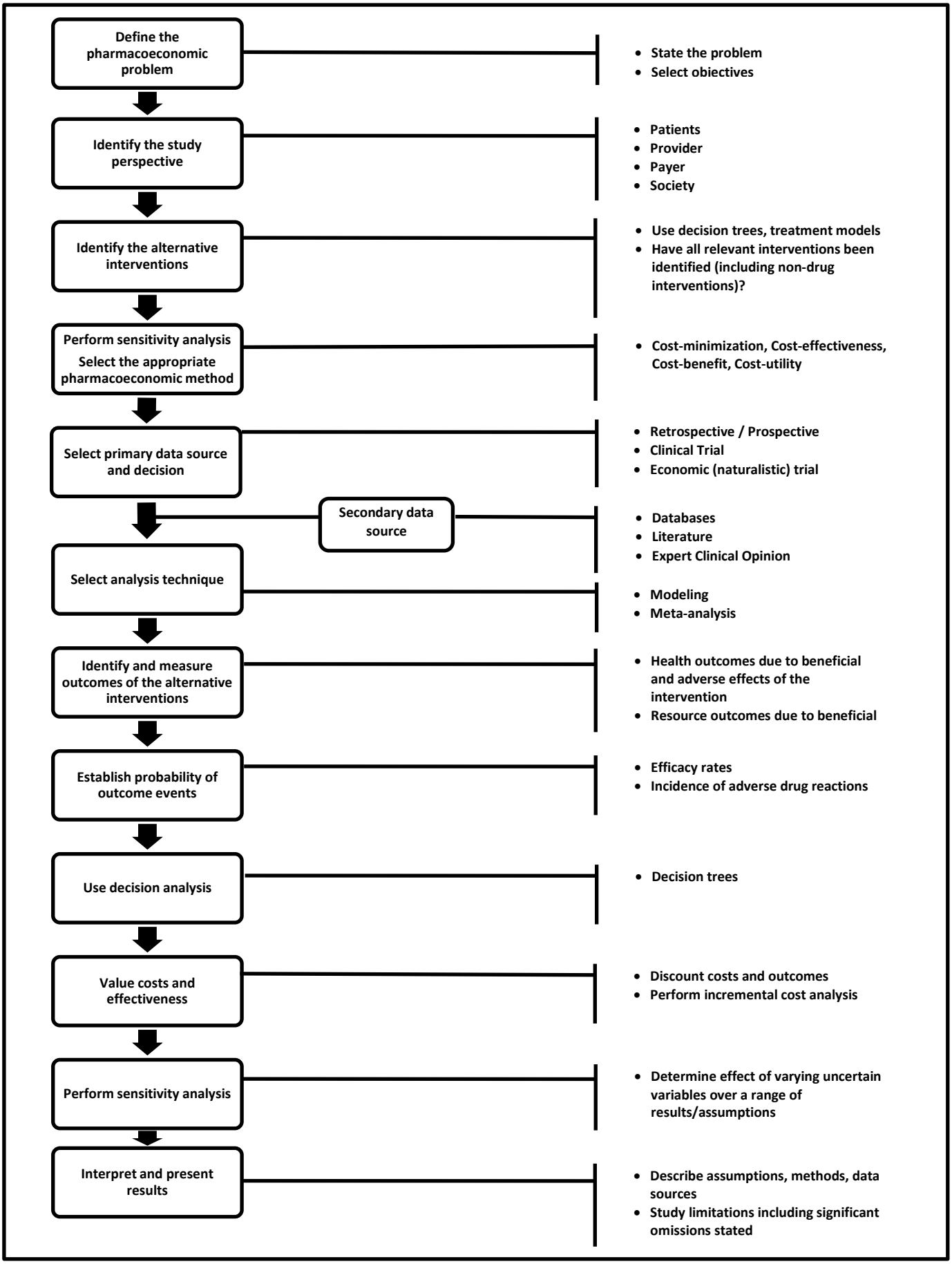STEPS IN CONDUCTING A PHARMACOECONOMIC ANALYSIS