



## Returning to Our Roots in Philadelphia: Gathering to Celebrate 20 Years of Growth and Achievement

**Lou Garrison, PhD**, Professor, Pharmaceutical Outcomes Research and Policy Program, Department of Pharmacy, University of Washington, Seattle, WA, USA, and **Penny Mohr, MA**, Senior Program Officer, Improving Healthcare Systems, Patient-Centered Outcomes Research Institute, Washington, DC, USA, ISPOR 20th Annual International Meeting Program Meeting Co-Chairs



We are very pleased to invite you to join us at the upcoming ISPOR 20th Annual Meeting at the Philadelphia Marriott Downtown on May 16-20, 2015, in Philadelphia, PA, USA. Given recent changes in the US health sector, this year's theme is timely: **Integrating Big**

**Data, Patient Data, and Cost-Effectiveness into Clinical Practice: Promise and Prospects.** Rapid changes in the delivery system and the supporting data infrastructure are increasing the speed with which data are available and used within health care practice. But questions remain about whether these changes are delivering on their promise, how well patients' needs are being integrated, how cost-effectiveness is considered, and how big data are actually being used to inform practice.

**In our opening plenary session, "Taking Stock of the Learning Health Care System: What Have We Achieved and Why Does It Matter?"** panelists will explore the progress made toward realizing the vision of a learning health care system—where evidence is generated, personalized, and applied as a seamless care process. Sarah Greene, MPH, Associate Director of CER Methods and Infrastructure at the Patient-Centered Outcomes Research Institute (PCORI) will lead off talking about PCORI's investment to build a "network of networks" to improve the nation's capacity to conduct timely and robust comparative effectiveness research. Our second speaker, Sachin H. Jain, MD, MBA, until recently was Chief Medical Information and Innovation Officer at Merck, and is now at CareMore, a subsidiary of Anthem. He will critically assess what new challenges and opportunities system redesign affords the pharmaceutical industry and discuss industry's role in making such a vision a reality. Our last speaker, Lewis G. Sandy, MD, Senior Vice President, Clinical Advancement, UnitedHealth Group will discuss payers' significant investment in advancing data integration and why this matters in improving patient care.

**Our second plenary, "Cost-Effectiveness and Clinical Practice Guidelines: Have We Reached a Tipping Point?"** will address the long-standing apparent under-use of cost effective analysis in the US. Recently, some professional organizations have embraced the explicit consideration of cost-effectiveness and the value of treatments in developing and updating clinical practice guidelines. This session will explore this new development and the implications for the range of stakeholders. The first speaker, Mark A. Hlatky, MD, Professor of Health Research and Policy and Medicine (Cardiovascular Medicine) at Stanford University, will discuss his experience as a member of the recent AHA/ACC Cost/Value Task Force that recommended the use of cost-effectiveness analysis (CEA) in developing clinical guidelines. The second speaker is current president of the American Society of Clinical Oncology, Peter P. Yu, MD, Director of Cancer Research at the Palo Alto Medical Foundation, who will describe ASCO's recent efforts to define and measure value in oncology. The final speaker, Michael Drummond,

PhD, Professor of Health Economics at the University of York, will discuss his work in the use of CEA in treatment guidelines development in the UK and similar developments in other EU countries.

**The final plenary "Big Data, Big Systems, and Better Evidence: What Progress?"** will examine applications and analytics in the use of "big data". It will build on last year's plenary in Montreal to explore case studies setting out the challenges for incorporating big data into health system decisions and processes. Ari Caroline, Chief Analytics Officer, Memorial Sloan Kettering Cancer Center, will discuss how their institution is using "big data" for clinical decision support for cancer patients. Paul Wallace, MD, Chief Medical Officer & Senior Vice President, Clinical Translation at Optum Labs and Chair of the Board of Directors at AcademyHealth, will discuss technical and integration issues in the use of big data to manage chronic conditions in a health care management system.

We hope these exciting plenaries along with our outstanding and well-attended short-course program, numerous issue panels, workshops, and research presentations provide many good reasons to attend. Being in the city center of Philadelphia offers a wealth of fun and educational things to do. If you are an art enthusiast, don't miss the large Philadelphia Museum of Art—also home to the world-famous Rocky statue. Take in some history at Independence Hall, where the Declaration of Independence and the US Constitution were signed, and take a peek across the street at the Liberty Bell at Independence National Historical Park. If you are in the mood to learn, you can take in some science at the Franklin Institute, a science museum and center of science education in the city, or if you have some leisure time, take a stroll in Love Park, home of the famous "LOVE" statue. Finally, one cannot leave the city without tasting Philadelphia's signature dish, a Philly cheesesteak: your best bet would be either Pat's King of Steaks or Geno's Steaks in South Philadelphia.

**Rapid changes in the delivery system and the supporting data infrastructure are increasing the speed with which data are available and used within health care practice.**

If you need a short break for lunch or a coffee, adjacent to the Marriott meeting venue is the famous Reading Terminal Market, an enclosed public market with over 100 vendors of food and other goods. It's delightful just to experience its sights and smells.

We are also pleased that this year's social event will be a reprise of the Monte Carlos, a rock band of ISPOR members, at the Hard Rock Café. Always a great time! Looking forward to seeing you in Philly! --Lou and Penny