



ISPOR in Latin America

Supporting the HEOR and HTA Community

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The Latin American healthcare landscape is in a dynamic time, with many countries in the region undergoing key reforms in their healthcare systems' management and decision-making processes to better meet the diverse needs of their citizens.¹ A major trend is the noted expansion of healthcare coverage and increased healthcare spending across many countries, which has led to expanded patient access to key therapies and services. But significant challenges remain in the areas of affordability for patients and sustainability for healthcare systems. Rising healthcare expenditures due to aging populations, shifting disease burdens, introduction of novel high-cost health technologies, and persistent inefficiencies in health systems are inhibiting policymakers' ability to improve overall health outcomes and control costs.² Health economics and outcomes research (HEOR) and health technology assessment (HTA) have been long recognized as powerful tools to help achieve these ends, but local population needs require experts in the region to understand how to adapt the global methodologies to be appropriate for Latin American jurisdictions.^{3,4}

As the leading global HEOR society with an extensive presence in Latin America, ISPOR is an important resource for knowledge and support for the region. It is true that ISPOR's global community of HEOR experts are leading the way in best practices methodology. But ISPOR also has a large community of members that belong to the Latin America region and are the leading voices in that region for HEOR. Indeed, the organization has taken great pride in the fact that ISPOR's Past President, Dr Federico Augustovski—a key opinion leader for HEOR in Latin America—was the first ISPOR president to come from the region.⁵ Dr. Augustovski not only brought matters of import for the global regions to the forefront of the organization and the ISPOR Board of Directors, but he also advocated for what ISPOR has been doing already to support the science's development in Latin America and globally.

ISPOR's commitment to the region has come through the robust activity of its numerous global and regional groups, as well as capacity-building initiatives and research initiatives. Some of these key groups include the ISPOR Latin America Consortium, which has over 500 members; 10 regional chapters with over 1400 members; and 5 student chapters. These groups provide an invaluable information-sharing platform for those in the HEOR community who are interested in developing the science in Latin America. These groups are incredibly dynamic and conduct important initiatives such as research projects, seminars, workshops, and even conferences. Additionally,

ISPOR groups have contributed to translating key HEOR distance-learning modules and good practices reports for outcomes research into local languages; provided updates into their healthcare systems roadmaps, and pharmaco-economic guidelines; and regularly provided timely health policy updates to ISPOR newsletters and consortia meetings.

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Through ISPOR's global groups and regional chapters, these expert members influence policy and bring vital knowledge about HEOR best practices and needs from the Latin America region to the global community. This interchange of knowledge is what makes ISPOR so valuable. Moreover, ISPOR has invested heavily in the region's lower-middle-income countries through travel grants, fee-waived memberships, and educational grants for chapters.⁶ ISPOR also has engaged in important capacity-building initiatives through HTA training, webinars, short courses and roundtables.

ISPOR is indeed proud of its extensive involvement in Latin America, but it is arguably the regional biennial conference that is the most prominent initiative. This is the largest HEOR conference in the region, bringing together more than 1000 global participants from over 20 countries. As has been the case in past years, the upcoming ISPOR Latin America 2019 Conference on 12-14 September 2019 promises to be a very valuable experience for all involved. The captivating city of Bogotá, Colombia will host this year's conference, home to rich cultural heritage and beautiful sights and sounds. The program will be equally interesting and will tackle the theme "Data and Value in Healthcare: 2020 and Beyond." There will be numerous sessions featured that cover important topics for HEOR in Latin America and key issues and opportunities facing the region, including the proliferation of new fields of technologies such as machine learning and digital health, the growing role of data in health systems' management and decision making, new methodologies for measuring the value of healthcare interventions, and current policy trends. There are also numerous short courses on core HEOR disciplines, as well as educational symposia and poster presentations addressing the

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latest approaches in methodology and innovation. The ISPOR Latin America Conference also provides a unique opportunity for ISPOR groups to meet and even present forums and spotlight sessions. We are especially pleased that the conference will host the first ISPOR student and new professional event in Latin America titled, "Career Advice Across the Globe: How to Advance in Your Chosen Career Path." So outside of the traditional presentations and breakout sessions, many interesting small group gatherings will take place over the course of the event.

