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FROM THE EDITOR

Opportunity and Challenges in Treating Neurologic Conditions

■ **JAN E. BERGER, MD, MJ—EDITOR-IN-CHIEF**

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Utilizing all the tools available within the pharmacy benefit will be necessary to address these challenges.

THE PHARMACY & THERAPEUTICS SOCIETY

Report on the 9th Annual Conference of The Pharmacy & Therapeutics Society

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Last issue, we printed the President's Address from the 9th Annual Conference of The Pharmacy & Therapeutics Society. This report contains highlights of the 2009 educational sessions.

Staging Colon Cancer: New Directions and Managed Care Implications

■ **HOWARD ROSS, MD; JIM JORGENSON, RPH, MS;
AND ROBERT KAMINSKY, MBA**

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Biomarker-based assays can improve managed care's ability to decrease the cost of cancer care.

ORIGINAL RESEARCH

Setting Prices for Generic Medications: A Survey of Patients' Perceptions

■ **NITEESH K. CHOUDHRY, MD, PHD; EMILY R. COX, PHD;
MICHAEL A. FISCHER, MD, MS; JYOTSNA MEHTA, MS;
AND WILLIAM H. SHRANK, MD, MSHS**

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The amount of money patients need to save to choose a generic over a comparable brand-name medication may be greater than current copayment differentials.

Value-Based Insurance Design and Antidiabetic Medication Adherence

■ **ANDREW CHANG, MPH; JOSHUA N. LIBERMAN, PHD;
CHARMAINE COULEN, MPH; JAN E. BERGER, MD, MJ;
AND TROYEN A. BRENNAN, MD, JD**

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This retrospective study demonstrates that changes in pharmacy benefit design improved adherence to diabetes treatment.

Review of Outcomes Associated With Formulary Restrictions: Focus on Step Therapy

■ **RASHAD I. CARLTON, PHARM D; THOMAS J. BRAMLEY, PHD;
BRIAN NIGHTENGALE, PHD; THERESA M. CONNER, PHD;
AND CHRISTOPHER ZACKER, PHD**

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Although formulary restrictions are intended to reduce costs while maintaining or improving quality, few comprehensive studies support these claims.

ORIGINAL RESEARCH (CONTINUED)

Initiating Drug Therapy in Multiple Sclerosis Patients: Effect on Healthcare Costs

■ JOHN F. AFORISMO, BSc PHARM, RPH; MICHAEL W. PILL, PHARM.D; AND JEFF D. PRESCOTT, PHARM.D, RPH 59

Multiple sclerosis-specific, population-based measurements were used to study the impact of self-injectable disease-modifying drugs on healthcare use and costs in a commercial population.

PATIENT ADVOCACY

Clearing the Pathway for Molecular Diagnostic Tests

■ MYRL WEINBERG, CAE 75

Molecular diagnostics can be an important element in the development of personalized medicine.

DRUG TRENDS

Drug Utilization Patterns in Patients With Alzheimer's Disease

■ ANNA A. THEODOROU, RPH, MBA; KELLY M. JOHNSON, MBA; MARSHA MOORE, MD, MBA; STACEY RUF, PHD; TAMRA WADE; AND JOHN A. SZYCHOWSKI, AAS, BS 77

The high overall drug costs for patients with Alzheimer's disease are expected to increase over the next 2 decades.

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“By simply switching prescription from branded medications to molecularly identical generics, overall drug spending in the United States could be reduced by 11%.”

from

“Setting Prices for Generic Medications: A Survey of Patients’ Perceptions”

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MISSION

To provide pharmacy and formulary decision makers with the information they need to improve the efficiency and health outcomes in managing pharmaceutical care.