

# ISPOR Strategic Plan

2016–2020

*Promoting Excellence in Health  
Economics and Outcomes Research*

**The Professional Society for Health Economics and Outcomes Research**



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# *ISPOR Strategic Plan*

## *Promoting Excellence in Health Economics and Outcomes Research*

### **CEO's Message**

ISPOR recently celebrated its 20th Anniversary in 2015. As the Society looks to the future, we are strategically planning to extend ISPOR's influence as the leader in promoting excellence in health economics and outcomes research (HEOR).

The ISPOR Board of Directors and other leaders have worked closely to craft an updated strategic plan that will guide the Society into the future. This in-depth strategic development process included ongoing input and direction from the Board, member survey feedback, establishment of a diverse strategic working group reflective of the ISPOR membership, and other key stakeholder feedback. We believe that the new, updated strategic plan guides ISPOR well into the future.

The new strategic plan focuses on ISPOR's ongoing commitment to strengthen the integrity, advancement, and understanding of HEOR globally and includes updates to the organization's vision, mission, strategic pillars, objectives, and goals.

I would like to extend a very special thank you to the ISPOR Strategic Planning Working Group who worked with me to lead this initiative:

- William H. Crown, PhD, Chair
- Lou Garrison, PhD
- Maarten J. Ijzerman, PhD
- Daniel C. Malone, RPh, PhD
- Josephine Mauskopf, PhD
- Adrian Towse, MA, MPhil
- Richard J. Willke, PhD

We look forward to working with the Society's leadership, members, and staff to execute the new strategic plan and to assure that ISPOR continues to serve as the leader in promoting health economics and outcomes research excellence to improve decision making for health globally.



Nancy S. Berg  
Chief Executive Officer and Executive Director  
ISPOR—The Professional Society for Health Economics and Outcomes Research

## Diverse Healthcare Stakeholders

The Society serves a broad range of key healthcare stakeholders in its work to promote excellence in health economics and outcomes research (HEOR). ISPOR's global constituencies include researchers and academicians, regulators and assessors, industry, decision makers, and patient representatives.

### ISPOR's Global Constituencies



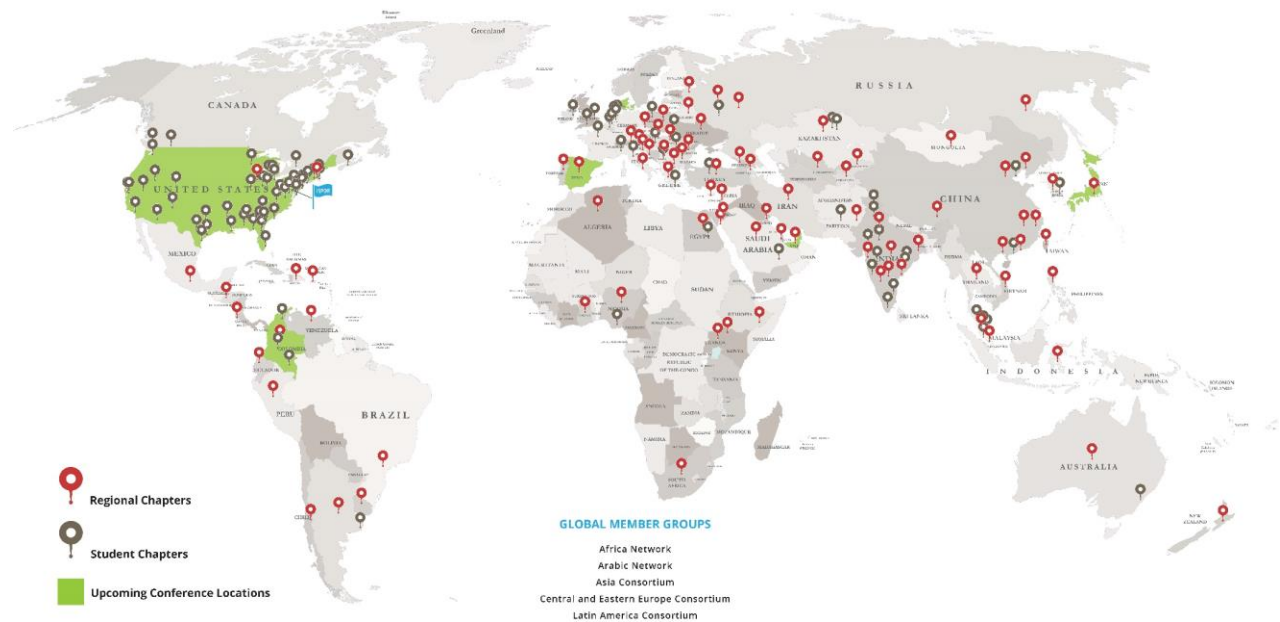
*The Society serves a broad range of key healthcare stakeholders in its work to promote excellence in health economics and outcomes research (HEOR).*

