

Implementing a New Strategic Plan

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We begin 2016 with ISPOR positioned for another very successful year. Our new strategic plan that updates Vision 2020 sets forth clear goals to fulfill our mission to **promote health economics and outcomes research excellence to improve decision making for health globally.**

The ISPOR Board of Directors recently approved a forward leaning-business plan and budget that support ISPOR's 5 Strategic Plan Pillars. The plan and the Goal Statements was recently posted to the ISPOR website at <http://www.ispor.org/mission.asp>. I am pleased to share with you highlights from our 2016 plan.

Scientific and Research Excellence

The foundation of our Society's programs, publications, and education is to advance the development and the proper use of health economics and outcomes research in health care decision making. It is imperative that the organization remain in the epicenter of new methods and consensus building so that we can continue to build upon ISPOR's reputation for innovative, collaborative, and leading-edge science. To that end, ISPOR's CEO Nancy Berg will soon announce the addition of ISPOR's first Chief Science Officer (CSO) as a new full-time ISPOR staff member. We received many inquiries and letters of interest for the position, and were pleased to see that all of the final applicants have extensive experience and knowledge of health economics and outcomes research. As such, we are confident that the new CSO will be able to support and assist us in implementing ISPOR's strategic initiatives, and work collaboratively with members and staff in formalizing strategies to strengthen internal / external relationships and to identify and solicit content that will enhance member benefits such as education, training, publications, and meeting programming.

In 2015, the ISPOR Board of Directors approved three new Good Practices Task Force Reports: 1) A revision of the ISPOR Code of Ethics that was originally published in 2008; 2) Economic Evaluation of Vaccines Designed to Prevent Infectious Disease; and 3) Operations Research Optimization Methods in Healthcare

Delivery. In addition, the highly anticipated work of the MCDA Task Force will be published in *Value in Health* and on the ISPOR website in February 2016.

Successful scientific meetings are at ISPOR's core. I hope you will join us for networking, sharing, and learning at our meetings this year. Our 21st International Annual Meeting, *Value, Affordability, and Patient Centeredness: Can We Have it All?* will be held in Washington, DC from May 21–25. The 7th Asia-Pacific Conference, *Pharmacoeconomics and Outcomes Research in Asia-Pacific: Challenges, Opportunities, and Future Direction* will be held in Singapore from September 3–6, 2015. And finally, the 19th Annual European Congress will take place in Vienna, Austria from October 29–November 2, 2016.

Education and Training

The ISPOR Short Course programs are world-class, taught by renowned instructors in health economic and outcomes research. Since their inception, ISPOR Short Courses and related programs have trained more than 35,000 professionals, ranging from

students new to our field to well-established researchers. In 2016, ISPOR will continue to expand the robust Short Course program at all of our meetings. Based on member feedback, new courses scheduled for the International meeting in Washington, DC will include: Informatics and Interoperability; and Advanced Topics in Decision Analytic Modeling. New courses planned for the Asia-Pacific Conference in Singapore will include: Health Care Data and Informatics in Asia; Case Studies in Pharmaceutical/ Biotec Pricing; and Health Care Systems in Asia. We will be exploring other in-person educational and training opportunities outside of our meetings, as well as virtual programs that will be made available to our members.



Member Engagement

Members are the reason ISPOR exists—you are the heart of our Society, and your input is important. Our annual member survey will be distributed in February to help us understand the evolving needs and expectations of our members so that we can deliver

the products, services, and opportunities that you value. Results will be available on the ISPOR website later this spring. I will also present highlights of the results at the Member Meeting during the International Meeting in Washington, DC.

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A priority that I set out in my address at the 20th Annual International Meeting in Philadelphia included *ensuring the future via student enrichment, engagement, and education*. In 2016, we will announce a new member category for "New Professionals" that offers benefits and programs designed to help facilitate the transition into the professional workforce.

Communication and Collaboration

In 2016, we will be developing a comprehensive communication plan that enhances the role and visibility of ISPOR. One goal will be to translate health economics and outcomes research findings to promote widespread understanding and use in health decisions.

ISPOR continues to explore collaborations with like-minded societies, associations, and patient groups—all with the objective of capturing the best ideas and resources available to enrich our member benefits and programs. We are also meeting with payers, providers, and regulatory groups in effort to more carefully understand the needs of these important stakeholder groups.

Organizational Values

As you may know, ISPOR membership continues to grow exponentially, and program participation has steadily increased as much as 12%-15% each year. The increased level of participation in the Society and its activities necessitates the need for an effective infrastructure to support the Society's operations, as well as its members, Consortia, Chapters, and the hundreds of work streams that contribute to its mission from around the globe. In 2016, ISPOR will invest in additional technology, systems, and human resources to facilitate timely production and dissemination of high-quality content for our members and member affiliates.

My special thanks to the ISPOR Board of Directors for their dedication to the Society, and to CEO and Executive Director Nancy Berg and her staff for managing the strategic planning and budgeting process. Working with these talented individuals has made it truly a pleasure and honor to serve the members of ISPOR.

Looking forward to a great 2016! ■

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