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## **The Society for Medical Decision Making Makes Available Non-Technical Information about Comparative Effectiveness Research**

HILLSBOROUGH, NJ June 12, 2009 – The Society for Medical Decision Making (SMDM), the leading academic society concerned with making better healthcare decisions, today announced it has made available a background paper on Comparative Effectiveness Research. Written for non-technical audiences, the paper explains CER, discusses how it can help deliver more healthcare at lower cost, explains why it is not healthcare rationing and makes recommendations for how CER should and should not be used. The paper includes a technical appendix that goes into more detail about the key questions and policy implications of CER.

“Comparative effectiveness research is the process of comparing new medical treatments to existing medical treatments in order to find out what works best in healthcare and help patients and doctors make better healthcare decisions,” said Mark S. Roberts, MD, MPP, President of SMDM and Professor of Medicine, Health Policy and Management and Industrial Engineering and Chief, Section of Decision Sciences and Clinical Systems Modeling Department of Medicine at the University of Pittsburgh School of Medicine. “It is important that decisions be based on clear and correct information.”

SMDM’s Background Paper on Comparative Effectiveness Research is available at [http://www.smdm.org/policy\\_initiatives.shtml](http://www.smdm.org/policy_initiatives.shtml).

### **About The Society for Medical Decision Making**

The Society for Medical Decision Making (<http://www.smdm.org>) is the leading academic society concerned with making better medical decisions. SMDM members have expertise in all major aspects of CER, especially the complex methods that are essential to asking the right questions and getting the right answers. SMDM is a resource for information about CER. Please contact our executive director, Jill Metcalf, at 619-316-7795 or [jill.metcalf@smdm.org](mailto:jill.metcalf@smdm.org) if you need any information about CER or about our Society. Some of the world’s experts on CER belong to the Society and we will be happy to help you with any questions you might have.

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