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Co-Creating a Clinical Outcome Assessment (COA)-Strategy with Patient Partners: Guidance, Good Practice Methods, and Case Examples

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SECTION

1

Welcome and Introductions

Eleanor Perfetto, PhD, RPh, MS University of Maryland School of Pharmacy, Baltimore, MD, USA



Moderator & Speakers



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ISPOR Task Force Co-Lead



ISPOR Clinical Outcome Assessment SIG and Patient-Centered SIG

 The PC and COA SIGs collaborated on the ISPOR "Patient-Centered Research" Open Meeting following the ISPOR Patient-Centered Research Summit 2024, which inspired the development of this workshop





Agenda

- 1. Welcome & Introductions
- 2. Patient Centricity and Engagement in Research A Short Overview
- 3. Regulatory Perspective
- 4. Patient Advocacy Role
- 5. Industry Perspective

SECTION

2

Patient Centricity and Engagement in Research – A Short Overview

Eleanor Perfetto, PhD, RPh, MS (Moderator) University of Maryland School of Pharmacy, Baltimore, MD, USA

Some Patient-Centricity Axioms:

1. The goal is being patient centered in an activity (e.g., in Goal: research, COA development, **Patent** centricity care, trials, policy, health 4. PED is leveraged to system, etc.) improve the activity (e.g., research, COA) development) Patient-**Patient** informed engagement research and is action taken care 2. Patient engagement is the action taken to gather and understand patient experiences. **Patient** experience 3. PED are the results of data (PED) patient engagement. No engagement, no PED. (e.g., COAs)

Definitions

Term	What it is	What it isn't
Patient* centered	 A focus on patients (& families) and what they say is important to them Patients playing an active role Patients engaged as partners Input patients provide is leveraged to make things better for patients Doing things WITH patients, not FOR or TO patients 	 Saying we put patients "at the center" of all we do Giving patients whatever they demand Just including patients in a study as study subjects
Patient* engagement ^{&}	 Partnership and collaboration among patients and others in research & care Active, meaningful, real interaction Recognizing patients' experiences, values, and knowledge Co-creation Leveraging patient input to guide and improve engagement 	 Placing a single, "token" patient on a committee Asking patients survey questions to get the answers someone else cares about Including patients in trials as subjects Putting some "done" in front of patents and asking for feedback

^{*} The term "patient" can include caregivers, family members, and patient groups that represent patients with a disease.

[&]amp; Engagement can happen in any part of healthcare such as research or care.

ISPOR Definition of Patient Engagement in Research

- ✓ Partnership between patients and researchers
- ✓ Active, meaningful, and collaborative interaction
- ✓ Across all aspects and stages of the research process
- ✓ Research questions and decision-making are guided by patient input
- ✓ Patient experiences, values, and knowledge are recognized and valued

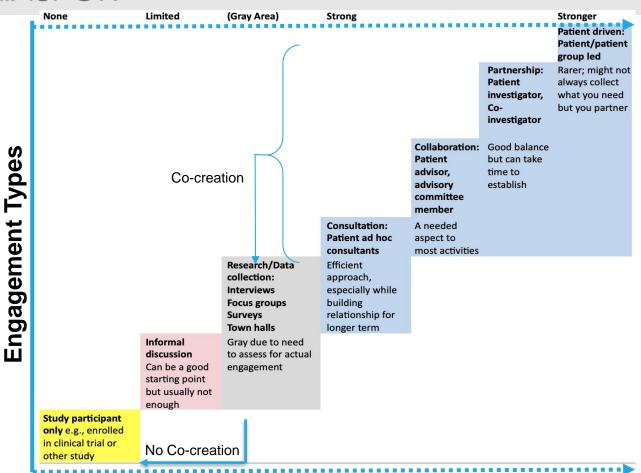
Patient Experience Data (PED)

FDA's definition:

- Data collected by any persons intended to provide information about patients' experiences with a disease or condition.
- Can be interpreted as information that captures patients' experiences, perspectives, needs, and priorities related to (but not limited to):
 - 1) symptoms of their condition and its natural history
 - 2) impact of the conditions on their functioning and quality of life
 - 3) experience with treatments
 - 4) input on which outcomes are important to them
 - 5) patient preferences for outcomes and treatments
 - 6) relative importance of any issue as defined by patients

Defined in Title III, section 3001 of the 21st Century Cures Act, as amended by section 605 of the FDA Reauthorization Act of 2017





Balancing the need for a range of engagement activities

Levels of Engagement

Is it PED Data Collection?

