Application of Pharmacoeconomics and Outcomes Research in Health Policy, Services, and Research in Developing Countries – Time to Act!
Ehiji F.O. Enato, BPharm, MPharm, PhD, Associate Professor & Head, Department of Clinical Pharmacy & Pharmacy Practice, Faculty of Pharmacy, University of Benin, Benin City, Edo State, Nigeria

I first developed interest in pharmacoeconomics and outcomes research (PEOR) some years back, culminating to its first introduction into the pharmacy undergraduate curriculum in my university – the first of its kind in a Nigerian university! I taught and inspired my students about the principles and applications of PEOR, and undertook a few research studies in this area (Inter J Pharm Pract 2004;12;7-12; Quality of Life Research 2005;14:P-136/16886; Inter J Pharm Pract 2006;14:115-22; J Pharm Bioresearch 2011;8:54-60, etc). My argument for PEOR then (and still now) is that its applications are more relevant in developing countries than anywhere else because of limited resources, high disease burden, and system-wide opportunities to intervene and demonstrate the usefulness of PEOR. This enthusiasm, however, was not followed with the desired support from stakeholders at that time.

The ISPOR 18th Annual International Meeting was my first opportunity to attend an ISPOR meeting and I am glad I was able to do so. I was impressed with the high level of organization, the frequent email correspondence, reminders and response to questions prior to, and during the meeting. I found the entire meeting very refreshing. I had the opportunity to learn new things, reinforce old thoughts, and network with several colleagues. The quality of research, discussions, and analysis of issues were excellent. All of this would not have been possible for me without the travel scholarship award I received from ISPOR.

I am particularly grateful to ISPOR for selecting me for this award this year, and I hope to use the knowledge and skills acquired during the meeting when promoting pharmacoeconomics and outcomes research in my country.

In particular, I hope to apply the knowledge and skills I gained during the ISPOR 18th Annual International Meeting in my current research project: evaluating and comparing clinical outcomes and pharmacoeconomics of two interventions in the prevention and control of malaria in pregnancy (MiP) in Nigeria (intermittent preventive therapy versus intermittent screening and treatment of MiP). In addition, I am planning another research project with my student, which will utilize pharmacoeconomic outcomes to demonstrate the value of pharmaceutical care for patients in Nigeria.

Finally, the follow-up research projects are expected to contribute towards the reduction of disease burden in Nigeria, through application of pharmacoeconomics in health care decision making. Furthermore, I believe that the time is here for every health care professional in the country to act towards promoting the applications of pharmacoeconomics and outcomes research in health policy decisions, services, and research.

Improving Pharmacoeconomics and Health Outcomes Research in Egypt
Manal El-Hamamsy, PhD, Associate Professor of Clinical Pharmacy, Faculty of Pharmacy, Ain Shams University, Egypt

With great honor, I was awarded a Meeting Travel Scholarship award by ISPOR and I had the opportunity to become a member and participate at the ISPOR 18th Annual International Meeting.

During the event, I attended several plenary sessions, workshops and forums, where I learned trends in pharmacoeconomics studies.

During the first two days of the Meeting, I attended four short courses: “Patient-Responded Outcomes-Item Response Theory,” “The Reader Expectation Approach to Professional Writing,” “Cost-Effectiveness Analysis Alongside Clinical Trials,” and “Case study in Pharmaceutical/Biotech Pricing II-Advanced”.

All of the topics included in the short courses were relevant to me, and the workshops, issue panels, plenary sessions and research presentations were all highly informative. This Meeting gave me the opportunity to learn more about pharmacoeconomics and health outcomes research around the world.

During the last three days of the Meeting, I found the three Plenary Sessions, two workshops, an Educational Symposium, and poster sessions to be very useful, as they enabled me to learn the new trends in pharmacoeconomics and outcomes research studies.

I was invited to a number of meetings which were a great opportunity to share my opinion and learn how others think and how to work with a team to achieve a mutual goal. In the ISPOR Arabic Network meeting, I had a great opportunity to meet the president and the members of the Arabic network. The round-table meeting clarified many things and added much to our chapter, as compared to just email and conference call communication.

Great memories that can never be forgotten are my poster presentations and two podium presentations at this ISPOR meeting. The posters were: “Effect of L-Carnitine on behavioral disorders in Autistic Children” and “Medication Prescribing Errors in Community Setting,” and the podium session titles were, “Economic Assessment in Egypt: Development Of Health Economic Evaluation Reporting,” which was a part of the African forum session, and “Health Care Data in the Arabic-speaking Countries: Challenges in Collecting, Sharing and Applying,” which was a part of the Arabic forum session.

I have learned much at this meeting that I can pass along to my colleagues and undergraduate/postgraduate students in Egypt through workshops and seminars. I will work on implementing this knowledge in the Egyptian pharmacy schools curricula. Meanwhile, I am planning to start local pharmacoeconomic and outcomes research in Egypt and collaborative research with regional and international colleagues I connected with during the Meeting. This way, we can improve the pharmacoeconomic and outcomes research and practice in Egypt.

Finally, I would like to offer my great thanks to the ISPOR staff who did a perfect job in making this event a success.