they were referred, 5% (15/322) arrived the second day, 6% (20/322) third day and over and 7% (34/322) did not arrive in the hospital. CONCLUSIONS: The study provides evidence that community health workers if properly trained, equipped and supported would identify sick persons in the households, counsel and refer them to hospitals for specialized care. Patient referral arrival rate on same day is reasonably high because households personnel readily contacted and sick referred. Similar studies carried out in the US and Great Britain suggest that in a population of 1000 adults, 750 will experience an episode of illness, of these 250 will consult a physician of whom 6 will require to be referred to the physician.

PHP170
PROVINCIAL ENTRY OF NEW DRUGS IN CHINA
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OBJECTIVES: To improve health care provision whilst containing cost at the same time, the NCA (National Medical and Food Administration of P.R.China) allows the entry of new drugs at provincial level. Whilst different provinces have different economic situations and needs, it is essential for pharmaceutical companies to stratify provincial drug entry. The purpose of this research is to explore provinces(s) that may provide the best chance for new drug entry. Methods: New generic drugs or/and generic equivalents were identified from the National Medical and Food Administration of P.R.China's (NMA) database, peer-reviewed journal articles and conference proceedings. The cost data were collected from the World Health Organization (WHO) database and the cost-effectiveness data from published sources. The drugs were stratified in five groups (a) no clinical advantage, (b) minor clinical advantage, (c) major clinical advantage, (d) cost advantage, (e) major cost advantage. Results: Over the period 2004-2013, the NMA approved a total of 1501 drugs. Of these, 275 (18.3%) were classed as (a), 364 (24.3%) as (b), 241 (16.1%) as (c), 268 (17.9%) as (d) and 257 (17.1%) as (e). Of drugs that were cost-effective (d and e), 119 (45.8%) were also minor advantage. Conclusions: China is implementing a major program of pharmacotherapy reform, resulting in a substantial increase in the number of approved new drugs. This has implications for provincial authorities which need to develop robust, evidence-based policy and resource allocation strategies to deal with the increase in drug expenditure. The economic evaluation method needs to be improved in China.

PHP171
USING THE ISPOR 2013 EUROPEAN CONGRESS AS A BIG DATA CASE STUDY
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OBJECTIVES: The availability of concentrated big data sets can help researchers analyze current trends in an industry and drive future growth. Over 1,600 poster presentations related to pharmaco-economics and outcomes research were presented at the 2013 ISPOR European meeting. We analyzed the titles of the posters to find trends in research. METHODS: We analyzed the titles and associated sections of all the poster presentations accepted for the ISPOR 2013 European meeting held in Dublin, Ireland. The distribution by sector (research on methods, health care use & policy studies, cancer, cardiovascular, etc.) was calculated in addition to the type of study (cost, FRO & patient preference, clinical outcomes, etc.) We also searched the abstracts to identify keywords related to cost-effectiveness (CE). RESULTS: Over 1,600 presentations were identified, among them 35% of them are alternative formulations of new drugs. Among the 23 provinces and 4 municipalities, provinces, Anhui (48%) followed by Jiangsu (20%) approved most new drugs without restrictions. It was the autonomy to prescribed the drug without restrictions. Among the provincially reimbursed drugs, Jilin (62%) was the province approved most drugs associated with restrictions. The number of approved drugs was not correlated to regional GDP per capita (p = 0.8, r2 = 0.06) nor with regional health expenditure (p = 0.99, r2 = 0.003). Conclusions: The ISPOR Congress represents a unique global resource. This study is aimed at portraying the CT activity in Greece for 2012, built upon a previous survey conducted in 2010, and at highlighting any discrepancies. RESULTS: The survey was conducted among the Hellenic Society of Clinical Research (SFEE) members participated returning completed questionnaires (response rate: 100%). Data on 70 interventions were received. The majority was phase III trials (64.3%) as in 2010 (68.3%) with a mean duration of 36.3 months (regardless of phase). Most CT sites were affiliated to a university or NHS hospital (45.7% and 64.3%) as in 2010 (68.3%) with a mean duration of 36.3 months (regardless of phase). The most popular sectors included; general illnesses for above fives, 89 (27.6%); ANC clinic 34, (12.7%); respiratory infections (3.1%); malaria, 3 (9%) and diarrhea, 3 (9%). Top five reasons for above five referrals included; general illnesses for above fives, 89 (27.6%); ANC clinic 34, (12.7%); health check up, 24 (7.5%); Chronic cough, 19 (5.9%) and PNC for mother 6 (1.9%). CONCLUSIONS: Community Health Workers were able to identify, counsel and refer 322 persons with 38 various types of ailments. The study concludes that CT in Greece is still in the process of being implemented, with the need for regular referral support supervision. In the view of the authors that community health workers referral model be scaled up.