Patent Experience Data Collection

- Interviews
- Focus groups
 Can be a gray area!
- Surveys

Why a possible gray area?

- Interviews, focus groups, and surveys are great methods for collecting PED!
- But, patients need to be engaged in designing the data collection to inform:
 - The questions being asked
 - How questions are asked
 - Words and phrases used
 - Burden, sensitivities, etc.

Just asking patients questions and getting their answers is not enough.

There must be patient engagement in the research design itself.

That is Co-Creation!

Engagement Good Practices: Dimensions and Sample Metrics

- 1. Patient partnership
- 2. Transparency
- 3. Representativeness
- 4. Diversity

- 5. Focus is on outcomes patients care about
- Patient-centered data sources and methods
- 7. Timeliness

Domain: Patient Partnership Examples of Patient Partnership Characteristics of Meaningful Patient Meaningful Insufficient/Low **Engagement** A Patient and Family Advisory Patients are recognized A Patient and Family Advisory Council as partners and Council identified a challenge, identified a challenge, but hospital integrated in all co-developed a solution with administrators and health care providers development phases. hospital staff, implemented the developed and implemented their solution planned solution, and without input from the Council. measured the impact.

Resources for Engagement and Co-Creation

- Patient-Centered Outcomes Research Institute (US orientation)
 - Engagement in Research Resources
- National Health Council (US)
 - Patient Engagement Rubric
 - Patient Engagement Compensation and Contracting Toolbox (US)
 - Patient Experience Mapping Toolbox
 - Patient-Centered Core Impact Set Toolbox
- Patient-Focused Medicines Development (EU, exUS)
 - Patient Engagement Quality Guidance
 - Fair Engagement Planner (exUS)
 - Global Patient Experience Data Navigator
- EUPATI Education and Training Courses (EU orientation)

3

Regulatory Perspective on the Use of PED for Regulatory Decision-Making

Ashley Slagle, MS, PhD
Aspen Consulting, LLC, Steamboat
Springs, CO, USA
Former FDA COA Staff



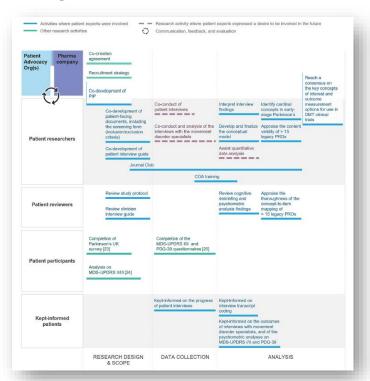
FDA supports the collection of PED, and encourages its use through the lifecycle of drug development

- FDA values evidence of the lived experience of patients and families
- Critical to thoughtfully implement PED collection strategies with the intention to fill research gaps
 - Have specific objectives in mind that can be achieved with PED PED is not a box checking exercise!
 - FDA does not value PED for PED sake, but relies on it to make regulatory decisions
- Clinical Outcome Assessments (COAs) as trial endpoints are the most widely used type of PED by the FDA for decision making
 - COA strategy is critically important because evidence from COA endpoints directly contributes to the benefit-risk decisions by FDA
 - Developing the evidence for a COA as fit for purpose requires patient (or family) input



Example: Co-Creating a COA in Early Parkinson's Disease







Increasing the successful use of PED for regulatory decision-making

- Consider thoughtfully:
 - What are the specific research objectives and what decision(s) will they support
 - How to collect PED
 - How to analyze PED
 - How to communicate PED
 - No single PED dossier for FDA, but incorporate PED appropriately within the entire NDA/BLA submission
- Start planning PED/COA strategy early, generating sufficient evidence for regulatory decision-making takes time
- Regular interactions with the FDA to discuss important PED/COA data that will be the basis for their decision-making
 - No special meeting type for PED, discussions embedded in typical Type B, C, D meetings



