



JOHNS HOPKINS
BLOOMBERG
SCHOOL *of* PUBLIC HEALTH



Protecting Health, Saving Lives—*Millions at a Time*

Patient based medicine

John F P Bridges

Department of Health Policy and Management
jbridges@jhsph.edu

Founding editor:
The Patient - Patient-centered Outcomes
Research



The methodological revolution

- In recent years we have come a long way in the evaluation of medicines
 - Evidence based medicine (EBM),
 - Outcomes research,
 - Pharmacoeconomics
 - Medical decision making
 - Health technology assessment (HTA).
- These five movements have collectively changed Medicine for the better.



Overview of this talk

- In this presentation it is argued that all of these five disciplines have a common fault – they all tend to take a top down/societal perspective.
- Many HTA agencies are now considering augmenting their methods to make them more “patient based” or “patient friendly”.
- Societal based decision-making is so engrained that the idea of starting all over again with a clean slate sounds somewhat appealing.

Barriers to a patient based Medicine

The doctrines
Collective provision
Collective financing
Paternalism

Barriers to a patient based Medicine

The doctrines	The assumptions
Collective provision	The societal perspective
Collective financing	Scarce resources and opportunity cost
Paternalism	Asymmetries of information

Barriers to a patient based Medicine

The doctrines	The assumptions	The methods
Collective provision	The societal perspective	Randomised controlled trials
Collective financing	Scarce resources and opportunity cost	Cost-effectiveness analysis
Paternalism	Asymmetries of information	QALYs



Patient based medicine

- The current mandate for EBM/HTA may not be adequate to enact patient based HTA



Patient based medicine

- The current mandate for EBM/HTA may not be adequate to enact patient based HTA

- **WE NEED TO CHANGE
THE SYSTEM**



Patient based medicine

- The current mandate for EBM/HTA may not be adequate to enact patient based HTA

- **WE NEED TO CHANGE THE SYSTEM**

- We need to focus on **empowering patients**, rather than focusing on the needs of payers, governments, tax payers etc



Why should we become patient centered?

- Without the patient there is no healthcare system



Why should we become patient centered?

- Without the patient there is no healthcare system
- Without the patient there is **no providers**



Why should we become patient centered?

- Without the patient there is no healthcare system
- Without the patient there is no providers
- Without the patient there is **no payers**



Can we have patient based medicine

- Whether this can be achieved will depend on our ability to think outside the box and, more importantly, it will depend on the willingness of patients to be active players in the entire research process.
- To promote patient based HTA
 - Remove some of the doctrines
 - Remove some of the assumptions
 - Remove some of the methods



Patient research

- While many work with patients, they normally consider them to be:
 - Subjects
 - Someone who needs to be educated
 - Someone who needs to be counselled
 - Someone who needs to be treated



Patient research

- While many work with patients, they normally consider them to be:
 - Subjects
 - Someone who needs to be educated
 - Someone who needs to be counselled
 - Someone who needs to be treated
- We need to treat patients as partners
- We need to invite patients to do research

Protecting Health, Saving Lives—*Millions at a Time*

As a leading international authority on public health, the Johns Hopkins Bloomberg School of Public Health is dedicated to protecting health and saving lives. Every day, the School works to keep millions around the world safe from illness and injury by pioneering new research, deploying its knowledge and expertise in the field, and educating tomorrow's scientists and practitioners in the global defense of human life.