play response data. Analysis by question, category and demographic descriptor was performed. Conclusion: Payers perceived PROs as the “Consequences of the treatment” and “Determinants of health.” Overall, respondents showed interest in pharmaceutical companies’ increasing use of PROs in clinical trials, creation of real world evidence and supporting PRO education.

PIH44
TRENDS IN PATIENT CENTERED RESEARCH IN THE PUBLISHED LITERATURE
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OBJECTIVES: In a previous study we found a steep increase in the use of the term “patient-centered” in the published literature from < 1 articles in the 1960s to >3000 in the 2010s. We also noted an increase in the proportion of articles in each decade reporting original research (17 vs 90%). The objective of this study was to further examine the subset of articles reporting original research. METHODS: We searched EMBASE for articles written in English between 1950-2013 with “patient-centered” in the title or abstract. We selected a random sample of 10 articles within each decade and compared data from the title and abstract on the focus of the article (Healthcare research, or teaching). We selected those focused on research and extracted additional data on the study design, data collection methods, number of cases, comparator group, and statistical analysis. RESULTS: We examined 300 articles reporting original research. Our sample included 1298 individuals responded both years surveys. Random inter-

PIH45
CAN A WEB-BASED TOOL TO FACILITATE COMMUNICATION BETWEEN PATIENT AND HEALTHCARE PROVIDERS IMPROVE PATIENT-REPORTED OUTCOMES?
Cleverley D
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OBJECTIVES: Patients with barriers such as normal anxiety around illness, low awareness, or limited resources may have trouble communicating with their healthcare providers (HCP). HCPs are under increasing pressure to see more patients daily. Can a web-based training and worksheet help patients have improved outcomes, even in symptomatic conditions? We conducted a web-based training and worksheet where 10...

PIH46
PATIENT REPORTED OUTCOMES: ARE THEY RELEVANT TO U.S. PAYERS?
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OBJECTIVES: Identify current and future relevance of Patient Reported Outcomes (PROs) among U.S. payers making patient access decisions for pharma-

PIH47
FOR TWO COMPANIES THE FDA PRO GUIDANCE LEADS TO SIMILAR BUT DIFFERENT MEASURES: A CASE STUDY IN PSORIASIS
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OBJECTIVES: The objective of this research is to evaluate whether the 2009 FDA PRO Guidance leads to development of similar measures when followed by different researchers in the same disease. Psoriasis was selected as a case study, because two companies recently published patient-reported outcome measures to assess the severity of psoriasis-related symptoms: the Psoriasis Symptom Inventory (PSI) and the Psoriasis Symptom Diary (PSD). METHODS: Full-length publications related to the development of the PSI and PSD were reviewed (Table 1). We compared the content of the measures regarding the development process and key aspects pertinent to the PRO Guidance were extracted and compared: patient population, development steps (literature review, literature search, development of patient-reported measures, psychometric properties, content of final measure, recall period, response options, and scoring. The authors conducted a qualitative evaluation of the differences between the measures. RESULTS: The study included 3000 individuals in 2009... consumers to make informed choices. Education was consistently identified as a need to aid interpretation of PRO data to improve patient access decisions. CONCLUSIONS: Payers’ reliance on PRO data will increase in the next five years, especially in symptomatic conditions with robust objective measures of success. PRO evidence is viewed as a unique predictor of clinical and economic outcomes and as a key element of performance and quality ratings. Respondents showed interest in pharmaceutical companies’ increasing use of PROs in clinical trials, creation of real world evidence and supporting PRO education.

PIH48
SWITCHING IN PART D PRESCRIPTION PLAN: PLAN SWITCHING VERSUS BRAND NAME DRUG SWITCHING
Basu R
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OBJECTIVES: As healthcare becomes more patient-centered, patient-reported outcomes appear to be important factors influencing these switching decisions. Consumer inertia and plan’s customer service may have played response data. Analysis by question, category and demographic descriptor was performed. Conclusion: Payers perceived PROs as the “Consequences of the treatment” and “Determinants of health.” Overall, respondents showed interest in pharmaceutical companies’ increasing use of PROs in clinical trials, creation of real world evidence and supporting PRO education.

PIH49
A CONCEPTUAL FRAMEWORK FOR TRANSLATING PATIENT-REPORTED OUTCOMES FOR IMPLEMENTATION IN CLINICAL PRACTICE AND QUALITY IMPROVEMENT EFFORTS
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OBJECTIVES: As healthcare becomes more patient-centered, patient-reported outcomes are in demand in different accountability and shared decision-making frameworks. In order to achieve this, a framework to define a conceptual framework on the criteria for defining, implementing, and translating PROs into valid, reliable measures of performance. METHODS: Conducted a structured literature review to identify influencers in the translation of PROs, issues that impact translation, and relationships between key variables. RESULTS: Various