Apart from the vast amount of information to learn, the conference is also a wonderful opportunity for different stakeholders to come together to share perspectives and learn from one another on best practices, particularly for policymakers, payers, assessors and regulators. Several different platforms that enable this take place alongside the conference, including the ISPOR HTA roundtable–Latin America, ISPOR Patient Representatives Roundtable, and ISPOR Latin America Regional Health Policy Summit. These events are invitational meetings that convene key healthcare stakeholders to debate health policy issues and challenges in Latin America. These events are important ways that ISPOR is engaging with local decision makers and stakeholders in the region to foster dialogue, all the while providing an opportunity for them to participate in the broader conference.

Considering these revelations, I am sure you are asking, "How can I get involved?" Actually, there are many ways you can get involved in what ISPOR is doing in Latin America:

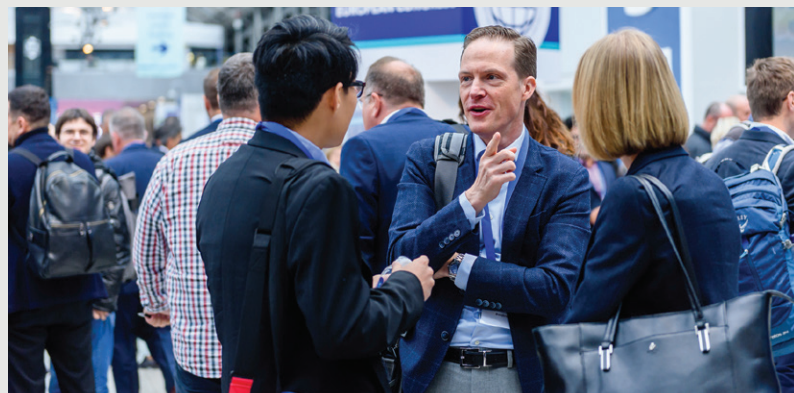
1. **Participate** in the ISPOR Latin America Conference—submit an abstract or be a reviewer (too late for this one but there is always 2021), register, or be a conference sponsor or supporting institution
2. **Join ISPOR groups**—join ISPOR, ISPOR Latin America Consortium (open to all interested in Latin America HEOR), or an ISPOR regional chapter in the region
3. **Be a reviewer** or submit manuscripts to ISPOR journals
4. **Submit your news** to *News Across Latin America*
5. **Contribute** through Consortium meetings and activities

For more information, contact us at laconsortium@ispor.org.

The future is bright for HEOR and ISPOR in Latin America.
¡Nos vemos en Bogotá este septiembre!

REFERENCES

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ISPOR Latin America 2019

Data and Value in Healthcare: 2020 and Beyond

12-14 September 2019

Ágora Bogotá International Convention Centre, Bogotá, Colombia

Exploring the key issues for healthcare in Latin America

Join us in the beautiful city of Bogotá this 12-14 September for ISPOR Latin America 2019! The leading HEOR Conference in the region, ISPOR Latin America 2019 will draw more than 1000 from the regional global healthcare community to explore the key issues facing the healthcare community in the region surrounding the theme of *Data and Value in Healthcare: 2020 and Beyond*. The Conference Program will be very robust, including 2 plenaries, educational symposia, and over 450 scientific presentations covering this and many more important topics. We anticipate the participation of key healthcare decision-makers at the conference and during our HTA and patient roundtables and Health Policy Summit.



FIRST PLENARY SESSION — OVERVIEW

The Role of Data Supporting an Effective Decision-Making Process

Real-world data extends the usefulness of randomized controlled trials by its ability to include timely data, large sample sizes that enable analysis of subpopulations and less common effects, and real-world practice and behaviors in applied research studies. The plenary will explore how the management of these “data” impact real-life healthcare decisions and resource allocation in Latin America.

