

ISSUE PANEL PROPOSAL EXAMPLE

Title (in title case)	Can We Afford Medical Breakthroughs For Large Prevalence Diseases? Lessons From Hepatitis C
Moderator (must have 1 moderator; please include name, degree(s), institution, city, state, country)	Moderator: Dana P. Goldman, PhD, Leonard D. Schaeffer Chair & Director, Schaeffer Center for Health Policy & Economics, University of Southern California, Los Angeles, CA, USA
Panelists (must have 2-3 panelists from different organizations; please include name, degree(s), institution, city, state, country)	Panelists: Ross Maclean, MD, Chief Operating Officer, Precision Health Economics, Los Angeles, CA, USA; Tomas J. Philipson, PhD, Daniel Levin Professor of Public Policy Studies, Irving B. Harris Graduate School of Public Policy Studies, University of Chicago, Chicago, IL, USA; Adrian Towse, MA, MPhil, Director, Office of Health Economics (OHE), London, United Kingdom
Issue Panel purpose (issue to be presented) Purpose and Overview can have a combined maximum 300 word count	ISSUE: Breakthrough medical innovation offers significant potential value to public and personal health. However, the financial burden of highly effective therapies for common diseases exerts strong budgetary pressure against generous reimbursement. Alternative financing models may be necessary to ensure the continued arrival and affordability of breakthrough innovations for high-prevalence diseases. Dana Goldman will moderate and provide an overview of the social costs and benefits of biomedical innovation. Tomas Philipson will represent the policy perspective and offer potential innovative financing models for breakthrough therapies. Ross Maclean will provide the industry perspective, and Adrian Towse will represent the health economics perspective.
Issue Panel overview (background information should be included)	OVERVIEW: Continued advancement in the discovery of breakthrough therapies depends on sufficient rewards for the investment in drug development. A return on investment is typically accompanied by high prices potentially causing payers to curtail access to valuable new technologies. The balance between price and access is particularly problematic for treatments with long-term benefits, as demonstrated with recent breakthrough treatments for hepatitis C. While patients and payers face upfront costs of treatment, the benefits accrue over the course of a lifetime by preventing disease progression. This misalignment of the costs and benefits of a therapy results in perverse incentives for payers to limit access to patients in need. How can we better align the costs and benefits of medical breakthroughs? Can credit markets play a role in health care financing? What lessons can be learned from hepatitis C? This session will review the obstacles and potential solutions for financing current and future breakthrough therapies for large prevalence diseases.