial valuation of the EQ-5D-5L, in a venture that will be completed over the next X months/years. Oxford Outcomes staff were key members of the team which developed the EQ-5D-5L prior to its release at ISPOR's 2009 annual meeting. EQ-5D-5L is a new version of the EQ-5D, a standardised instrument to measure of health outcomes, applicable to a wide range of health conditions and treatments, providing a simple descriptive profile and a single index value for health status. Widely used by different decision making bodies, the EQ-5D is considered one of the most important PRO measures in the world. The partnership is already underway with three projects running from our Oxford offices and managed by Andrew Lloyd and Paul Swinburn. These projects will provide an interim value set for the EQ-5D-5L, the first will establish a cross walk or statistical mapping function and the other two will test new valuation methods prior to a major new international utilities study for EQ-5D-5L.

## OXFORD OUTCOMES WINS ISPOR AWARD

Richard Pitman, one of Oxford Outcomes senior health economists, was awarded Best Research Podium Presentation at the 2009 ISPOR European Congress Paris last October. Richard's presentation "Integrated Dynamic Transmission/Cost-Effectiveness Model for Influenza A and B Part I: Development of an Integrated Model," was selected following the congress and will be published on the ISPOR website and also in the next issue of ISPOR's journal. The award provides great recognition for Richard and Oxford Outcomes, highlighting our commitment to research and development.

## ADVISORY BOARD SERVICES LAUNCH IN NORTH AMERICA

Oxford Outcomes is introducing our advisory board services in Canada and the U.S. Having been available from the Oxford office since 2008, the services are now being expanded to all the North American offices. Drawing on our extensive network of clinicians, academic consultants, former reimbursement decision-makers and scientific and policy experts, we will organise an advisory panel designed to assist clients in devising the right strategies for their health care products.

Our Advisory Board Services include meeting planning and logistics, participant recruitment, facilitation, reporting and meeting publications. Neil J. MacKinnon, PhD, FCSHP, will be working with the North American offices to provide advisory board services. Neil is the Associate Director for Research and Professor at the Dalhousie University College of Pharmacy and has extensive Advisory Board experience as both a panellist and facilitator.

## NEW TRANSLATION BLOG

At the start of this year the translation team launched their own blog, [oxfordoutcomes.vox.com](http://oxfordoutcomes.vox.com) features regular articles from the team looking at all aspects of the industry including translatability, linguistic validation methodology and our interpretation of the FDA guidance. The blog allows us to share our experience and expertise with our clients, associates and all those involved in translations, and we believe it will become a useful resource with up to date and relevant news and opinions.

### CURRENT ARTICLES ON OXFORDOUTCOMES.VOX.COM

- Why linguistic validation cognitive debriefing should be done with the target patient population
- Assessing content validity through cognitive debriefing as part of the translation and linguistic validation of PROs
- Five easy ways to ensure translatability when developing a PRO instrument

## RECENT ARTICLES

An economic model for the prevention of MRSA infections after surgery: non-glycopeptide or glycopeptide antibiotic prophylaxis?

Elliott RA, Weatherly H, Hawkins N, Cranny G, Chambers D, Myers L, Eastwood Sculpher MJ.

*European Journal of Health Economics* 2010, 11 (1): 57-65

Lennox-Gastaut Syndrome (LGS): development of conceptual models of health-related quality of life (hrql) for caregivers and children

Gallop K., Wild D, Verdian L, Kerr M, Jacoby A, Baker G, Nixon A and Cramer J.

*Seizure*, 2010, 19: 23-30

Patient Preferences for Diabetic Retinopathy Health States

Szabo SM, Beusterien K, Pleil A, Wiroszko B, Potter MJ, Tildesley H, Gonder JR, Barsdorf A, Levy AR.

*Investigative Ophthalmology & Visual Science* 2010 Jan 6. [Epub ahead of print]

Access with Evidence Development in the UK: Past Experience, Current Initiatives and Future Potential

Briggs A, Ritchie K, Fenwick E, Chalkidou K, Littlejohns P  
*PharmacoEconomics*, 2010, 28, (2) 163-170

Joint Assessment of Intended and Unintended Effects of Medications: An Example Using Vascular Endothelial Growth Factor Inhibitors for Neovascular Age-Related Macular Degeneration

Levy AR, Szabo S, Briggs A, Pleil A, Davie A, Zlateva G, Javitt J

*Journal of Ophthalmology*, 2009

## OXFORD'S NEW WEBINAR PROGRAMME ARRIVES

In November 2009, the Oxford office launched a series of monthly training webinars aimed at clients and associates working in product development. Run by our most experienced members of staff the free webinars focus on regulatory and reimbursement approvals, and are open to all clients and associates within the pharmaceutical industry.

