

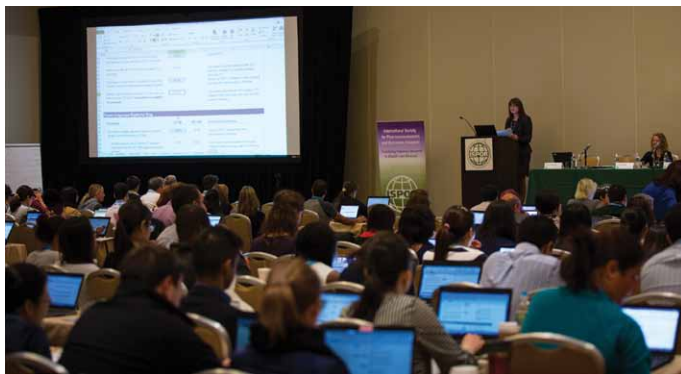
## Highlights of the 20th Annual International Meeting

Stephen Priori, Director, Publications, ISPOR, Lawrenceville, NJ, USA



A total 3,720 attendees travelled from 78 countries to take part in the ISPOR 20th Annual International Meeting, embracing the theme, **“Integrating Big Data, Patient Data, and Cost-Effectiveness into Clinical Practice: Promise and Prospects.”** This anniversary meeting held May 16-20, 2015 in Philadelphia, PA, USA, was fitting, as this was the host hotel and city of ISPOR’s (then APOR) First International Meeting 20 years ago, which was attended by 382 people!

“ISPOR was pleased to welcome over 3,700 attendees, representing 78 countries, from research, academia, policy makers, payers and patient groups. The quality of the meeting content and the discussions, networking, and collaborations associated with this global meeting drive debate and help build consensus.” said Nancy S. Berg, ISPOR CEO and Executive Director.



*Budget Impact Analysis II: Applications and Design Issues Short Course*

### Pre-Meeting Short Courses Continue to Attract

The ISPOR 20th Annual International Meeting Short Course Program closed with over 2,100 registrants across 28 courses. The program 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.

### Student Activities Abound

Nearly 500 students representing over 40 countries attended the meeting. There were 8 student events, including the popular Student Research Competition, during which 14 schools competed in a knock-out competition by answering questions based from the ISPOR Book of Terms. ISPOR Student Chapter members also had the opportunity to practice their interview skills with mock interviews with top experts in the field.



*First Plenary Session Panel (l-r): Sarah Greene, MPH, Sachin H. Jain, MD, MBA, and Lewis G. Sandy, MD, FACP*

### Meeting Content Highlights

The First Plenary Session entitled, **“Taking Stock of the Learning Health Care System: What Have We Achieved and Why Does It Matter?”** addressed how far we have come and what the implications are for comparative effectiveness researchers, payers, patients, and the life sciences industry. Nearly a decade ago, the vision of the “Learning Health Care System,” a system by which research is integrated rapidly into clinical practice based on electronic health records (EHR), was established. “The vision for a learning health care system is evidence-based, value-driven, and patient-centered,” said plenary session moderator Penny Mohr, MA, Senior Program Officer, Improving Healthcare Systems, Patient-Centered Outcomes Research Institute (PCORI). “This includes drawing on best evidence to provide care, learning to deliver what is of most value while emphasizing prevention and health promotion. Patient-centered means providing the care most appropriate for each patient.” Speakers included Sarah Greene, MPH, Associate Director, CER Methods and Infrastructure, >



*ISPOR Student Research Competition*



ISPOR 20th Annual International Meeting Program Co-Chairs Lou Garrison (l), Penny Mohr, and ISPOR 2014-2105 President Adrian Towse



Above: Second Plenary Session Speaker Mark A. Hlatky, MD

Below: Third Plenary Speaker Paul Wallace, MD



Patient-Centered Outcomes Research Institute (PCORI); Lewis G. Sandy, MD, FACP, Senior Vice President, Clinical Advancement, UnitedHealth Group; and Sachin H. Jain, MD, MBA, Chief Medical Officer, CareMore/Anthem and Lecturer in Health Care Policy, Harvard Medical School.

Issues surrounding cost effectiveness and related clinical questions were taken up in the Second Plenary Session, entitled, **“Cost-Effectiveness and Clinical Practice Guidelines: Have We Reached a Tipping Point?”** Oncology and cardiology professional organizations have embraced consideration of cost-effectiveness and the value of treatments in developing their clinical practice guidelines and pathways. What impact could this step have on insurers, medical practitioners, patients and their families in an era when health care costs are rocketing upward? Do physicians have a responsibility to society to help control the costs of medical care, especially in the face of devastating diseases such as cancers where the costs of the newest medications have in some cases become astronomical? Moderator Lou Garrison, PhD, Professor, Pharmaceutical Outcomes Research and Policy Program, Department of Pharmacy, University of Washington, Seattle, noted that in 2014, the American College of Cardiology and the American Heart Association “embraced” cost-effectiveness analysis in their development of clinical treatment guidelines. This session featured three speakers: Mark A. Hlatky, MD, Professor of Health Research and Policy and Professor of Medicine (Cardiovascular Medicine), Stanford University School of Medicine; Peter P. Yu, MD, FACP, FASCO, Director of Cancer Research, Palo Alto Medical Foundation, and President, American Society of Clinical Oncology (ASCO); and Michael Drummond, MCom, DPhil, Professor of Health Economics, Centre for Health Economics, University of York.

