



Welcome from The CHOICE Institute  
Stergachis Family Endowed Director, Anirban Basu



Dear Friends and Colleagues,

**We have exciting news to share!**

We are witnessing a period of renaissance in health care, as current advances in medical technology and breakthroughs are unprecedented in human history. There is a cure for Hepatitis C that works in weeks. Polio used to afflict thousands around the world; today, there are only twelve cases in just two countries. We are within years—not decades—of truly personalized therapies for cancer.

Despite these scientific leaps, every society around the world faces stark challenges in providing equitable access to these innovations, sustaining the pace of innovation, and, at the same time, becoming responsible custodians of the limited resources available. While we usher in this era of clinical cures, precision medicine, and (really) big data, a continued commitment to the fundamentals of science and academia is important to grapple with these challenges. Such commitment includes the passion for developing and applying state-of-art methods in the disciplines of economics, statistics, and decision sciences for answering the indispensable questions, and for dedicatedly training the next generation of researchers so that they take on these local, national and global challenges head-on.

It is in this global context that I am proud to announce the launch of The Comparative Health Outcomes, Policy, and Economics (CHOICE) Institute ([uwchoice.org](http://uwchoice.org)) at the University of Washington School of Pharmacy.

An international hub of excellence in generating knowledge to improve individual and population health, The CHOICE Institute expands our Pharmaceutical Outcomes Research & Policy Program (PORPP) to organize research and training activities and resources to enhance our competitiveness and expand our leadership in the field. Key programmatic areas

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include health economics, policy analysis/big data sciences, economics of precision medicine, drug and vaccine safety, and global medicines issues. The CHOICE Institute mission is three-fold:

- **Research:** Develop innovative methods and generate actionable evidence about the effectiveness, safety, and value of medical products and services that improve decision making in health care and policy.
- **Training:** Provide transformative training in health economics, outcomes research, and policy analysis to meet contemporary health care challenges regionally, nationally, and globally.
- **Service:** Be a leading resource on the effectiveness, safety, and value of medical products and services by providing expertise and facilitating collaborations at the regional, national, and global level.

The Institute will be an integral part of the Department of Pharmacy and the School of Pharmacy, which will facilitate interactions with clinical faculty in the Department and the School and reinforce the crucial role of medications in shaping patient health and patient-centered healthcare delivery. We thank Steve White and UWSOP Dean Sean D. Sullivan for their unwavering support for the transitioning to The CHOICE Institute.

It is also the time of the year where I reflect on the privilege I have in serving this great institution. We have striven to create and maintain a diverse, collegial, stimulating, and integrative environment for all our students, staff, and faculty. We continue to build our cadre of students and make strides in our academic goals. None of this progress would have been possible without the contributions and support of our alumni, friends, and community. We invite you all to join/follow the new [LinkedIn Group](#) of The CHOICE Institute at UWSOP and stay engaged with us.

Best wishes,

Anirban Basu

Stergachis Family Endowed Professor and Director

The CHOICE Institute at UW School of Pharmacy

P.S. Our community has accomplished more over the past year than what can be summarized in this note. Please take a moment to read our annual report [here](#).

“The Institute designation provides a more visible platform to all of our stakeholders and better reflects the breadth of the work conducted by the faculty, students and postdocs and provides a unique and highly collaborative environment for the mentoring of junior faculty and graduate training of the next generation of scientists.”

—H. Steve White, UWSOP Department of Pharmacy Chair



## The Comparative Health Outcomes, Policy, and Economics (CHOICE) Institute

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Generating comparative evidence to inform and enrich decision-making

We are a group of leaders generating knowledge to improve individual and population health.

The Comparative Health Outcomes, Policy, and Economics (CHOICE) Institute

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