Moderator: Manuel Antonio Espinoza, MD, MSc, PhD, Pontificia Universidad Católica, Chile

Speakers: William Crown, MA, PhD, OptumLabs, USA; Rafael Alfonso, MD, MSc, PhD, GSK R&D, USA; Oscar Espinosa, MSc, Institute of Technology Assessment in Health, Colombia; Edson Amaro Jr, MD, PhD, Hospital Israelita Albert Einstein, Brazil

SECOND PLENARY SESSION — OVERVIEW

Value Measurement in 2020: Moving Forward in Low- to Middle-Income Countries

Based on the delivery model of value-based healthcare, “value” is determined by measuring health outcomes against the cost of delivering the outcomes. However, value measurement in health involves some important decisions about what to measure and how. The plenary will present different approaches to increase efficiency in health systems and improve access to patients.

Moderator: Mariana Barraza Llorens, MSc, Blutitude Healthcare Intelligency, Mexico

Speakers: Hector Castro, MD, MSc, PhD, Management Sciences for Health, USA; Alejandro Gaviria, PhD, Former Ministry of Health Colombia, Colombia; Cristina Gutiérrez Delgado, PhD, Economic Evaluation Unit, Health Secretariat, Mexico; Analia Lopez, MD, MSc, Chief of Cabinet, Health Secretariat, Ministry of Health and Social Development, Argentina

SPOTLIGHT SESSIONS

The following spotlight sessions will be focused on the assessment of value from both international stakeholders and patient perspectives:

- Defining Value in Medical Device – “The Stakeholder Matters”
- Value Assessment Frameworks in Latin America – Are We There Yet?
- Recent Social Valuation Studies in Latin America. Methods, Results, Lessons Learned



3 NEW SHORT COURSES INTRODUCED

Sharpen your skills with short courses at ISPOR Latin America 2019. Join us for 10 essential HEOR courses, including 3 new courses: *Evaluation of Medical Devices: How to Manage HTAs*; *Introduction to Real-World Evidence: Between Epidemiology and Digital Tools*; and *Introduction to Machine Learning*. Led by global experts, ISPOR's hands-on courses are offered in Spanish and English. In-demand courses sell out, register today! Come for the courses; stay for the conference!

For full information on the Program visit: www.ispor.org/LatinAmerica2019program

New Regional Health Policy Summit to Draw Payers, Government, and HTA Groups to ISPOR Latin America 2019

A new, exclusive, invitational regional health policy summit will also be held up against the Latin America conference, convening representatives from payers, government, and HTA groups. Partnership opportunities are available. For more information, please email polycysummit@ispor.org

Exhibitor and Sponsorship Opportunities

Showcase your business and products as an exhibitor or sponsor. Put your company in front of the regional global healthcare community. Learn more at www.ispor.org/LatinAmerica2019sponsorship

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ISPOR Summit 2019

Mark your calendar!

8:00 am – 4:00 pm

October 11, 2019

Baltimore Marriott Inner Harbor at Camden Yards

Baltimore, MD, USA

ISPOR'S Real-World Evidence Transparency Initiative



Building Trust in RWE – The Role of Study Registration

Real-world evidence on treatment outcomes can be an important aspect of the evidence basis for decision-making if it is seen as credible. For real-world studies that are meant to test hypotheses about comparative effectiveness or safety, a key aspect of credibility is that they are conducted transparently with tests that follow a pre-specified analytic protocol. Pre-registration of such study protocols on a public website would help build trust that their results can be used for decision-making purposes.

This Summit will be a forum for discussion of the work of the Real-World Transparency Partnership, led by ISPOR, ISPE, Duke-Margolis, and NPC, and involving a number of other organizations and stakeholders. It will focus on the key elements needed for the creation of a common registration site for these real-world studies that will be oriented for regular use by researchers and seen as a credible registry by decision-makers. The work already completed in this effort will be presented and the future steps envisioned will be discussed with Summit attendees.

Sessions to be presented during the Summit program Include:

- Transparency in RWE - Time for a Unified Approach
- Registration Site(s) - Opportunities to Optimize
- Nuts and Bolts of Fit-for-Purpose
- Behavior Modification - Boosting and Nudging
- Transparency in RWE - Moving Forward

Visit www.ispor.org/summit2019 for updates for program updates, registration pricing and hotel information

Join us at the 2019 Summit on October 11 to learn more about this initiative and help shape its work to come!

