

23 June- 1 December: Dennis Raisch (University of New Mexico)
<http://hsc.unm.edu/pharmacy/graduatePEPPORcorefaculty.shtml>



Dr. Raisch received his Bachelor's, Master's and Ph.D. degrees from the University of Arizona College of Pharmacy. His work experience includes practicing as a pharmacist, teaching university courses, guiding graduate and fellowship students, performing health services research, and directing pharmaceutical support for large, multi-center clinical trials. He sits on numerous clinical trial executive committees. His current research endeavors include performing pharmaco-economic analyses of health care therapies using the VA databases and assessing rare, serious adverse drug reactions in collaboration with the Research on Adverse Drug Reactions and Reports (RADAR) project, a National Cancer Institute-funded study

8 July -10 July: Wolf Rogowski (Helmholtz Center Munich, Institute of Health Economics and Health Care Management , Germany)
<http://peh.harvard.edu/people/rogowski.html>

Wolf is a health economist at the Helmholtz Center Munich, Institute of Health Economics and Health Care Management in Germany. Since August 2009, he heads the institute's research unit "Translational Health Economics". He holds a Ph.D. from Ludwig-Maximilians Universität in Munich and has held visiting fellowships at the Centre of Health Economics at the University of York (UK), the Hastings Center in Garrison, New York (USA) and the Harvard School of Public Health, Boston (USA).



Wolf explores the process of translational medicine from a health economics perspective. This includes: the application of cost-effectiveness and value of information analysis to new health technologies; the empirical and theoretical assessment of methods and procedures applied in decision making; and the development of instruments for decision support. He has a particular interest in the intersection of ethics and economics in medical innovation.

Focusing on genetic testing and personalized medicine, Wolf serves as a member of the European Society for Human Genetics' Professional and Public Policy Committee and the scientific advisory board of the Journal of Community Genetics. He teaches health economics, health systems analysis and health care business planning at the Ludwig Maximilians University, Munich, Germany.

11 August – 17 August: Terry Flynn

<http://www.terryflynn.net/>



Terry Flynn is a specialist in methodological issues (discrete choice modelling) and applied areas such as quality of life, end-of-life care and patient preferences. Specifically:

- He is a recognised world expert in best-worst scaling, with a particular interest in its use in health care and public policy. Together with the inventor, Professor Jordan Louviere, and Professor Anthony Marley, they are completing the definitive book explaining its use, to be published by Cambridge University Press in 2014. In the meantime a good introduction to the method is provided in his paper [Flynn TN. Valuing citizen and patient preferences in health: recent developments in three types of best-worst scaling. Expert Review of Pharmacoeconomics & Outcomes Research 2010; 10\(3\):259-267](#) . It should be noted that maxdiff scaling and associated terms are academically misleading though often used by companies.
- He is also co-developer of the [ICECAP-O instrument](#), together with Professor Joanna Coast at the University of Birmingham. A video of a public lecture of him presenting results of its use in Australia, also showing why it beats “experienced utility” (aka life satisfaction / happiness scales) is available [here](#).