



PHARMACOECONOMICS



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Pharmacoeconomics refers to the scientific discipline that compares the value of one pharmaceutical drug or drug therapy to another. It is a sub-discipline of health economics. A pharmacoeconomic study evaluates the cost (expressed in monetary terms) and effects (expressed in terms of monetary value, efficacy or enhanced quality of life) of a pharmaceutical product.

IMPORTANCE OF PHARMACOECONOMICS

- ❑ Health economics is a tool to help us prioritize different and sometimes competing health care interventions.
- ❑ pharmacoeconomics mostly studies the cost-effectiveness to demonstrate how to achieve an objective or goals with the least use of resources.
- ❑ Pharmacoeconomics is used at all stages in the development of medicines by the pharmaceutical industry, where medicines are researched, produced and marketed.

MISSION OF PHARMACOECONOMICS

To conduct quality research, disseminate of economic and effectiveness measures to the practice of health care and the management of health systems.

VISION OF PHARMACOECONOMICS

To become a premier source of information, training and collaborative research in assessing the effectiveness of healthcare interventions.

Source:

<https://en.wikipedia.org/wiki/Pharmacoeconomics>