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# Outcomes measurements: History and relevance to traditional and alternative medicines

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## Abstract

The time has come for the patient. It is he who should tell us how he feels about the treatment intervention/s. No proxy in between. It may be an allopathic drug, traditional or alternative medicine. The Patient Reported Outcomes (PROs) have become accepted final endpoints in health care The FDA gave guidance to the industry how to measure PROs in clinical trials and make claims on the label of drug products. Now Canadian and EU guide lines are in vogue. But India so far not framed its guidelines to report PROs. The outcomes measures will add value to drug product and enhance its market penetration. Outcome measures will add on an edge over the product paving the way for comparative clinical effectiveness research. The foreign invasions, worldwide, had severely impacted traditional medicine (TM). It elevated the newly arrived alternative, to the main stream. That was the Indian history after closing the Sanskrit College at Calcutta where Ayurveda was taught. Outcomes movement dates back to Florence Nightingale, who measured hospital outcomes as mortality rates. The Milestones of the Outcomes movement and techniques of assessment of outcomes are the focal points of presentation

## Biography

Having served nearly two decades as Drug Regulator in India (Drugs Inspector and Asst. Drugs Controller, Orissa State, India, 1968-1987, left for USA for higher education. Awarded M.S (Pharmacy Administration) University of Minnesota (1987-1989); M.A (Politics) and PhD) in Behavioral and Administrative Pharmacy from West Virginia University, Morgantown (USA, 1990-1994). Had B.Pharm (1963-67), M.Pharm—Pharmaceutical Technology (1978-80) , Andhra University, Waltair, India.

Taught at Howard University (1994-2001), Florida AM University, Tallahassee (2001-02), and Hawaii College of Pharmacy, Kapolei (2005-- Professor and Research Director). As a Professor, Principal and Dean worked at two Pharmacy Colleges in Andhra Pradesh. Currently, serving as Research Director and Academic Advisor for TP Colleges of Pharmacy, Warangal, India. Presented and published in the areas of Meta-Analysis and Outcomes Research. Recipient of WHO Fellowship (1984); The Barbara Alvis International Award—WVU Award (1994); Upjohn Award (excellence in Research, WVU) 1992; The outstanding Paper Award, AAAS-Second place (1992); Howard University Faculty Merit Award (1999); Howard University Distinguished Faculty Author (2000). An elected member (1996), Howard University Chapter , Sigma Xi , The Scientific Research Societ y of USA