Annabel Nixon, principal outcomes researcher, who co-ordinates the webinar series explains why it was launched, "We believe that providing free training of specific relevance to our clients' day to day work will develop and strengthen our working relationships. Each webinar creates an opportunity for dialogue with clients through the questions and feedback following the session, allowing us to better understand clients' needs and therefore produce work that is more relevant and specific than ever before."

Over the coming months the webinar programme will cover; PRO research for regulatory approvals and scientific dissemination, successful product reimbursement, and linguistic validation amongst other topics. Webinars run on a monthly basis, usually the second Thursday in every month at 3pm GMT/BST although this is subject to change. If you would like to find out more or be invited to participate please email [annabel.nixon@oxfordoutcomes.com](mailto:annabel.nixon@oxfordoutcomes.com)

## RECRUITMENT

Due to continued growth we are currently looking for various roles at our different offices, get in touch with Jayne Dance or Brian Harrigan through the website if any take your fancy;

Principal/Senior Outcomes Researcher  
Bethesda, US

Principal/Senior Health Economist  
Morristown, US

## CHRONIC DISEASE MANAGEMENT PILOT PROJECT IN DEVELOPMENT

Oxford Outcomes, in partnership with the Asthma Society of Canada (ASC) and the Ontario Ministry of Health and Long-term care (MOHLTC), is designing a pilot project to demonstrate the effectiveness of medication reminders on improving medication adherence. The project will also investigate and demonstrate how medication reminder systems can be integrated into the existing framework for chronic disease management.

The primary mechanism that will be investigated is a medication reminder program designed to enhance the management of chronic conditions. The pilot project will be focused on patients with asthma and will see the enrolment of asthma patients in three primary care settings to assess the effectiveness of proactive, telephony-based (automated voice and text messaging) adherence reminders and associated tele-services including: appointment reminders, medication record updates, and tele-counseling.

## NEW STAFF

### OXFORD

**Nick Byfield** – Non-Executive Financial Director

Nick Byfield has joined Oxford Outcomes as a non-exec financial director. Nick has been working with us as consultant for five years and now becomes a permanent part of the directors' team, working 3 days a month in Oxford to take an overview of our accounting systems, project monitoring tool and financial reporting cycles.

### MORRISTOWN

**Amanda Dumville** – Junior Project Manager

Amanda worked as an intern for HECG in the summer of 2008 and working for them in again in September 2009.

**Sarah Jeffers** – Research Manager / Associate

Sarah joined Morristown in November from a position with the legal department of the City of New York. Sarah has two years post graduate experience and as well as working at the City of New York she worked in a large legal firm.

### TORONTO

**Brianne Gregovich** - Translation Co-ordinator

Brianne joined Oxford Outcomes in 2008 to work with the translation team in the Oxford office; however she has recently relocated and now works from our Toronto office.

## UPCOMING PRESENTATIONS AND COURSES

### JUNE 2010

#### HTAI 7TH ANNUAL MEETING, DUBLIN, IRELAND

6 – 9 JUNE

Short Course: Systematic Review and Meta-Analysis  
Neil Hawkins & Olivia Wu

#### YORK EXPERTS WORKSHOP, YORK

16 – 18 JUNE

Workshop: Quality of Life - Paul Kind with Andrew Lloyd

17 JUNE | 15.00-16.00 BST

Webinar: Transmission modelling and the cost-effectiveness analysis of interventions targeting infectious diseases  
Richard Pitman

### PRO CONFERENCE, OXFORD

24 JUNE

Conference: Please get in touch with us for more details as they become available. [www.oxfordoutcomes.com/PRO-conference/](http://www.oxfordoutcomes.com/PRO-conference/)

### JULY 2010

15 JULY | 15.00-16.00 BST

Webinar: PRO Response Option - Diane Wild

### AUGUST 2010

#### PROFESSIONAL DEVELOPMENT, UNIVERSITY OF GLASGOW

4 – 6 AUGUST

Short Course: Systematic Review and Meta-Analysis  
Neil Hawkins & Olivia Wu

12 AUGUST | 15.00-16.00 BST

Webinar: Translation and linguistic validation methods in 2010 - Gareth Ellis

### SEPTEMBER 2010

#### ADVANCED HEALTH ECONOMIC MODELLING COURSE, GLASGOW

15 - 17 SEPTEMBER

Short Course: learning how to use more advanced modelling methods - Andrew Briggs and Mark Sculpher with Elisabeth Fenwick and Karl Claxton.

16 SEPTEMBER | 15.00-16.00 BST

Webinar: ePRO development and validation - Emuella Flood

For more information regarding the webinars contact [annabel.nixon@oxfordoutcomes.com](mailto:annabel.nixon@oxfordoutcomes.com)