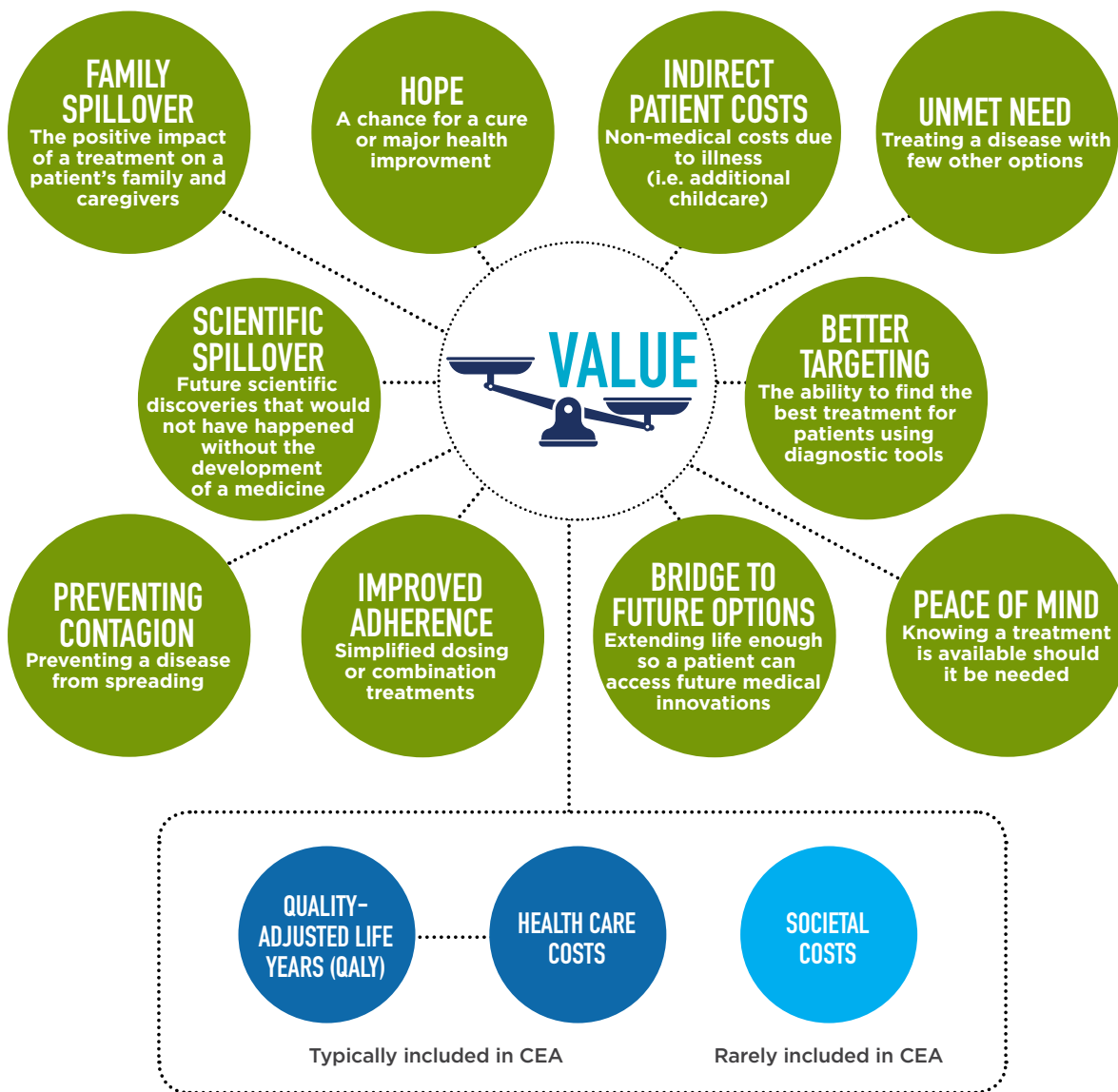


VALUE ASSESSMENTS SHOULD INCLUDE ALL THE OUTCOMES THAT MATTER TO PATIENTS AND FAMILIES

When it comes to assessing the value of medicines, conventional cost-effectiveness analysis (CEA) methods typically only account for the value of quality-adjusted life years (QALYs) and health care costs and miss important elements of value that matter to patients and society.



THE OUTCOMES THAT MATTER TO PATIENTS SHOULD MATTER TO EVERYONE