threshold, and 2) the health effects of the new technology with the health effects of those technologies which must be displaced to accommodate its additional costs. The performance of each is evaluated through a simulation exercise, which uses shopping at the supermarket as an analogy to the health care system. An initial basket of goods represents the initial allocation and specifies the budget constraint. The task is to improve the contents of the basket by examining other things on the shelves. We use the discovery suite to see what future PSA screening research should be focused on specific populations. 

OBJECTIVES: 

- Identify the potential value and financial impact of a PM strategy at all stage of its development. 
- This analytical framework allows payers, HTA bodies and manufacturers to gauge the performance of the test (Se and Sp) that are the fundamental determinants of the potential value of a PM strategy. An extension of the model to the case of 2 competing PM strategies (and thus 2 competing tests) is shown. 
- We conclude that obtaining more PM-based PM performance is key to achieve the promises of PM. 
- This analytical framework allows payers, HTA bodies and manufacturers to gauge the potential value and financial impact of a PM strategy at all stage of its development.