



# Comparative Effectiveness Research And Consumers: Lessons from Consumer Reports Best Buy Drugs

Gail Shearer Consumers Union

**September 17, 2009** 

Favorites Tools Help

sumerReports.org

Consumer Reports.org | Cars | Appliances | Home & Garden | Electronics | Babies & kids | Money | Food

Customer Service | My Account | Our Web Sites



News A Health Experts Set involved

Search

**Healthy Living** 

**Conditions & Treatments** 

**Prescription Drugs** 

Natural Health



#### Today's health news

- 10 tips for a healthy heart
- Opioids: Not the safest pain pill to pop
- Homeopathic remedies can cause confusion
- How to avoid common medication mistakes
- Dental care: You can prevent more than cavities
- More health news

### CONTENT AVAILABLE ONLY TO SUBSCRIBERS

Sign-in | Subscribe

Not a member? Subscribe now

Member Sign-In

Username Password Remember me?

Sign-in

Forgot Username? Forgot password?

#### Conditions

Men

#### Women

Children

60s Plus

#### Treatment Ratings

#### What's the best treatment for Back pain erection problems? We reviewed the evidence and tell Depression you what works and what you

should avoid. Our Ratings CRH

#### Common Conditions

Cholesterol Diabetes Hernia

Heart attack Erection problems Prostate cancer Testicular cancer Varicocele

Visit the Men's Condition Center

**Health Experts** 

Placebos can be good medicine Marvin M. Lipman, M.D., Consumers Union's chief medical adviser and clinical professor of medicine emeritus at New York Medical College.



Consumer Health.org

Conditions A to Z | Drugs A to Z

View Favorites Tools

Customer Service | My Account | Our Web Sites

Sign-in | Subscribe



Help

News A Health Experts Set involved. Search

**Healthy Living** 

**Conditions & Treatments** 

**Prescription Drugs** 

Natural Health

Home > Consumer Reports Best Buy Drugs

#### Consumer Reports Best Buy Drugs



### Consumer Reports' BEST BUY DRUGS

#### Free Guidance for Consumers on Prescription Medicines

Best Buy Drugs is a public education project. It will help you talk to your doctor about prescription drugs, and find the most effective and safe drugs that also give you the best value for your health care dollar.

Learn More

For Medical Professionals

Funding Sources

For the Press

Advisory Board

For People on Medicare

#### Best Buy Drugs e-Update

Sign up for our FREE updates delievered by email.

Sign-up now

#### Share Your Story

Your experience with prescription drugs can help mold our project. Help us to help others.

»Share your story now

#### Find a Best Buy Drug Report

#### by Condition

ADHD Heartburn Angina Heart failure Alzheimer's High blood pressure Chronic pain High cholesterol Depression Insomnia Diabetes Migraine

#### by Drug Name

Ambien Lisinopril Atendiol Metformin Fluoxetine Metoprolol Glipizide Nexium Lexapro Prilosec OTC Simvastatin Lipitor

#### Watch our Video Clip



#### Also on Consumer Reports Health

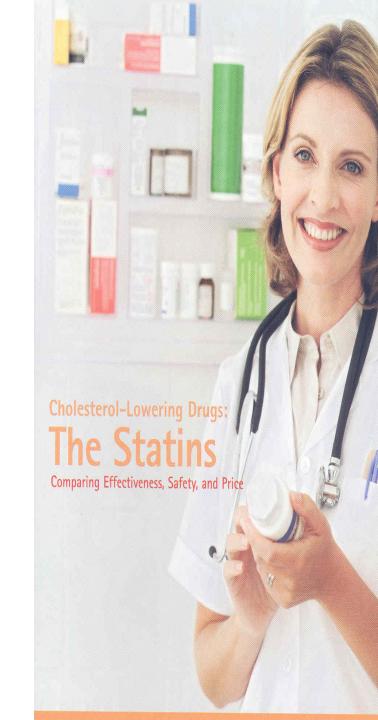
#### In prescription drugs

 Free usage and safety. information on thousands of drugs



## **Identifying CR Best Buy Drugs**

- Start with credible source of unbiased, rigorous analysis of clinical evidence about drug effectiveness (DERP)
- Intense medical input through consultants, internal CU review, and medical peer review
- Selections based on effectiveness, safety record and price





## **Possible Annual Savings:** 5 Categories

•	Statins	\$1,000
	(cholesterol)	
•	Proton Pump Inhibitors:	\$2,400
	(acid reflux and ulcers)	
•	NSAIDs	\$3,300
	(arthritis and pain)	
•	Anti-depressants	\$1,000
•	Diabetes	\$2500



Prescriptions & benefits

Health & wellness

Nonprescription items

Go to: Prescriptions > Savings advisor

### Savings Advisor results

Have a question? Need help? learn more >>



Zocor has lower-cost alternatives available. See details below.

