

VALUE & OUTCOMES SPOTLIGHT

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LETTER FROM THE EDITOR

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Welcome to the first issue of *Value & Outcomes Spotlight*, ISPOR's newest publication!

The mission of *Value & Outcomes Spotlight* is to be a key vehicle for the communication of news and ideas to the ISPOR membership. As you can see, this will be done in the context of a full-color, user-friendly format that facilitates digestion of the key points from each article we publish. Main sections will include methodology, health policy, and miscellaneous topics of interest to our Society, including information pertaining to the various meetings that ISPOR stages each year.

Value & Outcomes Spotlight replaces *ISPOR CONNECTIONS*, which served a similar function for the ISPOR membership for the past 20 years. During this time there was considerable debate—but not a lot of agreement—among the ISPOR leadership about what niche *ISPOR CONNECTIONS* should fill. Some argued for it to be elevated to a level comparable to ISPOR's peer-reviewed journal, *Value in Health*, with a focus on policy issues as a differentiating factor. Others preferred a more limited format akin to a simple newsletter. In the end, *ISPOR CONNECTIONS* found itself caught in between these two extremes, with a mixture of content that included news items with sometimes very technical articles, and a cover that made it appear like a second-tier version of *Value in Health*. Indeed, in my earliest years as Editor-in-Chief, we worked hard to disabuse contributors of the notion that *ISPOR CONNECTIONS* was a journal of last resort for articles that had not found a home in *Value in Health* or another peer-reviewed publication.

The *ISPOR CONNECTIONS* Co-Editors and Editorial Advisory Board have been pushing for a reconfiguration of the publication for quite some time. But it was only in the last year that other stakeholders have joined in to build momentum for an overhaul of our prior format, complete with a rebranding to the new title, *Value & Outcomes Spotlight*. The specific individuals are too numerous to mention by name, but include representatives from the ISPOR Board of Directors, the ISPOR Publications Committee, and the ISPOR staff. We would like to thank all of them for their ideas, efforts, and tenacity in making this happen.

This inaugural issue of *Value & Outcomes Spotlight* demonstrates our new approach to article content, highlighted by expanded inclusion of content from the ISPOR scientific meetings. We have four health policy articles on differing perspectives on health technology assessment (HTA) and two methodology articles on multi-criteria decision analysis (MCDA), all of which are based on plenary presentations from the 2013 European Congress in Dublin. Also, under the ISPOR News section, we have the just released full meeting program for the ISPOR 20th Annual International Meeting, taking place in Philadelphia in May 2015.

We hope you enjoy *Value & Outcomes Spotlight* and look forward to hearing your feedback as we continue to refine this new publication.

Thanks for your support!

David Thompson, PhD

Editor-in-Chief, *Value & Outcomes Spotlight*

Tell us what you think of the new *Value & Outcomes Spotlight*! Send feedback to vosp@ispor.org or use the comments form at <http://www.ispor.org/ValueOutcomesSpotlight/CommentForm>