While COA labeling is often the goal for sponsors, for approval decisions, FDA considers totality of the evidence, including COA and other PED that may not be labeled



Especially with modest treatment effects, totality of the evidence increases in importance (e.g., exploratory endpoints)



FDA public reviews for NME approvals can be informative

<u>https://www.accessdata.fda.gov/scripts</u>/cder/daf/index.cfm



Electronic Common Technical Document (eCTD) describes how to submit PED to FDA as part of NDA/BLA submissions

3.1.3 Patient Experience Data

If submitting patient experience data as part of an application for marketing approval, the following table should be populated and included in the Reviewer's Guide (section 1.2). Patient experience data (e.g., clinical outcome assessments) collected as part of a clinical trial should be submitted as part of the relevant clinical trial data. Other patient experience data that is separate from clinical trials should be submitted to section 5.3.5.4.

0		e patient experience data that was submitted as part of the olication, include:	Section(s) and if applicable, file names where data are located and discussed in the application
		Clinical outcome assessment (COA) data, such as	
		□ Patient reported outcome (PRO)	
		□ Observer reported outcome (ObsRO)	
		□ Clinician reported outcome (ClinRO)	
		□ Performance outcome (PerfO)	
	_	Qualitative studies (e.g., individual patient/caregiver interviews, focus group interviews, expert interviews, Delphi Panel, etc.)	
	_	Patient-focused drug development or other stakeholder meeting summary reports	
	_	Observational surveys studies designed to capture patient experience data	
	п	Natural history studies	
		Patient preference studies (e.g., submitted studies or scientific	
		publications)	
		Other: (Please specify)	·

eCTD TECHNICAL CONFORMANCE GUIDE

Technical Specifications Document

This Document is incorporated by reference into the following Guidance Document(s):

Guidance for Industry Providing Regulatory Submissions in Electronic Format — Certain Human Pharmaceutical Product Applications and Related Submissions Using the economic CDD Specifications

For questions regarding this technical specifications document, contact CDER at esub@fda.hhs.gov or CBER at esubprep@fda.hhs.gov

U.S. Department of Health and Human Services
Food and Drug Administration
Center for Drug Evaluation and Research (CDER)
Center for Biologics Evaluation and Research (CBER)

Novemember 2022



Examples of COA evidence adding to the totality of the evidence and described by FDA in product reviews

trofinetide FDA summary review: https://www.accessdata.fda.gov/d rugsatfda_docs/nda/2023/21702 6Orig1s000SumR.pdf results of the CSBS-DP-IT-SCS support the efficacy conclusion,

Per Dr. Michelle Campbell, associate director for stakeholder engagement and clinical outcomes, there is insufficient evidence to support the use of the scale in this population. Insufficient evidence was provided to justify the administration, scoring, and interpretation of the CSBS-DP-IT-SCS for the population of subjects with Rett syndrome

The trial also evaluated the CSBS-DP-IT-SCS in the testing hierarchy (Table 6). Although the

in this population. Insufficient evidence was provided to justify the administration, scoring, and interpretation of the CSBS-DP-IT-SCS for the population of subjects with Rett syndrome studied. The tool is intended to be a screener in healthy children and was not designed to detect improvement or worsening in communication in the setting of a clinical trial. It is not clear how to interpret the observed difference between treatment and placebo detected by the instrument.

Table 6 Study 003: CSBS-DP-IT-SCS at Week 12

	Placebo (N=93)	Trofinetide (N=91)
Mean baseline value (SD)	8.8 (3.24)	8.7 (0.35)
Week 12 observed mean (SD)	7.5 (2.99)	8.9 (3.74)
MMRM analysis LS mean (SE)	-1.1 (0.25)	-0.1 (0.26)
LS Mean Difference (SE) (trofinetide-placebo)		1.0 (0.37)
95% CI		(0.3, 1.7)
p-value		0.006