PHP172
COMMON ILLNESSES IDENTIFIED BY COMMUNITY HEALTH WORKERS IN THE HOUSEHOLDS AND REFERRED TO PRIMARY HEALTH FACILITIES FOR CARE
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OBJECTIVES: To determine common illnesses identified and referred to the health facility for care by community health workers during routine household visitations. METHODS: A cross-sectional study was carried out in two sub locations in rural Kenya where one hundred community health workers were trained on community based referral and counter referral model and issued with referral tools. They were then assigned to 25 households, instructed to regularly visit them in order to identify sick persons counsel and refer them to link hospitals. One hundred villages comprising 2209 households with a population of 11,000 people were covered where the counter referral model was implemented. RESULTS: In total the community health workers in the study counseled and referred 322 sick persons to health facilities for care. Those identified for referrals were categorized as either below or above five years. Under five referrals accounted for 30% (37/123), whereas the top five reasons for referrals included; general illnesses for under fives, 5 (2%); postnatal care for infant, 30 (9.3%); immunization deficiencies for under fives, 5 (2%); postnatal care for infant, 30 (9.3%); immunization deficiencies for under fives, 5 (2%).

PHP173
AN EVALUATION OF PATIENT SATISFACTION IN PAFOS, CYPRUS WITH THE “EUROPEP” INSTRUMENT
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OBJECTIVES: To evaluate patients' satisfaction with the general practice care provided at the Pafos General Hospital outpatient units. METHODS: The EUPEP questionnaire, standardized and validated into Greek, was distributed to outpatients, following a process of random sampling and filled out with personal interviews, from February to April 2014. EUPEP includes 23 items and 5 dimensions regarding doctor – patient relationship, medical care, information - support, organization of care and accessibility. The sample size was based on 50% of annual outpatients visits. For the assessment of the questionnaire internal consistency, the coefficient a Cronbach was used. Student’s-t and analysis of variance have been performed in order to determine the significant differences between the dimensions and sociodemographic characteristics. RESULTS: In total 345 out of 383 outpatients filled out the questionnaire (RR=90%). The majority of the sample (61.2%) was female and belonged to the 61-80 years old group. 43.5% of sample answered moderate health condition and area was supplied with referral tools according with the practice and waiting time was scored much lower (3 ±0.8), meaning ‘dissatisfied’. Statistically significant differences were found between gender and doctor – patient relationship (p<0.019), information - support (p<0.001) and organization of care (p<0.001) while age group was related to information – support (p<0.001) and organization of care (p<0.001). Patients’ health condition was found significant with the doctor – patient relationship (p<0.004), medical care (p<0.007) and accessibility (p<0.001). Conclusions: Patients were satisfied with the provision of general practice and sociodemographic characteristics appear to be significant predictors of satisfaction. Also, problems of accessibility can be solved through the forthcoming reform of primary health care in Cyprus.

PHP174
CLINICAL TRIAL ACTIVITY IN GREECE FROM 2010 TO 2012: STILL MISSING THE OPPORTUNITIES?
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OBJECTIVES: Clinical trials (CTs) lead to innovative medical treatments, and present the opportunity for the pharmaceutical industry to demonstrate the value of their product. The aim of this study was to provide new insights into the clinical trial activity in Greece over the years 2010-2012, and to determine the factors that are affecting the adoption of CTs in Greece. METHODS: A cross-sectional survey was conducted among the members of the Hellenic Association of Pharmaceutical Companies (SFEE). Each company was requested to return a structured questionnaire for each interventional CT approved by the National Ethics Committee (NEC) between 2010 and 2012. The questionnaire focused on the main characteristics of each CT: duration, phase, budget, number of recruited patients, affiliation of recruiting sites and therapeutic area of the investigational agent. RESULTS: All SFEE members participated returning completed questionnaires (response rate: 100%). Data on 70 interventions were received. The majority was phase III trials (64.3%) as in 2010 (68.3%) with a mean duration of 36.3 months (regardless of phase). Most CT sites were affiliated to a university or NHS hospital (45.7% and 64.3%) as in 2010 (68.3%) with a mean duration of 36.3 months (regardless of phase). Patients were satisfied with the provision of general practice care (p<0.003), while age group was related to information – support (p<0.001) and organization of care (p<0.001). Patients’ health condition was found significant with the doctor – patient relationship (p<0.004), medical care (p<0.007) and accessibility (p<0.001). Conclusions: Patients were satisfied with the provision of general practice and sociodemographic characteristics appear to be significant predictors of satisfaction. Also, problems of accessibility can be solved through the forthcoming reform of primary health care in Cyprus.

PHP175
PREDICTORS OF WORKING MOTIVATION IN JOB SATISFACTION AMONG NURSES IN CYPRUS
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OBJECTIVES: To investigate factors affecting nurses’ working motivation on job satisfaction in public and private hospitals in Pafos. METHODS: The study included all hospitals in Pafos, with 410 nurses out of which a random sample was collected. The data was analyzed during January to March 2013. Data were collected using self administered, instruments have been used. The first questionnaire refers to working motivation in terms of recognition, responsibility, personal development, job interest, working relationships etc, developed by Evered and Morris (1999). The second questionnaire refers to job satisfaction by Spector (1985). Both instruments score 1: “agree/satisfied very