



## Comparative Effectiveness Research

**CER Helps Doctors Help Their Patients.** Comparative effectiveness research (CER) would help doctors and patients understand which therapies work and which don't, so they can make the most effective decisions for themselves, and avoid ineffective, wasteful, and potentially harmful treatments.

**CER Will Help Deliver Better Health Care For Consumers At Lower Cost.** Providing doctors with the best and most up-to-date research into the effectiveness of treatments is plain common sense. The research can identify procedures that provide the best results at the lowest cost. Currently, at least one-third of medical procedures have questionable benefits, according to the Rand Corporation.

**What Rationing? CER Gives Doctors MORE Tools Not Less To Cure Their Patients.** We need to make sure doctors have access to the latest research that compares the effectiveness of different types of treatments, such as comparing which drugs work best. That will help doctors and patients choose the best treatment for their patients' situation and make more informed choices rather than risk receiving less effective treatments.

**Another Day, Another Manufactured Controversy From Industry And the Right Wing.** This is the latest attempt by the pharmaceutical and medical device industries and their allies in Congress to protect their bottom lines and undermine comprehensive healthcare reform. Regardless if they work or not, the more procedures, drugs or devices used the more money the drug and device makers make.

**CER Enjoys Broad Support Among Stakeholders.** CER is supported by a vast coalition of health interest groups including business groups, AARP, Consumer Union and others.

**Opposition To CER Is Being Led By Pharmaceutical And Device Manufacturers Worried About Profits.** The pharmaceutical and device manufacturers oppose CER because they are worried that it will mean doctors will start prescribing the best – and not necessarily most expensive – treatments for their patients.

**Senator Kyl Is Carrying Water For His Campaign Contributors.** Senator Kyl is more interested in protecting pharmaceutical company profits than he is better health care for Americans.