## Global Membership Presence

ISPOR has more than 20,000 individual and chapter members worldwide representing 120+ countries. In addition to the Society's chapter network, ISPOR has a strong regional presence through its consortia and networks, including the Asia Consortium, Central and Eastern Europe Consortium, Latin America Consortium, Africa Network, and Arabic Network.

## ISPOR's Global Footprint

### ISPOR Worldwide Chapters



*ISPOR has more than 20,000 individual and chapter members worldwide representing 120+ countries.*

## Vision, Mission, and Strategic Pillars

### Vision

ISPOR is the leading global scientific and educational organization for health economics and outcomes research and their use in decision making to improve health.

### Mission

ISPOR's mission is to promote health economics and outcomes research excellence to improve decision making for health globally.

### Strategic Pillars



## Strategic Objectives and Goals

### Scientific and Research Excellence

ISPOR is committed to strengthening the integrity, advancement, understanding, and use of health economics and outcomes research among researchers, health technology developers and assessors, regulators, health economists, health care policy makers, payers, providers, patients, populations, and society.

- Encourage the ongoing development and improvements in methods and tools in health economics and outcomes research and gain acceptance of their use in research and decision making.
- Monitor developments in health technology and health policy to improve research methods and applications.
- Leverage innovations in relevant disciplines and industries to strengthen health economics and outcomes research.
- Produce journals, reports, publications, and meetings recognized for high quality scientific content and information on evolving trends.
- Encourage access, appropriate use, and an understanding of opportunities and limitations of health care data to inform health care decisions.
- Recognize scientific and research excellence.

### Member Engagement

Through its worldwide membership and stakeholder groups, ISPOR has access to the ideas, knowledge, skills, and experiences that enable achievement of its mission. ISPOR offers membership benefits that are valued and essential in members' professional growth.

- Support global networks, special interest groups, task forces, chapters, and virtual communities that stimulate communications and collaboration among members.
- Facilitate information sharing, collaboration, and consensus building to provide member professional development.
- Provide opportunities for interaction and idea sharing among members and stakeholders.
- Empower members to be effective communicators of health economics and outcomes research to diverse audiences.
- Foster the development of future leaders through student networks, career opportunities, and educational offerings.
- Recognize member contributions to ISPOR's mission.

### Education and Training

Knowledge and skill building are at the core of the ISPOR mission. ISPOR will lead efforts to strengthen and expand capabilities in health economics and outcomes research.

- Lead the development of focused education and training programs in health economics and outcomes research.
- Deliver high quality educational opportunities through meetings, programs, tools, and publications.

## Communication and Collaboration

ISPOR will be a valued and reliable resource for translating knowledge into practice for decision makers and stakeholders, who include members, providers, payers, patients, professional societies, foundations, health authorities, the media, and others.

- Convene discussions that shape the future and drive consensus and knowledge building.
- Engage stakeholders through summits, roundtables, meetings, social media, and other channels.
- Develop collaborative networks to extend knowledge and advance science-based research and practices.
- Facilitate the translation of health economics and outcomes research to promote understanding and use in decision making.

## Organizational Values

ISPOR embraces a core set of values that are at the center of every strategic focus area:

- Promote the production and dissemination of high quality health economics and outcomes research to inform effective development and efficiency of health care.
- Embrace consideration of patient, provider, and payer perspectives in research design and analysis.
- Cultivate professional ethical standards.
- Strengthen the Society through encouragement and acceptance of diverse ideas, cultures and disciplines.
- Maintain transparency in association governance and financial practices.
- Utilize the input of members and stakeholders to make informed decisions concerning organizational strategy and governance.
- Ensure the Society's financial sustainability through fiscal responsibility.
- Strive for excellence in everything that we do, and continuously seek innovative ways to improve our work.

*ISPOR's mission is to promote health economics and outcomes research excellence to improve decision making for health globally.*



## Strategic Planning Working Group



**William H. Crown, PhD, Chair**



**Lou Garrison, PhD**



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