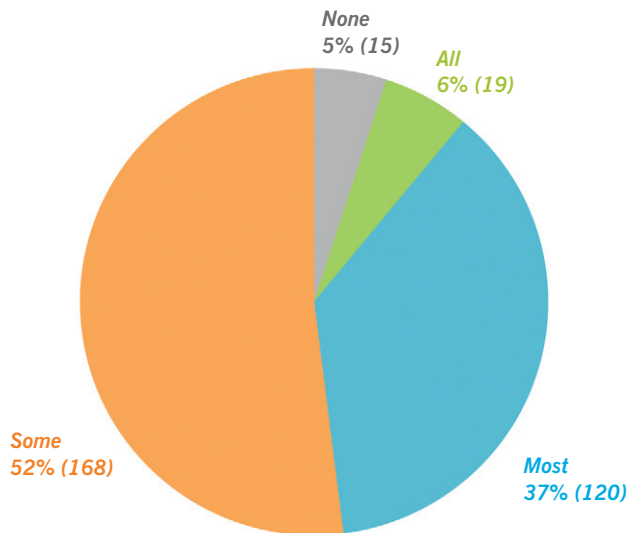


Highlights from ISPOR's Value & Outcomes Spotlight Member Survey

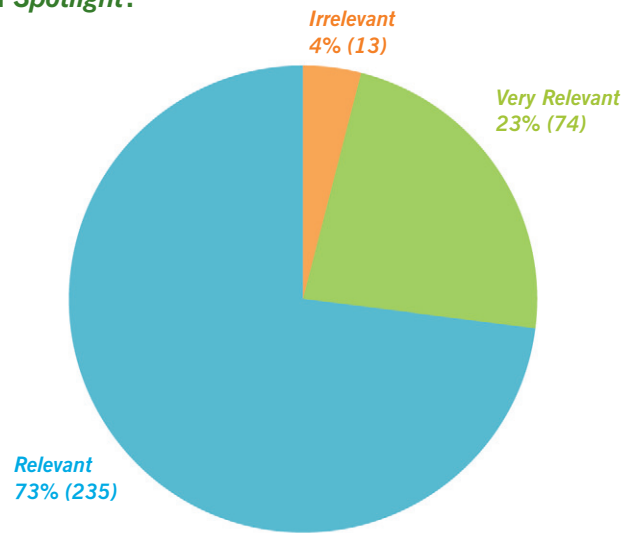
In 2015, ISPOR Publications and Management Advisory Board Chair, Maarten Ijzerman, in discussions with the *Value & Outcomes Spotlight* Editor-in-Chief David Thompson, proposed as part of the Publications (MAB) Scientific and Communications strategy a survey to evaluate the first volume of VOS published in 2015. The goals of the survey were to 1) provide feedback on the new layout and design; 2) elicit the needs and expectations of members in terms of content; and 3) assist in strategic planning. ISPOR members were invited to respond to an online survey between October 23rd and November 23rd 2015. Full survey results can be accessed at: <http://www.ispor.org/ValueOutcomesSpotlight>; below are some highlights:

How much of each issue of *Spotlight* do you read?



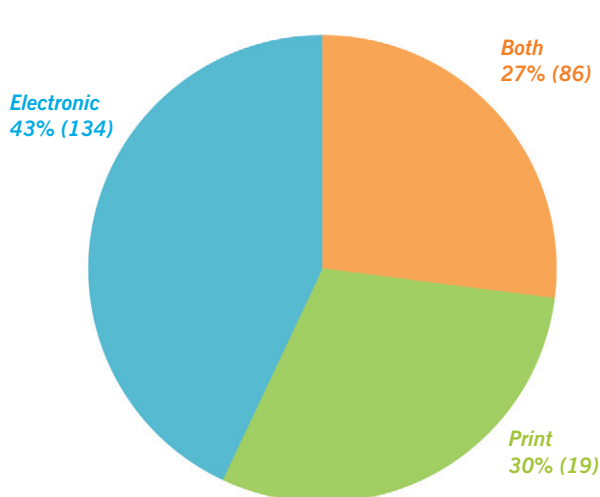
Almost all ISPOR members read at least some of each issue of *Spotlight*, with 6% diligently reading it from cover to cover.

Overall, how relevant do you find the information in *Spotlight*?



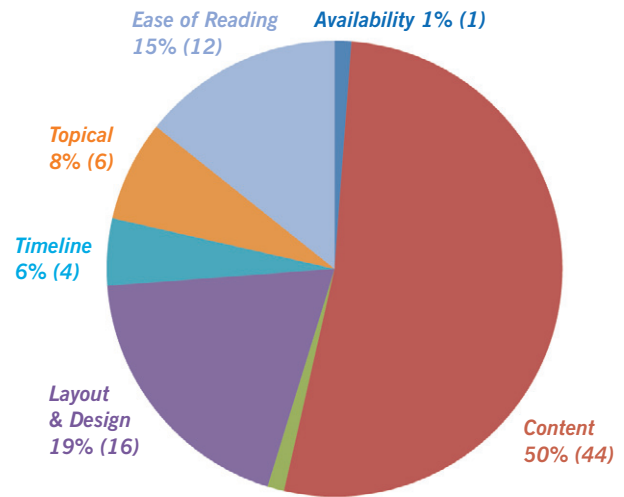
Consistent with the reading patterns, nearly all ISPOR members find *Spotlight* to be relevant.

In what format do you read *Spotlight*?



While many readers only access the online version of *Spotlight*, the majority still take advantage of it being ISPOR's only publication disseminated to every member in hard copy form.

What three things would you suggest to improve *Spotlight*?



Open text responses to this question could be classified into various categories related to (in descending order of frequency) content, layout & design, and ease of reading.