

ISPOR SPEAKS

Milestones of the Past and a Path for the Future

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The start of a new calendar year transitions us from acknowledging ISPOR's 2018 successes to a sharp focus on our future Society goals and objectives. Looking back, the Society marked several milestones in 2018. For example, this past year was a record-breaking year for ISPOR's conferences. Attendance at the ISPOR Asia Pacific 2018 conference in Tokyo was up more than 24% from its previous meeting, and the ISPOR Europe 2018 conference in Barcelona attracted the largest audience (5500+) ever at an ISPOR event. All the 2018 ISPOR conferences reflected the new ISPOR branding, which received several industry awards and, most importantly, was embraced by our members.

In addition, I am pleased to report that ISPOR reinvested more than \$2.9 million in mission-critical initiatives (ie, education, professional development, travel grants, etc) in 2018 alone as part of its mission to promote health economics and outcomes research (HEOR) excellence to improve decision making for health globally. Our Society continues to lead the field with new initiatives that delve into emerging topics (ie, Real-World Evidence Summit, Health Technology Assessment Central website (www.htacentral.org), the new Patient Council, etc) and produce high-impact journals and award-winning reports (eg, Good Practices for Outcomes Research reports, Top 10 HEOR Trends report) that advance the science, the understanding, and the use of HEOR methodologies to a wider audience.

As we move into 2019, ISPOR is well positioned to build on these successes to advance the field and to continue to deliver value to its members. This year, ISPOR will focus on several important initiatives, namely finalizing the update of its Strategic Plan and implementation of our 2019-2020 Business Plans.

ISPOR STRATEGIC PLAN

ISPOR leaders and members routinely engage in a strategic planning process designed to ensure the organization is forward thinking, positioned for growth, and delivering value to its members and stakeholders. In 2018, a Strategic Plan Work Group was assembled to review progress and update ISPOR's current Strategic Plan (launched in 2016). This working group (which includes participation by members from every stakeholder group and every region) has examined the Society's current position, evaluated opportunities for development, and identified areas for growth and expansion. Our planning process focused considerable attention on ISPOR's organizational positioning, how we view the future of HEOR, and the increasingly influential role that HEOR plays throughout healthcare systems.



A major aim of the Strategic Plan update is to identify ways to deliver even greater value for members in the programs and services we offer. Key elements in our success will be to partner with like-minded organizations on important health policy initiatives and to continue to be a leading force on issues that advance the field to improve healthcare decisions. In the first quarter, the working group will be putting finishing touches on a position paper that more clearly conveys our envisioned future and demonstrates the importance of the work of our members and the Society.

The Strategic Plan Work Group is chaired by William H. Crown, PhD, Chief Scientific Officer at OptumLabs, Cambridge, Massachusetts, USA. The updated Strategic Plan will be presented during the ISPOR 2019 annual conference in New Orleans (May 18-22, 2019).

STRATEGIC PLAN IMPLEMENTATION THROUGH ANNUAL BUSINESS PLANS

To implement its Strategic Plan, ISPOR develops business plans that direct the operation, scientific and educational programs, and special strategic initiatives of the organization. ISPOR's multiyear strategic initiatives are discussed on the website—I encourage every member to take a few minutes to read about them here (www.ispor.org/strategic-initiatives).

HIGHLIGHTS OF 2019 BUSINESS PLANS INCLUDE:

- Identifying, measuring, and communicating the impact that ISPOR is making on healthcare decisions. Our goal is to demonstrate how decision makers and stakeholders in the field are using ISPOR Good Practices for Outcomes Research reports and other resources. >

- Expanding and diversifying member involvement. In addition to writing and adopting a formal statement on diversity, ISPOR will be inviting and recruiting more volunteers to guide activities.
- Continuing to develop and host leading scientific programs around the world. In 2019, major events will be produced in Europe, Latin America, and North America. Also new for 2019 is a regional meeting in Warsaw (March). Another ISPOR Summit is being planned for later this year, as well as HTA Roundtables, Patient Representatives Roundtables, and many other stakeholder meetings that will be held around the globe.
- Initiating programs and member group development in new areas like digital technologies, medical devices, real-world evidence, patient preferences, patient-reported outcomes, universal health coverage, and others.

- Refining our benefits, services, processes, and systems to ensure ISPOR's infrastructure is both contemporary and well-functioning.

We added a *Get Involved* section to the website last fall (www.ispor.org/get-involved). I encourage members to explore all the ways they can engage with the Society to make the most of their member experience. Together we can reach new milestones that spark the imaginations of future generations and drive the field of HEOR.



ISPOR
Improving healthcare decisions

Cultivating HEOR Talent Across the Globe

There's an art and a science to finding qualified candidates in today's competitive job market. If you're looking for candidates who possess the unique skills needed to conduct health outcomes research for your organization, ISPOR's Career Center is your connection to that field of science. www.ispor.org/heor-careers