

# Patient Value Model

*A Patient-Centric View of Value*



## What is Value in Health Care?

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The question of what constitutes value is probably the most hotly debated question in health care. The answer to that question influences everything from what kind of care is provided to how that care is ultimately reimbursed. To date, most questions of value have been litigated within the confines of highly complex value assessment frameworks. These are useful tools to begin to answer the question of how to pay for a given product or service, but because they are often expert-driven constructs with theoretical frameworks, they will always struggle to identify the true patient priorities for a given therapeutic intervention.

The Patient Value Model is not a value assessment framework for the purposes of reaching a price; however, it is a framework for assessing the way patients themselves understand and assess value and a tool for organizations that serve patients to better align themselves with patients' wishes.

## What is the Patient Value Model?

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*We tested nearly 100 discrete attributes in surveys with 1,000 patients across multiple conditions and evaluated multiple health care sectors. Statistical analysis revealed the specific drivers of both perceived benefits and costs, which is depicted in the model.*

We began by talking with experts from across health care, developing theories about what might constitute ideas about benefits and costs and then we tested those ideas to see what ideas were unique and relevant to patients and how those ideas grouped together into broader attributes. In our initial work we've developed the model by looking broadly, not at a specific therapy, capturing patients across the spectrum, including those suffering from rare, chronic and acute illnesses. We have initial insights from this work, but the most important aspect is establishing the model.

## What Kind of Organizations Can Benefit from the Patient Value Model?

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We designed Reservoir's Patient Value Model to be applicable across the health care sector. Any organization that is looking to maximize the value of its product or service to patients can apply the model to identify patient priorities. This includes innovative biopharmaceutical companies, medical device and diagnostic companies, digital health companies and health care plans and providers.

## How Can I Learn More?

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We are happy to schedule a webinar to share the methodology and findings of the Patient Value Model via webinar. Please email Bryan Dumont at [bdumont@reservoircg.com](mailto:bdumont@reservoircg.com) or Robert Schooling at [rschooling@reservoircg.com](mailto:rschooling@reservoircg.com) to ask any questions you may have, or schedule a webinar for your organization.

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