

Promoting Biomedical Innovation and Economic Value: New Models for Reimbursement and Evidence Development

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Outlook for Biomedical Innovation and Affordability of Health Care

Biomedical
innovation offers
tremendous
potential, yet
faces challenges

How can we
promote both
innovation and
economic value?

Health care
costs are rising
at an
unsustainable
rate

Implications of Failing to Address these Imperatives

- Tighter regulation of prices
- Coverage that does not reflect current evidence and is not supportive of promising new approaches
- Greater uncertainty regarding returns on biomedical investments
- Slower and less productive biomedical innovation

Opportunities for Promoting Value and Innovation

- Information Infrastructure
 - HITECH Act, Beacon Community Cooperative Agreement Program
- Better Evidence
 - Comparative effectiveness research, post-market surveillance
- Payment Reforms
 - Accountable care organizations, Center for Medicare and Medicaid Innovation
- Benefit Reforms
 - Value-based insurance design

Today's Event

- Panel I: Impact of Different Reimbursement Systems on Innovation
- Panel II: Opportunities to Drive Innovation with New Payment Policies
- Panel III: Issues in Measuring Innovation and Value