In the Third Plenary Session entitled, **“Big Data, Big Systems, and Better Evidence: What Progress?”** Moderator Adrian Towse, MA, MPhil, 2014-2015 ISPOR President and Director, Office of Health Economics, reminded the audience that one of the previous year’s plenary sessions encouraged researchers to begin focusing on practical examples showing how health care had been improved through the use of “big data” and move from analytical methods to applications. This session encouraged researchers to begin focusing on practical examples showing how health care had been improved through the use of “big data” and move from analytical methods to applications. This session featured speakers Ari Caroline, Chief Analytics Officer, Memorial Sloan Kettering Cancer Center; Ami Ehlenberger, Life Sciences Leader, IBM Watson Group; and Paul Wallace, MD, Chief Medical Officer & Senior Vice President, Clinical Translation, Optum Labs and Chair, Board of Directors, AcademyHealth.

The strong interest in the overall meeting theme of the integration of big data, patient data, and cost-effectiveness into clinical practice was shown by high attendance at sessions on these topics. The highest attended sessions included comparative effectiveness, with a focus on indirect comparisons, and the uses for clinicians and patients; the impact of data in a variety of clinical settings and practices whether Electronic Medical Record data, health economic data, or Big Data; and a deeper look at formulary decision making, clinical decision making, and use of models and data. In addition, sessions that focused on large prevalent diseases or, by contrast, rare diseases or diseases with unmet medical needs, were also popular. Debates regarding drug development methods, the FDA’s need to publish guidance, and the growing concern that breakthrough technologies may be halted by financial burdens highlighted some of the best attended issue panel sessions. For oral research presentations, medication adherence and Health Technology Assessment (HTA) were the areas of greatest interest.

### Developing Global Initiatives

There were a number of ISPOR Global Initiatives meetings held in Philadelphia as well. Following the success of previous Patient Representatives Roundtables, ISPOR held the first North American Patient Representatives Roundtable during the ISPOR 20th Annual Meeting. This roundtable brought together representatives from patient organizations, research, academia, HTA agencies, and industry to discuss patient centeredness in drug research to improve



Can The EUNetHTA HTA Core Model© Help To Ensure An Aligned Concept Of Value Between HTA, Decision Makers/Payers, And Pharma Industry? Issue Panel Moderator Finn Boerlum Kristensen, PhD



What Is the Value of Big Data In Comparative Effectiveness Research And Clinical Decision Making? Issues Panel



health care decision making. The roundtable members felt that it is important for ISPOR to help standardize terms used around patients and patient-centeredness and to bring in more researchers and decision makers to understand the importance of qualitative information that patients provide.

The ISPOR 25th HTA-PT Roundtable was also held at the 20th Annual Meeting. The roundtable focused on the various pharmacy & therapeutics (P&T) committees' approaches towards the 2015 formulary decision regarding new Hepatitis C treatments. The roundtable also discussed the opportunities and challenges facing biosimilars entering the US market. Included in both discussions were perspectives from CADTH and EUnetHTA.

An open meeting of the ISPOR Medical Device & Diagnostics Special Interest Group was also held. Anindita Saha and Martin Ho, both from the Center for Devices and Radiological Health (CDRH), U.S. Food and Drug Administration (FDA), presented the FDA's Medical Device Patient Preference Initiative, which was released on May 13 by the Medical Device Innovation Consortium (MDIC), a non-profit partnership between the FDA- CDRH, National Institutes of Health, Centers for Medicare & Medicaid Services, medical device companies, patient groups and other non-profit organizations. The vision for MDIC Patient Centered Benefit Risk (PCBR) Project was to establish a credible framework for assessing patient preferences regarding the probable benefits and risks of a proposed medical device and for incorporating this patient preference information into pre-market and post-market regulatory submissions and decisions.

ISPOR's regional consortia and networks were also actively engaged at the meeting as well. Both the ISPOR Asia and Latin America consortiums held their open welcome receptions on May 18, where attendees were free to meet, network with, and hear from key thought leaders and colleagues from the various regions. The ISPOR Arabic Network, and Africa Network Welcome Reception was also held; this reception, open to all attendees, featured regional experts in health economics in Western Asia and Africa. Many of our ISPOR Asian, Latin America, and Central and Eastern European regional chapters, networks, and committees also held various business meetings.

As for the social highlights of the meeting, ISPOR celebrated its 20th Anniversary by inviting The Mumpers, a unique Philadelphia tradition, to grace the Monday night reception with their special brand of costumes, music, and pageantry. And in keeping with the music theme, Philadelphia's Hard Rock Café hosted this year's live



*Patient-Centered Benefit-Risk Analysis: Regulatory Developments and Prospects Workshop (l-r): F. Reed Johnson, PhD, John F.P. Bridges, PhD, Lou Garrison, PhD, and Bennett Levitan, MD, PhD*



*Incorporating Social Values Into Cost-Effectiveness Analysis workshop leader James F. O'Mahony, PhD*

performance of ISPOR's band, the Monte Carlos, who gave another great performance for meeting attendees on Tuesday night.

The ISPOR 20th Anniversary celebrations will continue at the ISPOR 5th Latin America Conference, on 6-8 September 2015 in Santiago, Chile, and finally in Milan, Italy, for the ISPOR 18th Annual European Congress 7-11 November 2015. Thanks for being part of our 20th anniversary celebrations! ■

*Additional information:*

To see the 20th Annual International Meeting Program Committee, go to: <http://www.ispor.org/Event/ProgramCommittee/2015Philadelphia>

To view released presentations from this meeting, go to: <http://www.ispor.org/Event/ReleasedPresentations/2015Philadelphia>

For information on Scientific Award Recipients from this meeting, refer to page 26 for full details.

*Photographs pictured in this article by John McGall*



*Exhibitor Open House*



*Poster viewing at ISPOR Poster Session*



*The Philadelphia Mumpers performing at the ISPOR Exhibitor Open House Reception*



*The ISPOR Monte Carlos performing at the 20th Annual Meeting Social Event at the Hard Rock Cafe*