

**ISPOR SPEAKS**

# Transformation: At the Heart of ISPOR Strategy Into 2024

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As many of you already know, much of the work of ISPOR's 2020 Strategic Plan was completed ahead of schedule, which was no easy feat as that work was significant. Here are just a few highlights of what was accomplished in the past few years:

- We successfully expanded ISPOR's focus and brand from "pharmacoeconomics" to "health economics and outcomes research," thereby extending the reach and impact of the organization.
- We developed and implemented new communication strategies, including a new logo and branding, and completely redesigned our website to include comprehensive content features geared at both science and nonscience audiences. We published 2 editions of the "ISPOR Top Ten HEOR Trends" and a new annual report.
- During the last strategic plan implementation, ISPOR was reshaped with new governance to support stakeholder expansion and to better serve the exponential growth of ISPOR member groups.
- New programs and events were launched, strengthening regional relevance and global education outreach. In support of these mission-critical initiatives, we dedicated millions of dollars year over year to support education and groups in lower- and middle-income countries. New Task Force Reports and white papers were published, and special interest groups were formed to address strategically prioritized topics such as real-world evidence and health technology assessment.
- Our journals grew in prominence and serve as significant global publications in the field of health economics and outcomes research (HEOR).

- We initiated business plans to expand into the medical device sector, a growing part of our membership, and launched a digital transformation plan to help us prepare for the rapid growth in technology and data, particularly around the use of real-world evidence, artificial intelligence, and machine learning.
- ISPOR opened dialog with more stakeholder groups, including payers, patient engagement and health professional organizations, and international and supranational organizations. And the ISPOR awards program evolved to better spotlight the importance of HEOR globally.

### ISPOR Strategic Plan Update 2024

The [ISPOR Strategic Plan Update 2024](#) builds on our previous Strategic Plan and is anchored around 4 strategic pillars and important operational values (see Figure). The Society's mission, vision, and its strategic pillars remain the same. ISPOR exists as a scientific and educational society to promote health economics and outcomes research excellence to improve decision making for health globally.

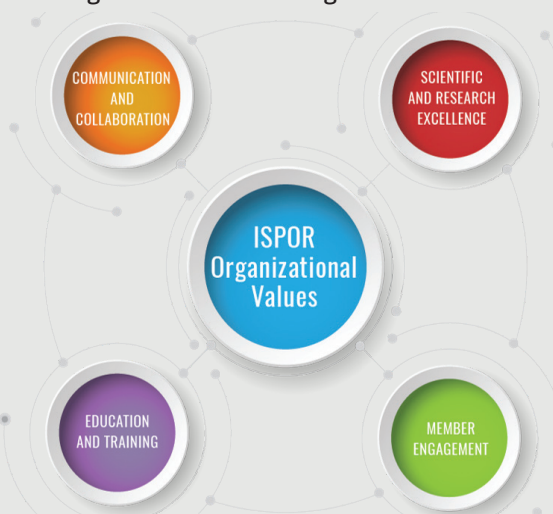


In our recent planning process, ISPOR placed transformation at the heart of its new 5-year strategy. In the updated plan, we clarified our view of the future of HEOR and its use in healthcare decision making in a white paper *HEOR's and ISPOR's Impact on Healthcare Systems and the Multistakeholder Community*. This paper describes the expanding role of HEOR across global healthcare systems.

The updated strategic plan identifies and describes ISPOR's primary objectives for the coming years. The following bulleted points highlight a few of the Society's key initiatives and areas of focus:

- Define best research practices in the science of HEOR and promote their use to improve healthcare decision making globally.
- Engage members and stakeholders to drive excellence in our programs, publications, and activities to support networking and professional growth.
- Lead efforts to strengthen and expand capabilities in HEOR. Knowledge and skill building are at the core of the ISPOR mission.
- Communicate the value and enhance the impact of HEOR. >

**Figure 1. ISPOR's Strategic Pillars**



## ISPOR CENTRAL

- Embrace a core set of values that are at the center of our vision and mission.

The Strategic Plan Update is the result of a collective effort that drew upon the diversity of ISPOR talents. Thank you to the Strategic Plan Work Group; its chair, Bill Crown, from Optum; and to the ISPOR Board of Directors for its outstanding work in moving forward a robust plan update that will elevate the importance of both HEOR and ISPOR.

We have made a great deal of progress and our strategic emphasis remains focused and innovative. In the coming

months, you will notice greater emphasis around more effectively engaging members. We encourage you to get involved—talk to a board member or staff or visit the [Get Involved](#) page on our website. We are particularly interested in hearing from mid-career professionals as we advance our diversity agenda.

There will be increased communication around how ISPOR is making an impact through good research practices. You may recall that last year we surveyed payers and decision makers to identify their level of awareness of ISPOR and their use of our papers and other

tools. We expect more of that type of engagement in 2020 and beyond.

In addition, we will be increasing communication to all stakeholders to ensure that our mission is aligned with the rapid changes taking place around the world. Specifically, ISPOR will accelerate its collaboration with payers and other decision makers.

This is an exciting time for HEOR professionals and for all of us at ISPOR. I am proud to be part of the Society's ongoing transformation! •



HELP ADVANCE THE SCIENCE OF HEOR.  
**Get Involved!**

 [ispor.org/get-involved](https://www.ispor.org/get-involved)