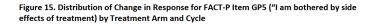
Source: statistical review table 8

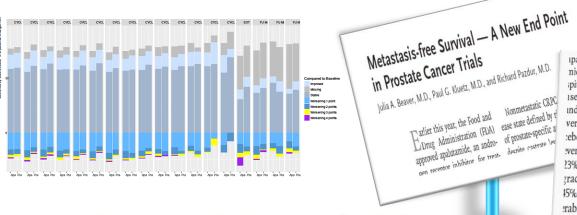


Examples of COA evidence adding to the totality of the evidence and described by FDA in product reviews

apalutamide FDA summary review:

https://www.acc essdata.fda.gov/ drugsatfda_docs /nda/2018/21095 10rig1s000Multi disciplineR.pdf





Reviewer's comment: Exploratory analyses of PROs indicated that apalutamide did not appear to adversely affect functional outcomes as measured by the FACT-P and appeared well-tolerated over a long duration of therapy compared with placebo. On item level review, weight loss and a small increase in side effect bother were observed.

ipalutamide treatment. Apalutanide was well tolerated, and despite a longer median duration of ise than placebo, the incidence and severity of adverse reactions vere similar to those in the plaebo group, with serious adverse events experienced by 25% and 23% of patients, respectively, and grade 3 to 4 adverse events by 45% and 34%. Apalutamide's tolrability was further supported by patient-reported outcomes revealng no notable adverse signals in symptom or functional effects despite the long treatment duration.

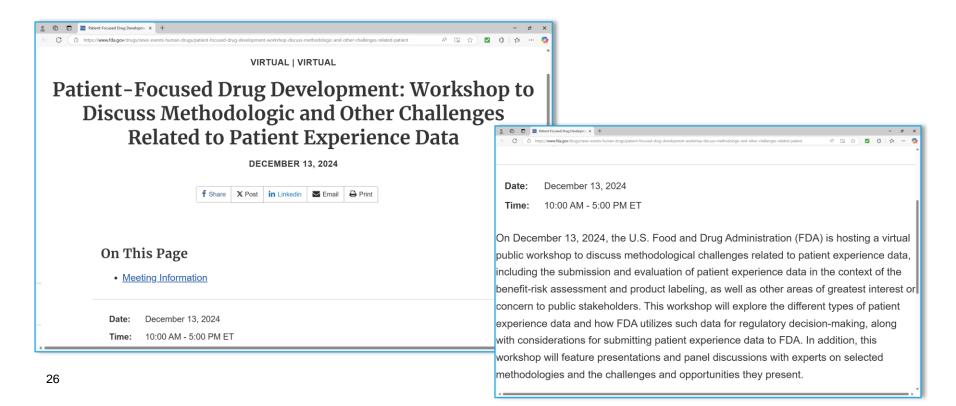


FDA PED Resources

- Patient Focused Drug Development (PFDD) Guidance Series
 - https://www.fda.gov/regulatory-information/search-fda-guidance-documents/patient-focuseddrug-development-collecting-comprehensive-and-representative-input
 - https://www.fda.gov/regulatory-information/search-fda-guidance-documents/patient-focuseddrug-development-methods-identify-what-important-patients
 - https://www.fda.gov/regulatory-information/search-fda-guidance-documents/patient-focuseddrug-development-selecting-developing-or-modifying-fit-purpose-clinical-outcome
 - https://www.fda.gov/regulatory-information/search-fda-guidance-documents/patient-focuseddrug-development-incorporating-clinical-outcome-assessments-endpoints-regulatory
- Multiple Endpoints in Clinical Trials Guidance
 - <u>https://www.fda.gov/media/162416/download</u>
- Digital Health Technologies for Remote Data Acquisition in Clinical Investigations Guidance
 - https://www.fda.gov/media/155022/download
- Voice of the Patient Reports
 - https://www.fda.gov/industry/prescription-drug-user-fee-amendments/condition-specificmeeting-reports-and-other-information-related-patients-experience



FDA Virtual Public Workshop: December 13, 2024





PED, including COAs, at FDA and EMA

- FDA outpacing EMA on public guidances and recommendations, patient involvement and methods
- EMA seems a bit more focused on biomarkers and clinician evidence in trials, whereas the FDA is more focused on COAs
- With novel concepts and endpoints, FDA and EMA often discuss
- FDA and EMA are increasingly aligned, though laws and operations are different across the agencies making perfect alignment difficult
 - Both need rigorous PED, including COA, evidence for decision-making

