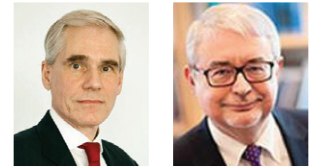


Improving the Scope of Decision Making: The ISPOR 19th Annual European Congress

Hans-Georg Eichler, MD, MSc, Senior Medical Officer, European Medicines Agency (EMA), London, UK; **Tomasz Hermanowski, PhD**, InterQuality Project Leader and Professor & Head, Department of Pharmacoeconomics, Medical University of Warsaw, Warsaw, Poland, 19th Annual European Congress Program Committee Co-Chairs



Hans-Georg Eichler, MD, MSc *Tomasz Hermanowski, PhD*

We are pleased to invite you to join us at the upcoming ISPOR 19th Annual European Congress at the Austria Center Vienna in Vienna, Austria on 29 October-2 November 2016. The theme of the Congress, “Managing Access to Medical Innovation: Strengthening the Methodology-Policy Nexus,” will be centered on the more extensive use of health technology assessment in country-level decision making. Given the many learnings and improved methods from at least three decades of health economics and outcomes research, how can this science be coordinated with regulatory decision making, be leveraged for more creative technology financing, and help satisfy patient preferences for new technology?

Formal interactions and collaboration between regulators and the HTA bodies that inform payers have only started in recent years in the European Union (EU) and are mostly in a pilot stage. In the **First Plenary Session, “What Synergies Could Be Created Between Regulatory and Health Technology Assessments?”** speakers will explore unrealised synergies in the work and processes of regulators and HTA bodies, and will also address the roadblocks in the EU health sector ecosystem that need to be removed in order to realise these synergies while respecting their different roles. Speakers for this session are: Guido Rasi, Executive Director, European Medicines Agency (EMA), London, UK; Wim Goettsch, PhD, Secretariat Director, EUnetHTA, Diemen, The Netherlands; Andrzej Rys, Director for Health Systems, Medical Products and Innovation, European Commission, Brussels, Belgium; Jens Grueger, PhD, Vice President & Head of Global Pricing & Market Access, Roche Pharmaceuticals, Basel, Switzerland.

Differential pricing is another timely topic across Europe. Currently, law in the European Union supporting the free movement of goods makes it difficult to maintain different prices in different countries. Countries have resorted to referencing prices in other countries to support their local pricing policies and negotiations, and have developed schemes that allow them to obtain confidential discounts. In our **Second Plenary Session, “Differential Pricing of Medicines in Europe: Implications for Access, Innovation, and Affordability?”** speakers will explore options for a defined and systematic approach to promoting efficient differential pricing in Europe. Operational and political feasibility are key considerations that will be discussed. Speakers for this session are: Sabine Vogler, PhD, Head & Program Coordinator for Pharmacoeconomics and Pharmaceutical Policy Analysis, WHO Collaborating Centre, Vienna, Austria; Jo De Cock, Chief Executive Officer, National Institute of Health and Disability Insurance, Brussels, Belgium; Elias Mossialos, Department of Social Policy, London School of Economics and Political Science, London, UK; Adrian Towse, MA, MPhil, Director, Office of Health Economics, London, UK.

Our **Third Plenary Session, “How to Control Costs and Improve Access to Medicines: Lessons from the InterQuality Project,”** will describe a number of important themes emerging from the InterQuality Project including equity of access to health services and medicines and integrating patient preferences into health technology

assessment. Speakers at this session include: Anna Zawada, MSc, Director of the Office of Transparency and Tariff Councils, Agency for Health Technology Assessment and Tariff System, Warsaw, Poland; Joanna Lis, MSc, MBA, PhD, Department of Pharmacoeconomics, Medical University of Warsaw, and Director of Market Access, Sanofi-Aventis, Warsaw, Poland; Axel Mühlbacher, PhD, Health Economics and Health Care Management, Hochschule Neubrandenburg, Neubrandenburg, Germany; Brian K. Solow, MD, Chief Medical Officer, Optum Life Sciences, Irvine, CA, USA. Along with these plenaries, we also will have our two-day short-course program and main meeting content of issue panel, workshop, and research presentations.

The capital city of Austria, Vienna, is known for its imperial landmarks, architecture, cultural events, wine taverns, coffee shops, and high quality of life. With more than 100 museums, Vienna is both an old and new city. From exploring “Imperial Vienna” to taking in views from The Giant Ferris wheel or Danube Tower, there is something for everyone. We look forward to seeing you in Vienna! ■

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ISPOR 19th Annual European Congress

29 October - 2 November 2016

Austria Center Vienna

Vienna, Austria

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*Managing Access to Medical Innovation:
Strengthening the Methodology-Policy Nexus*

PROGRAM ANNOUNCED

EARLY REGISTRATION DEADLINE:
20 SEPTEMBER 2016



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- **Learn** new and novel applications in the conduct and use of HEOR.
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- **Stay current** on emerging trends in health care.
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ISPOR is recognized globally as the leading scientific and educational organization for HEOR and its use in health care decisions.

Who Attends?

The ISPOR scope and sphere of influence comprises the international HEOR community: global leaders, policy makers, regulators, researchers, academicians, payers, decision makers, patients, and patient groups. This multi-stakeholder group is invested in using science and research to make better health care decisions.

Trending topics for ISPOR Vienna:

Adaptive Pathways • Biosimilars Value Assessment • Oncology • Simulation Modeling • Health Technology Assessment • Comparative Effectiveness • Value of Information • Medical Devices • Differential Pricing • Patient Engagement • Survival Analysis • Rare Diseases • Early Access Schemes • Personalized Medicine • Health State Utility Values • Patient Preferences • Multi-Criteria Decision Analysis • Managed Entry Agreements • Health Economic Evaluation

Plenary Session Highlights

- What Synergies Could Be Created between Regulatory and Health Technology Assessments?
- Differential Pricing of Medicines in Europe: Implications for Access, Innovation, and Affordability
- How to Control Costs and Improve Access to Medicines: Lessons from the InterQuality Project

For complete program details and to register, visit <http://www.ispor.org/Event/index/2016Vienna>

Last year's ISPOR 18th Annual European Congress hosted 5,200+ attendees from 90 countries and facilitated more than 2,450 presentations!