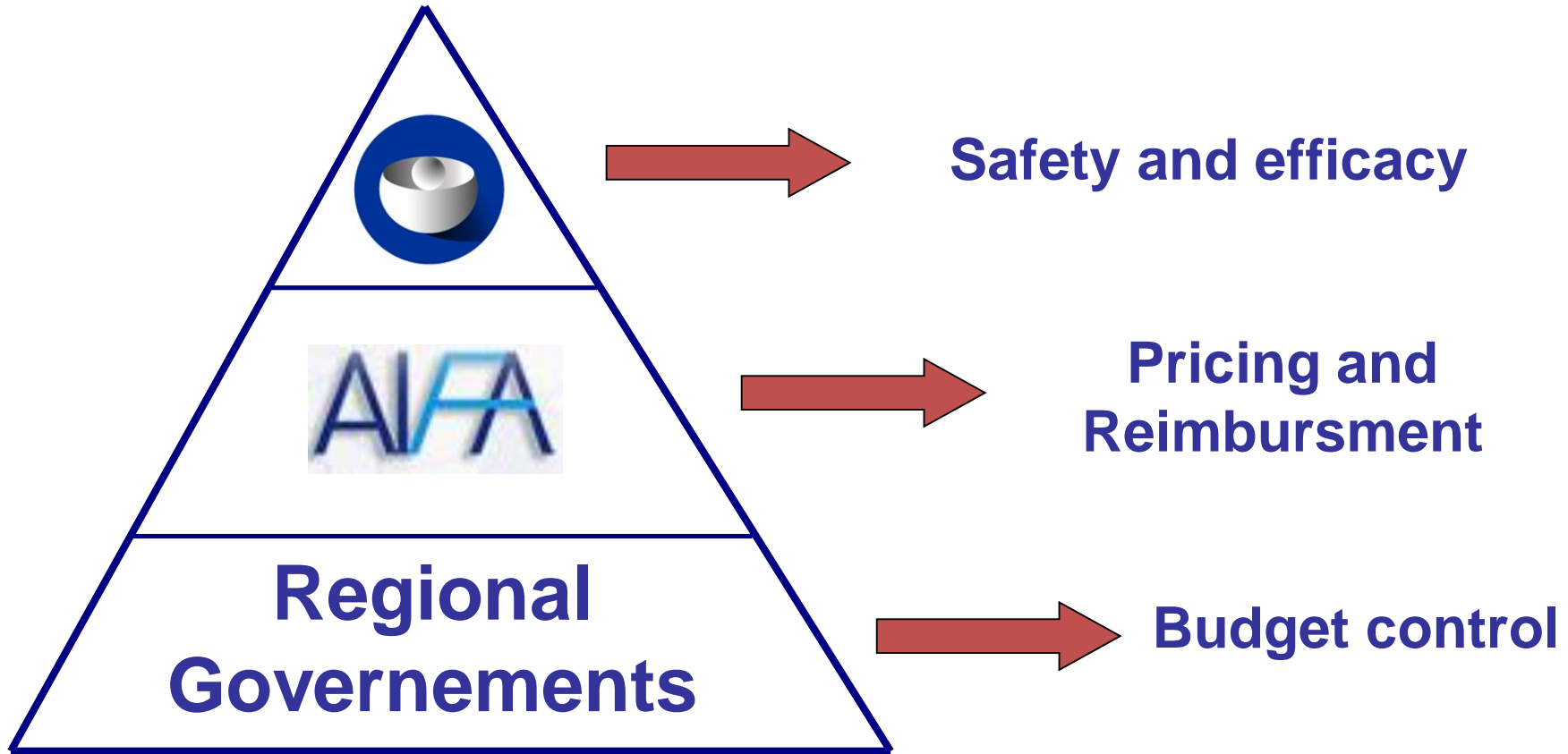


Paziente / pazienti

Valutazione e impatto (diretto) dell'innovazione

Valutazione e impatto (indiretto) della non innovazione

The Pharmaceutical Framework



Ideal
conditions

Real
conditions



Measure of
adverse
effects

Measure of
effect under
ideal
conditions

Measure of
effect under
"real life"
conditions

Relationships
between
costs and
benefits



Regulatory affairs

payers



Regional Governments,
Hospitals, etc etc

Efficacy does not imply effectiveness

and

effectiveness does not imply efficiency