SECTION

4

How to best partner with patients and what "good" looks like

Gunnar Esiason, MBA, MPH (Speaker)
Head of Patient Engagement

RA Ventures, Boston, MA, USA

I've seen the good, the bad and the ugly









Patient Navigators & Advisory Boards

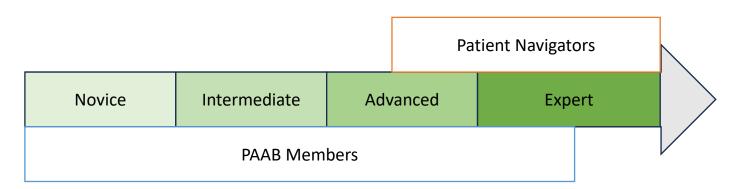
Patient (or caregiver) Navigators

- Patient navigators are contracted patient (or caregiver) advocates who can efficiently guide sponsors through often complex community dynamics, serve as a networker to patient advocacy groups and identify key areas of patient needs.
- They are typically more technically savvy and may have past research or consulting experience with industry.
- Can act quickly and often embed directly into a project team, though may not be precisely representative of specific community.

Patient Advocacy Advisory Boards (PAABs)

- PAABs are more bureaucratic advisory panels that are best built with diverse range of backgrounds and technical life science acumen.
- Important to have a charter in place to govern the board and a project lead associated with the sponsor company who can also convene 1:1 meetings if needed.
- Can be slower to convene and come to consensus on debated items, but often more accurately represents the diverse needs of an individual patient community.

Finding the right partners: patient advocacy groups or individual patient advocates?



Individual Patient Advocates or Partners

- Ability to govern the project as you deem fit
- Requires additional labor to source and seat members per project
- Dependent on the partners sourced to evangelize the output of the project or advisory effort

Patient Advocacy Groups

- Ability to leverage existing advisory infrastructure, though typically as a paid service
- Must play by the advocacy groups rules for patient engagement
- If relationship in place, can staff a project quickly

How Much is Too Much, And When is it Not Enough? Resourcing Choices

Patient Engagement is a line item in your budget

- Staffing and employee time
- Consultancy or patient advocacy partnerships
- Compliance timelines
- Background research and access to existing tools

Assess what's out there, and don't reinvent the wheel if you don't have to. Double down when needed, it will pay off in the end.

Limited existing literature on patient preferences, journeys, and attitudes towards research. Robust patient-level insights available in the public domain or literature. A good place to start: is there an EL-PFDD?

Less time and effort

More time and effort

Patient Engagement Resourced Needec

function should never be overlooked!

Even in the context of robust output from

previous patient engagement exercises, the

Structuring the feedback loop between community members and sponsor companies

At worst, patient engagement can feel patronizing.

Often it can be awkward.

When done well, insights can materially alter a strategy for the better.

Helpful hint for industry: your relationship with your Wall Street analysts isn't awkward, think about your patient partners in the same way



- Set expectations
- Clearly define roles
- Establish how patient insights will be operationalized



A few things to keep in mind!

You pay your regulatory consultant, your patient advocates are consulting with you, too. Pay them!

- •You do not need to overengineer this. Your HR partner should have access to fair market value rates.
- •If all else fails, there are resources out there to help.
- National Health Council (US-based)
- PEM Suite (Global)

Sourcing patient advocates for your project is as much of a science as it is an art.

- •Finding patient groups rich with debate, commentary and opinions of all shapes and sizes exist both on the Internet and adjacent to medical centers or conferences
- Patient navigators can help
- •Sometimes, patient advocacy groups won't have access to the right pool of patients advocates for your project

Patient advocates: you can fire your clients

• Partnership is a two-way street. Everyone needs to fulfill that expectation

An example of what good looks like

Best Practices

- Clearly establish expectations, process, timeline and cadence
- Lead with topics, guard against *scope creep*, and explicitly call out when patient feedback is used
- Prevent against creating an activity that is overly bureaucratic

Case

- Longitudinal observational study in a rare disease
- Medication

 adherence and
 treatment changes
 following new drug

Research question Period Perio

Summary

- Patient advocates, caregiver advocates and advocacy groups are heterogenous in nature and can partner with industry in different ways to achieve a range of goals.
- Sometimes, sourcing the right partner(s) is just as important as the project itself.
- Nothing is free! Plan your resourcing choices thoughtfully.
- Set expectations, align on goals and implement a structured function to absorb patient input into the project team's strategy.

