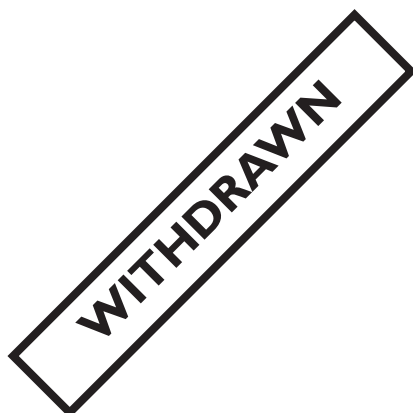


date individual hospital cost measures in order to ensure that systemwide costs are comparable and represent actual resource use.

HEALTH POLICY—Healthcare Information Studies

PHP2 I



WEBSITES AS TOOLS OF PROMOTING HEALTH IN SOUTH EAST EUROPE

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The Internet is revolutionizing the structure and orientation of the healthcare market and drug producers, as well. This new mass media is valuable not only as a source of information for patients and healthcare providers but also as a platform for selling products and services (e-

commerce). **OBJECTIVES:** The goal of this study is create a database of health websites originated from South East Europe (SEE), and determine the quality of information's regarding the customer needs using the World Health Organization's (WHO) standard. **METHODS:** The database, named pluspharma™, was constructed by an Internet search and an e-mail questionnaire. The quality of information was measured according to recommendation of WHO (a rating of 1 to 5). **RESULTS:** The database contains about 300 web addresses of useful sources of health and health business information. Of the six countries (Bosnia and Herzegovina, Bulgaria, Croatia, Yugoslavia, Macedonia, Romania), Romania showed the most (37 public health institutions and 26 public tools promoting health) Web health information sites. The most websites originated from the primary health care institutions, government body or pharmaceutical industry. Also, there is the numerous high quality health promotional website designed with specific task groups (example tobacco groups). Direct public communication is evident through about 60% of web sites. Websites of pharmaceutical industry and pharmacies marking with relatively high credit (3.89), compared with other health and service information's (public and government health institution). The special task groups (usually evidenced as NGO) obtained high credit (4.74) of quality and valuable of Web information's. **CONCLUSIONS:** Health-related websites from South East Europe are becoming good tools for health promotion in the SEE region.

HEALTH POLICY—Healthcare Study— Methodology Issues

PHP23

THE CONTRIBUTION OF HEALTH ECONOMICS TO PORTFOLIO MANAGEMENT DECISIONS: A VACCINE INDUSTRY EXAMPLE

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The application of health economics within portfolio management is not yet widely researched. However, several studies assume a growing importance of the added value of health outcomes within early product portfolio prioritisation in the future. **OBJECTIVES:** As a first step, to review the current practise in portfolio management and the most common techniques/parameters used to aid internal decision-making. Secondly, to illustrate the potential impact of the "economic dimension" in strategic development decisions using a vaccine industry example. **METHODS:** A MEDLINE search using the phrases "health/pharmacoeconomics" and/or "portfolio management" or "early modelling" was conducted. This search was augmented by additional Internet searches using various MetaSearch engines. Fifteen papers that matched the selection criteria were obtained. A simple Microsoft EXCEL based portfolio assessment tool for vaccine candidates applying the McKinsey strategy port-