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ISPOR Europe 2019

2-6 November 2019
Bella Center Copenhagen
Copenhagen, Denmark

Join us at ISPOR Europe 2019 to interact and collaborate with a global, interdisciplinary audience of over 5000 healthcare stakeholders that include policy makers, payers, thought leaders, researchers, decision-makers, and patient representatives.

This year's conference theme **Digital Transformation of Healthcare: Changing Roles and Sharing Responsibilities** connects the digital transformation in the global healthcare ecosystem with new players, processes, skillsets, and examples relevant to the HEOR profession. A comprehensive scientific program will address vital questions topics including how the roles of traditional stakeholders are changing and new skillsets that will be required. The program focuses on new policies and processes that are driving change from the provider to the system level, including opportunities for HEOR research. We will hear from experts including big data and information processing methods, who are using these tools not only for research, but to drive learning at the healthcare system level.



Program Highlights at ISPOR Europe 2019 in Copenhagen include:

3 plenary sessions

- Healthcare Digitalization: Instant, On Demand, and Always Connected (Monday, 4 November)
- Shaping the Digital Healthcare System (Tuesday, 5 November)
- Big Healthcare Data: Endless Opportunities for Research and Learning (Wednesday, 6 November)



37 pre-conference short courses — Offered in conjunction with ISPOR Europe 2019 these are a series of half and full day-hour training courses, designed to enhance your knowledge and technique in 7 key topic areas ("Tracks") related to health economics and outcomes research (HEOR). Short courses range in skill level from Introductory to Experienced. The short course offerings at ISPOR Europe 2019 include 9 new courses that explore hot topics relating to value assessment, healthcare systems, health state utility, modeling techniques, and real-world data analysis.

2800+ conference presentations — Including 5 disease-focused poster sessions and breakout sessions featuring topics such as real-world evidence, digital health, health technology assessment, value assessment, medical devices, and patient preferences.

Be an exhibitor or sponsor - ISPOR Europe 2019 will provide exhibitors and sponsors with the opportunity to meet with 5000+ international attendees. Put your organization's name at the forefront and provide your organization with invaluable networking, business development, and brand recognition opportunities at the leading HEOR conference in Europe. Your company would benefit from recognition on the ISPOR website, during the plenary sessions, in the conference program book and select ISPOR premier publications, and other promotional opportunities.

Save your seat at the Leading Global Conference for Health Economics and Outcomes Research
Register by 24 September and save! www.ispor.org/Europe2019

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Partner with ISPOR

Renowned as the global Society that convenes all healthcare stakeholders in HEOR, ISPOR is leading the field at a time when solid approaches to decision-making are more important than ever.

The Society's conference delegates, exhibitors, and sponsors participate in ISPOR's world-class, scientific conferences to network and collaborate with leading experts in HEOR around the globe.

ISPOR conferences are attended by thousands of leaders and experts representing all facets of healthcare, including researchers and academicians, regulators and assessors, decision-makers, clinicians, industry, and patient representatives.

Exhibit Opportunities

Gain access to influential leaders and decision-makers in HEOR by exhibiting at ISPOR's conferences. The Society's conferences draw an audience of researchers and decision-makers from biopharmaceutical medical device, and diagnostics industries; payers, health ministries, government organizations, academia, and other healthcare organizations.

Sponsorship Opportunities

Increase your visibility and prominence in the field of HEOR by becoming an event sponsor. Benefits can include conference and exhibit hall registrations and highlighted listings in the exhibitor directory.

Contact us for more information or to discuss specific conference sponsorship and exhibit opportunities at exhibit@ispor.org



Mark Your Calendars for 2020!

ISPOR 2020

May 16-20

Orlando, FL

Abstract Submission Opens: October 1, 2019

Abstract Submission Deadline: January 15, 2020

ISPOR Asia Pacific 2020

12-15 September

Seoul, South Korea

Abstract Submission Opens: 2 December 2019

Abstract Submission Deadline: 11 March 2020

ISPOR Dubai 2020

29-30 September

Dubai, United Arab Emirates

ISPOR Europe 2020

14-18 November

Milan, Italy

Abstract Submission Opens: 2 March 2020

Abstract Submission Deadline: 10 June 2020