5

Industry Case Examples

Angela Rylands
PhD CPsychol
Global PRO Lead, Kyowa Kirin Ltd, UK
ISPOR Task Force Co-Lead

Disclaimer

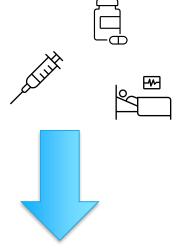
- My presentation today will cover my personal opinion based on my professional work experience across a number of small and large pharmaceutical and biotech companies
- I will not be giving opinions specific to Kyowa Kirin nor am I giving opinions of other
 pharmaceutical companies relating to their levels of investment in patient engagement strategies
- I will provide some examples of patient partnership work that I have carried out as part of my role as PRO lead at Kyowa Kirin

Hearing from frustrated patients completing trials led to my own career shift from clinician to industry COA

My Early Career Perspectives:

- Working as a Psychologist on clinical trials
- Long testing periods with patients from multiple therapeutic areas







First-hand feedback from individuals living with different conditions (and their families) told me that the questions asked in the clinical trials we worked on together were *NOT fit for purpose*

Industry Aim: To meet patient needs with Successful Product

Show Value of Product

Quantify Value with from Patient Perspective (with Clinical Outcome Assessments, COAs)

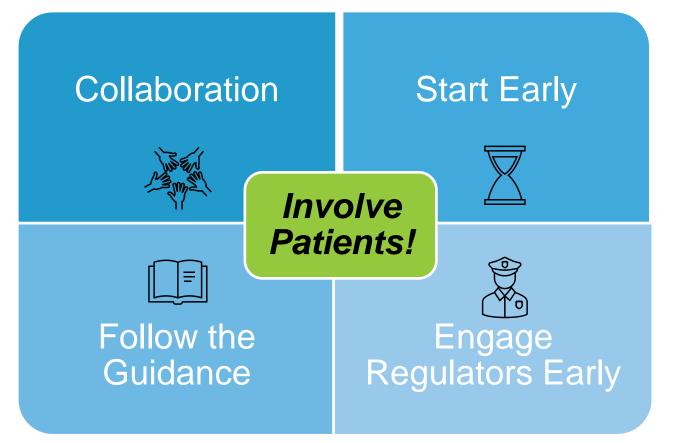
VENEZUE AND AND STORE

Need a robust fit-for-purpose COA strategy

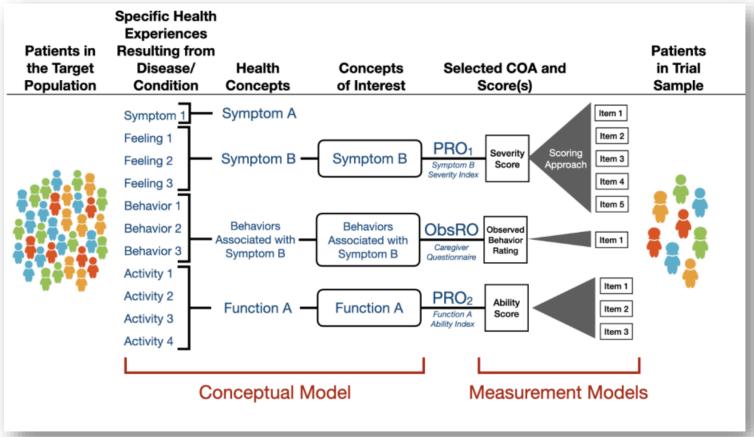




Industry COA "Key to Success" Toolbox: Ways of Working



Conceptual Framework forms the foundation of COA Strategy



