

REPORT

ISPOR Regional Chapter Leadership Training Workshop
11 November 2018 at ISPOR Europe 2018, Barcelona, Spain

Participation

27 Chapter representatives from 21 Regional Chapters (please refer to Appendix 1 for list of Chapters) and 7 ISPOR staff members.

Introduction and presentations

The training was opened with a welcome from Federico Augustovski, ISPOR President, who highlighted ISPOR's growth and expansion over the last 20+ years and the necessity to introduce new policies and regulations, such as the new documents governing Regional Chapters, in order to continue further successful and sustainable development of the organization. The ISPOR President's introduction was followed by a presentation by Julia Chamova, Director, ISPOR Global Networks Director – EMEA, and Ramiro Gilardino, Director, ISPOR Global Networks – Latin America (please see Appendix 2 for the presentation).

Koen Degeling, ISPOR Student Network Chair, presented activities of the ISPOR Student Network (please see Appendix 3 for details).

Bertalan Nemeth, ISPOR Hungary Chapter President, spoke about the chapter development challenges and how to overcome them (Appendix 4). Among the key messages of his presentation were:

- Reaching out to different stakeholders is essential for Chapter sustainability
- It is important to engage students as they are potentially the future leaders of the Chapter and may help connect with other organizations
- Have alternative plans when organizing Chapter events
- Identify specific goals for the year
- Joining forces with other organizations is essential
- Have a person assigned to developed tasks, identify who is responsible for execution

Group Work Exercise – main insights

The training participants were divided into six groups that worked individually on a number of assigned questions (see Appendix 5) addressing issues of member engagement and chapter training/capacity building. Each group had a facilitator supported by the ISPOR staff to coordinate group discussions and report on the outcomes.

The following key messages were shared based on the group discussions:

Member engagement:

- Member engagement was described as actions aiming at knowledge transferability (“from theory to action”), motivation, influence and having inter- and multidisciplinary nature
- Among examples of member engagement activities were:
 - Annual workshops for members
 - translations of ISPOR guidelines into national languages

- Chapter-organised follow-up events after the ISPOR annual conferences where the main issues, findings, messages from the annual conferences were presented and discussed bringing in national/local context and perspectives on the issues
- Publications in the national scientific as well as popular journals
- master courses and trainings
- It is key to assign people who will be responsible for a project (re-label your committees and instead have informal teams of eg, 2-3 people owning the process and dedicated to producing outcome)
- Engage outside stakeholders and ensure a balanced representation of the stakeholder groups
- Encourage clinicians, including medicine students to get interested in HEOR
- Pay attention to young generation and offer programs that are attractive to them and will help them stay engaged. Help young professionals to reach the next level in their careers
- Chapter membership benefits should be very clear to members whether these are educational or financial. Make sure everyone is “getting something”
- Offer opportunities that will address members personal interests and backgrounds, as well as professional status
- In addition to attracting new members, reach out to members who are inactive - it is important to continue focusing on/involving existing members
- Consider partnering with other organizations to promote ISPOR and the value of ISPOR during their events (eg, ISPOR Hungary Chapter has implemented this instead of stand-alone ISPOR Chapter recruitment activities)
- Having a strategy and a clear plan of action for member engagement was indicated as a definite strengthening success factor for initiatives

Chapter training/capacity building:

- Training needs assessment is key to continuing to develop consistent content that can be shared and adapted by a global community
- Offer topics that are reflective of the local environment; content should be sensitive to the needs of specific stakeholder groups
- Consider using ISPOR Top 10 HEOR Trends in Chapter’s educational efforts
- Aim to engage patient group leaders
- Have scientific committee to design training topics, encourage collaboration between members of the Chapter Board and consider establishing outside advisors’ committees/groups
- Develop communication/training tools that are applicable to Chapter needs
- Ensure visibility of learning tools
- With regards to the trainings and education offered by ISPOR, the following comments were made:
 - downloadable webinars were preferred to live events (due to time differences)
 - visibility of the offerings need to be improved
 - short courses are very popular, though the attendance fees are rather high

At the end of the training a raffle was drawn and 3 participants won the prize consisting of a registration and 2 short courses to ISPOR 2019 in New Orleans, USA .

Appendix 1.

List of Participating Chapters

Ghana Student Chapter
Nigeria Student Chapter
Spain Chapter
Ukraine Chapter
Austria Chapter
Lebanon Chapter
Slovakia Chapter
China Chapter
UAE Chapter
Bulgaria Chapter
Italy Rome Chapter
Hong Kong Chapter
Brazil Chapter
Serbia Chapter
Hungary Chapter
Netherlands Chapter
Colombia Chapter
Poland Chapter
Kazakhstan Chapter
Uganda Chapter
India Chapter