Validating PMI’s Population Health Impact Model*

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PHIM estimates are consistent with published data on smoking prevalence and smoking-attributable deaths.

PHIM can be applied to a variety of tobacco use behaviors & risks associated with different patterns of use.

PHIM can be used to evaluate population health impact associated with introduction of RRPs into a market.

OBJECTIVE
PMI is developing products with the potential to reduce the risk of diseases associated with smoking cigarettes.

In order to quantify the effect that marketing these products has on the health of the population as a whole, PMI has developed a Population Health Impact Model (PHIM).

The model estimates the impact on smoking-attributable mortality, by calculating the smoking-attributable deaths in both the scenario with and without the introduction of Reduced Risk Products (RRPs).

Assessing the performance of the Population Health Impact Model

Comparison of Prevalence of current and former smoking as Predicted by PHI Model & Reported by Intl. Smoking Statistics


CONCLUSIONS

What does the model simulate?
US smoking distribution and smoking-attributable deaths
20-year period

Population
Age and sex-specific smoking distribution

Data used for simulation
UN-US population estimates
WHO-mortality estimates
National Health Interview Survey (distribution of quit times)
PN Lee meta-analyses (disease-specific relative risk estimates)

Data used to assess results
International Smoking Statistics (ISS) (smoking prevalence estimates)

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1 PHIM estimates are consistent with published data on smoking prevalence and smoking-attributable deaths.

2 PHIM can be applied to a variety of tobacco use behaviors & risks associated with different patterns of use.

3 PHIM can be used to evaluate population health impact associated with introduction of RRPs into a market.

For more detailed information please refer to original poster “ Establishing a Valid Model to Estimate the Impact of Introducing a Reduced Risk Product on the Population as a Whole”

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