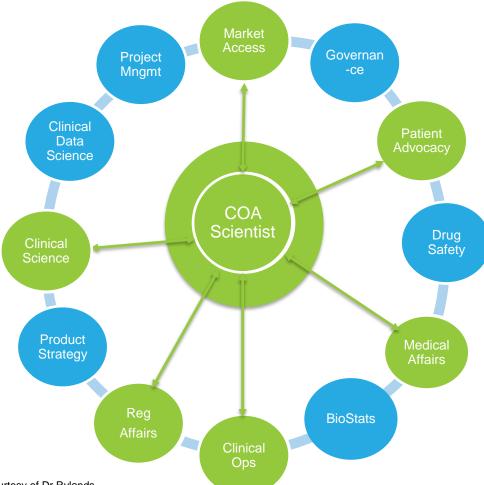
Example (from PFDD) Generic Conceptual Framework Summarizing Which Patient Experiences Will Be Targeted and How They Will Be Measured

Key to success for PP in COA: Internal & External Collaboration



INTERNAL

collaboration increases likelihood of having a comprehensive, robust & successful COA Strategy



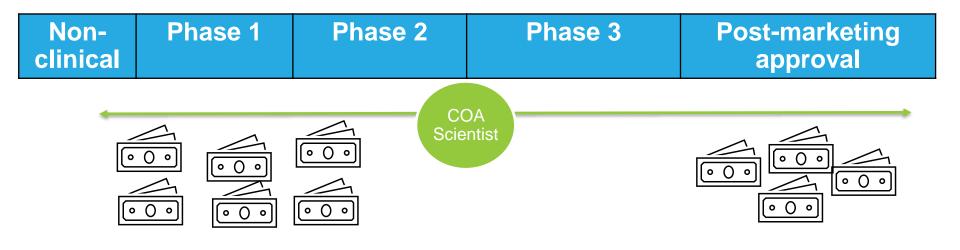
EXTERNAL

Collaboration with Patient & Carer Partners & KOLs for COA related projects

Information courtesy of Dr Rylands.



Potential Challenges to PP in COA: Infrastructural and Funding



More investment in Patient Partnership work early will reduce the risk that the product will not make it....

Later, more investment in Patient Partnerships is likely e.g. patient support programs, advertising etc.

Information courtesy of Dr Rylands.

Patient Partners in COA: Throughout Lifecycle of Product

- Protocol synopsisRelevant endpoints & outcomes
- Trial & recruitment feasibility
- Patient information
- Patient inclusion/exclusion
- · Data collection modalities

 Participant involvement in review of findings & interpretation of the meaning/relevance/ importance

Identifying research priorities

Study design & planning

Study conduct & operations

Analysis

Dissemination & communication

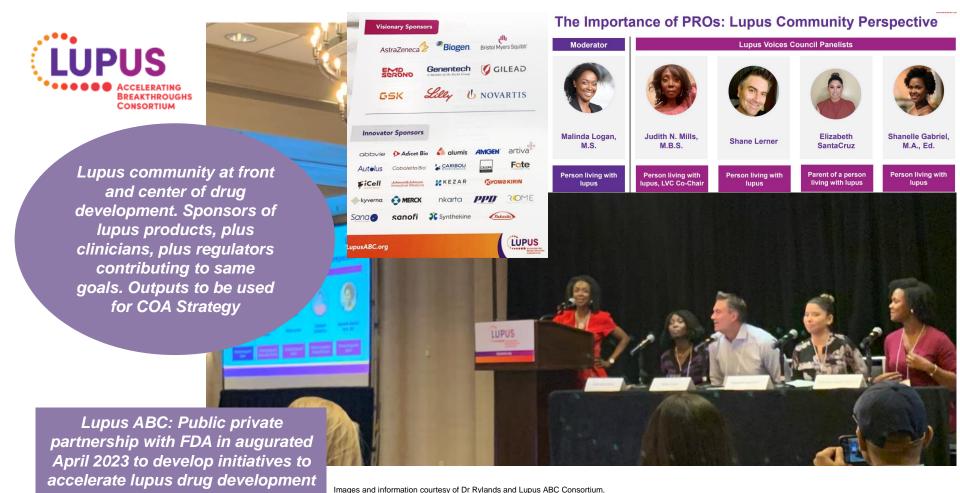
- Research gaps and alignment
- · Identifying unmet needs
- Defining patient-relevant added value and outcomes

- Participant recruitment
- Patient organization member(s) of the steering committee
- · Awareness of the study

