

# Your Invitation to ISPOR's 21st Annual Meeting to Engage in 21st Century Health Care Solutions

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ISPOR returns to Washington, DC in the midst of a presidential election—a policy wonk’s dream! With the 2016 election already in a full-swing, public debate over health care access, the price of pharmaceuticals, demonstrating value, and improving the quality and affordability of health care are making headlines. And the ubiquitous sound-bites from campaign speeches are coloring way too many tweets! In preparing for their upcoming debates, the candidates themselves could benefit from this year’s meeting as we aim to tackle the \$64,000 question: “Value, Affordability, and Patient Centeredness—Can We Have it All?”

Not only do we have the campaigns driving forward, we may have final versions of proposed legislation that will inevitably impact the work of ISPOR members and the lives of patients. How this proposed legislation addresses use of real-world data, patient-focused drug development, patient-reported outcomes, faster approvals of innovative therapies, benefit-risk assessment, patient safety, and a host of other issues will be ripe for discussion and debate this summer! We will have the experts and pundits on hand ready and willing to give you the pro’s and con’s on the issues, and to discuss the implications for health care research and delivery, and ultimately, the impact on health care costs and patient outcomes.

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Referred to as the Senate Innovation Act, a top priority for the Senate this winter is to address its version of the House-passed 21st Century Cures bill (H.R. 6). Intended to speed FDA approval of treatment innovations, some have expressed concern that the bill may skirt patient safety. In our opening plenary session, “Accelerating Cures: Addressing Unmet Patient Need or Putting Patients at Risk?” Patricia Furlong, Parent Project Muscular Dystrophy, Scott Gottlieb, MD, American Enterprise Institute, and Jerry Avorn, MD, Harvard Medical School, will debate the need for and the advantages and potential dangers of an accelerated approval process.



We all know that policy making and politics are often irrational, but we are learning that patients and physicians can be just as irrational. To explore these dynamics, the second plenary takes us to the forefront of behavioral economics and challenges the economic assumptions we often use to make allocation decisions. In this session, national experts in behavioral economics and medical decision making will give us some insight to the intricacies and nuances of human behavior so that we can understand how to adjust for human biases to design better health interventions. Kevin Volpp, MD, PhD, University of Pennsylvania, Douglas E. Hough, PhD, Johns Hopkins University, and Anthony Culyer, Hon DEcon, Hon FRCP, FRSA, FMedSci, University of York, will present potential implications of this young field on our society.

The FDA and health economic research industry kicked off renegotiation of the Prescription Drug User Fee Act VI (PDUFA VI) last summer, and the bill should be nearly finalized by May. In our third plenary session, “PDUFA VI – Impact on Health Outcomes Research and Dissemination,” Theresa M. Mullin, PhD, U.S. Food and Drug Administration, Marc M. Boutin, JD, National Health Council and a pharmaceutical industry representative will be on hand to discuss PDUFA VI and its multiple components, such as patient-focused drug development, patient-reported outcomes, and communications based on real-world data.

Even if you’re already tired of the campaign rhetoric and not feeling particularly bored, ISPOR’s 21st Annual Meeting will give you the perfect excuse to come to DC this spring. With spectacular May weather (average high 75°), museums, cultural events, and restaurants DC will deliver. You can explore the Smithsonian Institution museums, visit national monuments, take part in the National Gallery of Art’s 75th anniversary (celebrating by reopening of the east building and with the vast Mellon collection exhibit), enjoy a John F. Kennedy Center for the Performing Arts’ theatre or musical offering, or experience DC’s great foodie scene (ranked #3 on Zagat’s 2015 list of top food cities in the US). (One hint, Rose’s Luxury, Bon Appétit’s best new US restaurant in 2014, takes no reservations; be there before 5:00 pm to stand in line!) But, be careful, you might catch a case of Potomac Fever. ■

— Brad and Eleanor