

Milan: A Deep Discussion on the Role of Outcomes in Decision Making... and Much More

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We are pleased to invite you to join us at the upcoming ISPOR 18th Annual European Meeting at the MiCO Conference Center in Milan, Italy, on 7-11 November 2015.

The theme of the Congress, “Impacting Health Decision Making with Outcomes Research: Closing the Gap,” will be centered on the use of outcomes assessment in decision making: the question of whether we are ready to use the developments and scientific endeavor of three decades of outcomes research into strategic policy making and day-to-day health services and technologies financing decisions. Specific focuses will be on multi-criteria decision analysis and on the lifecycle approach to health technologies.

In the **first plenary session, “Strategy in Motion: The Current and Future Lifecycle Approach to Decision Making on Health Technologies,”** payers, health technology assessment (HTA) and regulatory leaders, patient and industry representatives, and key decision makers will discuss the New Medical Device Regulation in Europe as well as the work underway within the Adaptive Pathways to Patients initiative for drugs. The panel will present candid views on adaptive pathways as the preferred approach to developing, licensing, assessing, appraising, and paying for new medicines and treatments. This session will also examine the European Commission’s HTA network plans following the transition of the successful EUnetHTA program, which built strength and dialogue both across Europe and globally. Speakers are: **Hans-Georg Eichler, MD, MSc**, Senior Medical Officer, European Medicines Agency (EMA), London, UK; **Jérôme Boehm**, Team Leader, Health Technology Assessment, Directorate-General for Health and Food Safety, European Commission, Brussels, Belgium; and **Finn Børllum Kristensen, MD, PhD**, Professor, Health Services Research & Health Technology Assessment, University of Southern Denmark and Director, EUnetHTA Secretariat, Danish Health and Medicines Authority, Copenhagen, Denmark.

In the last four decades, the assessment of outcomes has been moving from the mere realm of research into daily practice. In our **second plenary session, “Outcomes Research: Are We Ready to Put Theory into Practice?”**, thought-provoking, forward-looking practicing clinicians, HTA body representatives and public health leaders from both sides of the Atlantic will share their views and discuss the applicability of outcomes assessment in day-to-day practice as well as in strategic decision making. This session will provide researchers and policymakers with an update on current practices, challenges, opportunities, and future perspectives on the assessment of outcomes in different fields of health care: reimbursement of drugs and devices, evaluation of public health interventions, validation of new technologies, and financing of complex health services. Speakers for this session are: **Brian O’Rourke**, President & Chief Executive Officer, Canadian Agency for Drugs and Technologies in Health (CADTH), Ottawa, ON, Canada; **Mario Strazzabosco, MD, PhD**, Deputy Director, Yale Liver Center & Section of Digestive Diseases, Department of Internal Medicine, Yale University School of Medicine and Director, Department of Surgical and Interdisciplinary Medicine, University of Milano-Bicocca, Monza, Italy; **Walter Ricciardi**, Past-President, European Public Health Association (EUPHA) and Professor & Director, Department of Public Health, Catholic University of the Sacred Heart, Rome, Italy; and **Sergio Pecorelli, MD, PhD**, Chairman of the Board, Italian Medicines Agency (AIFA), and Professor, Department of Obstetrics and Gynecology, and Chancellor, University of Brescia, Brescia, Italy.

Multi-criteria decision analysis (MCDA) is an emerging approach to uses a broad set of methodological approaches to assist in making decision making, especially in an era of expensive but valuable technologies. In the **third plenary session, “Recommendations from the ISPOR Multi-Criteria Decision Analysis Emerging Good Practice Task Force and Remaining Controversies”**, the ISPOR MCDA Task Force will discuss approaches for conducting MCDA and emerging good practices. This session will be shaped mostly as a panel discussion. Experienced, thought-leading, and outspoken panelists will discuss areas of controversy and emerging good practice recommendations. Speakers at this session include the Task Force Co-Chairs: **Maarten J. IJzerman, PhD**, Professor of Clinical Epidemiology & HTA & Dean, Health & Biomedical Technology, Faculty of Science & Technology, University of Twente, Enschede, The Netherlands; **Kevin Marsh, PhD**, Senior Research Scientist & EU Director of Modelling and Simulation, Evidera, London, UK; **Nancy Devlin, PhD**, Director of Research, Office of Health Economics, London, UK; **Praveen Thokala, MSc, PhD**, Research Fellow, University of Sheffield, Sheffield, UK; as well as panelists: **Carlos Bana e Costa, PhD**, Professor of Systems Engineering, Head of the Department of Engineering and Management, University of Lisbon, Lisbon, Portugal; **A. Brett Hauber, PhD**, Senior Economist & Vice President, Health Preference Assessment, RTI Health Solutions, Research Triangle Park, NC, USA.

Along with these plenaries, we also will have our short-course program, numerous issue panels, workshops, and research presentations.

But there are also plenty of other reasons to visit Milan. Milan is home to many cultural institutions, museums, and art galleries, which account for about a tenth of the national total of visitors to Italy, despite a fierce internal competition of unique cities like Rome, Venice, Florence . . . etc. Why? Because in Milan, you can admire masterpieces of Piero della Francesca, Andrea Mantegna, Michelangelo, Caravaggio, etc., including Leonardo da Vinci’s Virgin of the Rocks and – famous among the famous – The Last Supper, which has recently been fully restored. The symbol of Milan is its Gothic Cathedral (il Duomo, el Dòm), which is a stone’s throw away from La Scala, the Temple of Opera, considered one of the most prestigious operahouses in the world. Milan is also regarded as one of the fashion capitals of the world; it is synonymous with the Italian prêt-à-porter industry, as many of the most famous brands, such as Valentini, Gucci, Versace, Prada, and Dolce & Gabbana are headquartered in the city and operate shops and factory outlets. If you are a sports fan, particularly of football, Milan is the only city in Europe that is home to two Champions League winning teams, A.C. Milan and F.C. Internazionale. Finally, like most cities in Italy, Milan has developed his own local culinary tradition, which is typical for North Italian cuisines. As the most affluent Italian city, Milan is indeed well-known for its world-class restaurants and cafés, characterized by innovative cuisine and design. As of 2014, Milan has 157 Michelin-selected places, including three highly-rated restaurants.

Could you dare miss the ISPOR Annual European Meeting in Milan with such a rich program and leisure opportunities? We are sure you will join us in Milan! ■

For further ISPOR 18th Annual European Congress information, go to page 25.