

Download Principles Of Pharmacoeconomics

Principles of Pharmacoeconomics (Bootman, Principles of Pharmacoeconomics) 3rd Edition by J. Lyle Bootman (Editor), Raymond J. Townsend (Editor), William F. McGhan (Editor) & 0 more Chapter 9. Principles of Pharmacoeconomics. Pharmacoeconomics is the area of health care research that evaluates and compares the costs and outcomes associated with drug therapy. 1 Corresponding to recent awareness by the public of rising health care costs has been an increased interest in evaluating drugs' economic as well as clinical...The principles and methods of pharmacoeconomics provide the means to quantify the value of pharmacotherapy through balancing costs and outcomes. Providing quality care with minimal resources is the future, and the future is here. Abstract. Therefore, professionals in pharmaceutical R&D have to be familiar with the principles of pharmacoeconomics, including the selection of health policy-relevant comparators, analytical techniques, measurement of health gain by quality-adjusted life-years and strategic pricing of pharmaceuticals.