- Plain language summaries
- · Co-authorship
- Dissemination at scientific & patient meetings
- Co-presenting findings
- Co-development of "thank you" and outcomes of the study to participants

We still have lots more to do to ensure we have patients as partners at every step and we strive to ensure that we are doing this

Early pipeline Example of Patient Partners for COA Strategy



Developing a PRO with Patient Partners



CONSORTIUM

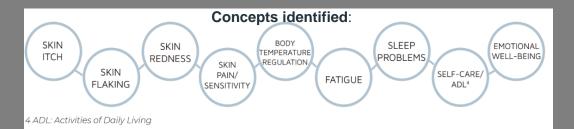
Examples Patient Partnerships for COA strategy in Real World Studies

Example 1: Incorporating Patient Experience in Cutaneous Lymphoma¹

- N=4 Patients & N=3 Spouses Interviewed
- Recruited at hospital clinics

Identified concepts

- Patient experiences of multiple skin-related symptoms (itching, flaking, redness, pain/sensitivity)
- Symptom burden on activities of daily living



Example 2: Adolescent Partners for Rare Bone disease²

- N=4 Adolescents & N=1 Carer of 2 Adolescents Telephone Interviews
- Concepts identified
- Input to methodology for wearable and apps over 12 month study

Concepts identified:

Pain, stiffness and tiredness/fatigue had an impact on usual physical activities

Smartphone app



- Daily symptom scores (pain, stiffness, fatigue)
- Diaries for participation in activities
- Time off school/work
- Healthcare resource use
- Health-related quality of life (EQ-5D-Y)

Wearable



- Duration of moderatevigorous activity
- Step count

Patient interviews



- Symptoms severity
- Symptoms impact on behaviours
- Emotional well-being
- Sleep quality
- Treatment experience
- Future hopes
- Coping strategies

Medical records



- Demographics
- Serum phosphate levels, PTH levels
- Prescribed XLH treatments

Parent interviews



Understand supportive care needs and burden of carers

Gibson J, et al. Eur J Cancer. 2021;156;pS64, Abstract presented at EORTC 2021 and presented at the 8th Annual European Patients as Partners Conference (London UK 2024), Saraff et al. A patient-centred and multi-stakeholder co-designed observational prospective study protocol: Example of the adolescent experience of treatment for X-linked hypophosphataemia (XILH). PLoS One. 2024 Jan 19;19(1):e0295080.

Acknowledgements

XLHuk

Thank you to all our patient partners so far!







ISPOR Good Practice Task Force on PROs in Prospective **Real World Studies**

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(Speaker)

(Speaker)

(Speaker)



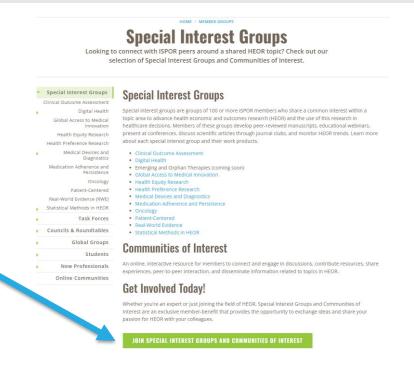
SECTION

6

Audience Participation



Join a Special Interest Group!





For more information about the Clinical Outcome Assessment SIG or the Patient-Centered SIG, please email ClinicalOutcomeSIG@ISPOR.org or PatientSIG@ISPOR.org.

You must be an ISPOR member to join a Special Interest Group



ISPOR COA SIG Open Meeting – Tomorrow!

- Tomorrow, Tuesday, 19 November from 10:15 11: 15 AM
- Room 118-119

10:15 - 11:15

MEMBER GROUP MEETINGS

ISPOR Clinical Outcome Assessment Special Interest Group



The ISPOR Clinical Outcome Assessment Special Interest Group invites you to join their Open Meeting to connect with the new leadership team, explore exciting key project proposals from fellow members, and dive into discussions about future collaboration ideas for the group. This meeting will allow you to brainstorm, share ideas, and contribute to innovative projects that will push the field of clinical outcome assessment forward. This is a valuable opportunity for members to engage with the group's initiatives and help shape its future direction.