2 Discuss with your doctor

Print out and discuss these alternatives with your doctor.\*

print

**Annual** Medication Pharmacy and You pay Annual days' supply cost savings† YOU SEARCHED FOR: Zocor Retail \$24.66 \$295.92

(simvastatin) ▶ About this drug

> Strength: 10mq Tablet Dosage: 1 Tablet, once a day Coverage rules may apply.

30-days' supply for 30 days per year

my plan pay?

How much does

LOWEST COST ALTERNATIVE

simvastatin

(generic equivalent 1)



About this drug

Mail

90-days' supply

\$10.00 for 90 days

How much does my plan pay?

\$40.00

per year

SAVE \$255.92

Why is this my lowest cost alternative?

Search again.

Click here>>

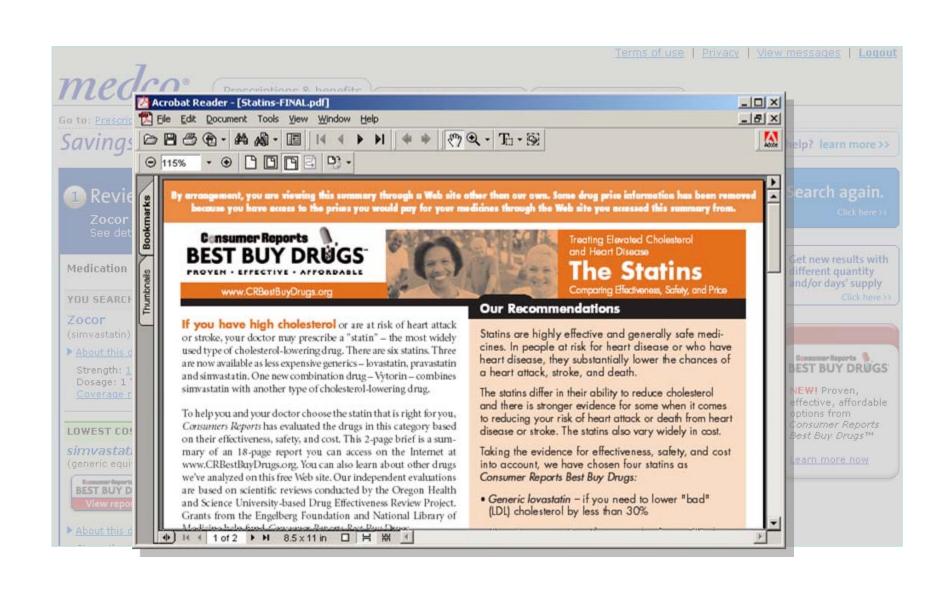
Get new results with different quantity and/or days' supply

Click here >>



NEW! Proven, effective, affordable options from Consumer Reports Best Buy Drugs™

Learn more now



Consumer Health SAFE, EFFECTIVE and AFFORDABLE prescriptions

## BEST DRUGS FOR LESS

Get the medicines you need at prices you can afford

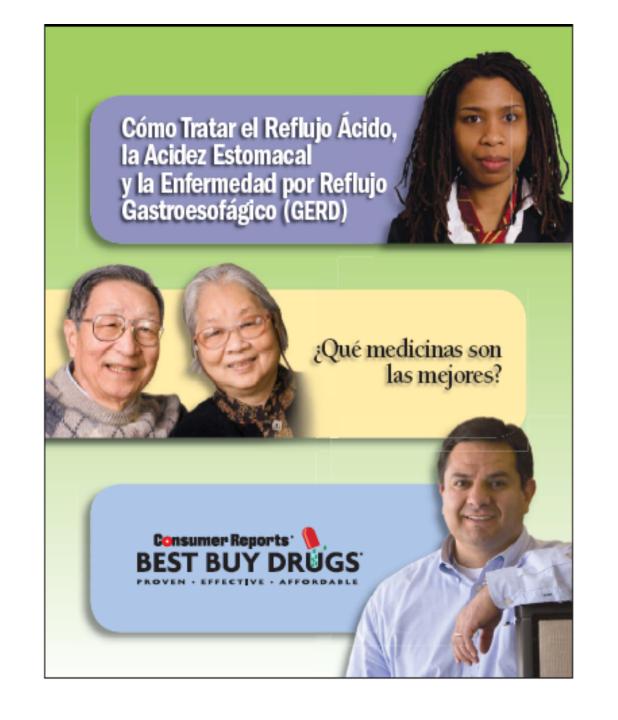
Top choices for...
Heart disease
Diabetes
Insomnia
Blood pressure
Migraine
Pain
Depression
Cholesterol
Menopause
A DHD
& more

Ratings of 200+ top-selling medicines



SAVE





# Changing from this model of provision of information:



## To unbiased, evidence-based information:

## Consumer Reports BEST BUY DRUGS



Treating Osteoarthritis and Pain:
The Non-Steroidal
Anti-Inflammatory Drugs
Comparing Effectiveness, Safety, and Price



















