

## ISPOR's Vision for the Next 20 Years

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Dear Colleagues,

I am honored to serve as ISPOR 2015-2016 President at a time of evolution and excitement for our discipline and for our Society. Within the past several months, the ISPOR Board of Directors and other leaders have been involved in updating Vision 2020, the Society's current strategic plan. The evolving plan focuses on ISPOR's ongoing commitment to strengthen the integrity, advancement, and understanding of health economics and outcomes research globally. As the plan develops, I will be communicating with you through my addresses in future issues of *Value & Outcomes Spotlight*.



Priorities that I set out in my address at the 20th Annual International Meeting this May in Philadelphia, PA are consistent with the evolving plan. These include:

- Demonstrating value and impact of health care systems;
- Increasing collaboration with health care decision makers including governments, payers, and other associations; and
- Ensuring the future via student enrichment, engagement, and education.

### Demonstrating Impact

With a dynamic health care environment, demonstrating the impact on health and health care delivery are keys to what we do. ISPOR has a leadership role in identifying and promoting "best practices" for stakeholder engagement. Our members continue to be on the forefront of addressing the methodological issues that result in sound scientific research. The Society's **Good Practice Task Force Reports** promote the use of state-of-the-art techniques for research that address the value of health care. Over the past 12 months, these reports have been downloaded nearly 150,000 times.

Upcoming ISPOR Good Practices for Outcomes Research Task Force Reports include: Clinical Outcomes Assessment, Clinician-Reported Outcomes Measurement, Conjoint Analysis, Mapping to Estimate Health State Utility Values, MCDA in Health Care Decision Making, and Measurement of Health State Utility Values.

### Collaboration

Collaboration with like-minded groups is necessary to achieve our mission. At our 20th International Meeting held in Philadelphia, PA, we were joined by leaders from the American Society of Clinical Oncology (ASCO), AcademyHealth, Accelerated Cure Project, Canadian Organization for Rare Disorders, Institute for Clinical and Economic Review (ICER), Advanced Medical Technology Association, Academy of Managed Care Pharmacy (AMCP), National Pharmaceutical Council (NPC), and others. Our strategic vision includes furthering collaboration with associations and societies that are addressing the challenging health care issues we all seek to impact.

One outcome of a successful collaboration is the development of *Assessing the Evidence for Health Care Decision Makers*, an interactive questionnaire for users of evidence to assess health care research studies used in *health technology assessments (HTA)* and/or *drug formulary decisions*. This questionnaire is the result of the Comparative Effectiveness Research Collaborative Initiative, a joint effort of AMCP, NPC, and ISPOR.

In addition, ISPOR held the first **North American Patient Representatives Roundtable** at the 20th International Meeting, which brought together representatives from patient organizations, research, academia, HTA agencies, and industry to discuss

patient centeredness in drug research to improve health care decision making.

### Ensuring the Future

The future of the Society and health economics and outcomes research lies in the hands of our students and new professionals. Growth in the number of **ISPOR Student Chapters** and developing regional networks are critical to the long-term success of ISPOR. Over 500 students from over 40 countries attended the International Meeting. Student activities included the ever-popular Student Research Competition and a new mock interview session where 48 interviews were conducted by top experts with the goal of assisting students in improving their employment interviewing skills.

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Education remains a fundamental component of ISPOR's strategy. Our **Short Course** program has expanded with over 2,100 participants attending 28 courses at the Philadelphia meeting. These included three new courses: Development of Conceptual Models, Introduction to Big Data Analysis: Graph Analytics, and Using Multi-Criteria Decision Analysis in Health Care Decision Making: Approaches & Applications.

A new ISPOR-branded training program, ISPOR HTA Training, was developed by **ISPOR's Health Technology Assessment Council**. It became a priority for the Council based on input from members and regional groups for support in knowledge building. The training is currently in final phases of development and will be formally launched in September in Astana, Kazakhstan. The program has been designed for both introductory and intermediate audiences

including governments, payers, industry, academia, and patient group representatives interested in learning how to conduct various aspects of HTA with an emphasis on clinical and economic evaluation as well as what a good HTA process requires and how this can be tailored to different settings. This is an important step forward in making ISPOR's educational resources and scientific expertise relevant and accessible to health care decision makers.

In closing, I would like to offer my congratulations to the new and returning Board members whose names are listed below. I look forward to leading ISPOR over the next year as it continues its outreach and improving health globally. ■

## NEW BOARD MEMBERS

### President Elect 2015-2016

**Lou P. Garrison, PhD**, Pharmaceutical Outcomes Research and Policy Program, Department of Pharmacy, University of Washington, Seattle, WA

### 2015-2017 Directors

**Nancy Devlin, PhD**, Director of Research, Office of Health Economics, London, UK

**Manuel Espinoza, MD, MSc, PhD**, Professor of Public Health at Pontifical Catholic University of Chile, Santiago, Chile

**Dana Goldman, PhD**, Professor and the Leonard D. Schaeffer Director's Chair at the University of Southern California, Los Angeles, CA

## RETURNING BOARD MEMBERS

**Adrian Towse, MA, MPhil**, (ISPOR Past President) Director Office of Health Economics, London, UK

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**Nancy S. Berg**, CEO and Executive Director, ISPOR, Lawrenceville, NJ, USA

### 2014-2016 Directors

**Karen Worley, PhD**, Research Manager, Comprehensive Health Insights, Humana, Cincinnati, OH, USA

**Dominik Tomek, PharmD, MPH, PhD**, Department of Pharmacoeconomics & Drug Policy, Institute of Clinical & Experimental Pharmacology, Faculty of Medicine, Slovak Medical University, Bratislava, Slovakia

**Josephine Mausekopf, PhD**, Vice President, Health Economics, RTI Health Solutions, Triangle Park, NC, USA

**Yen-Huei (Tony) Tarn, MS, PhD**, Executive Director, Center for Pharmaceutical Care Development, Taiwan Pharmacist Association, Taipei, Taiwan

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