

Highlights of the ISPOR 21st Annual International Meeting

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ISPOR Entrance to the Washington Hilton

The ISPOR 21st Annual International Meeting brought together 3,790 attendees from over 80 countries in Washington, DC, USA. Meeting attendance reached an all-time high for an ISPORs International Meeting and featured more than 1,800 presentations. Delegates included government officials, health ministries, and global thought leaders in health economics and outcomes research (HEOR) who convened in the US capital during an election year to network, exchange information and

views, and discuss issues related to the meeting theme, **Value, Affordability, and Patient Centeredness: Can We Have It All?**

“ISPOR serves a vital role in convening key health care stakeholders to facilitate global communication and collaboration in HEOR,” stated ISPOR CEO and Executive Director, Nancy Berg. “The ISPOR International Meeting features a virtual ‘who’s who’ and offers an unbiased platform for leading health economists, scientists, researchers, academicians, health care bodies and decision makers, patients, and other key stakeholders to meet, dialogue, and share ideas.”

HEOR Short Course Program

As is customary for all ISPOR meetings, the highly regarded Short Course program began a few days before the meeting. This year the Short Course program offered 30 courses—ranging from introductory to advanced levels—across 7 different educational tracks. These HEOR courses attracted 2,054 registrants to DC to participate in hands-on education from world-renowned instructors.



Modeling: Design and Structure of a Model Short Course

ISPOR DC Student Activities

More than 500 students from 34 countries attended the International Meeting. The well-attended Student Research Competition featured 19 teams competing for cash prizes to benefit their respective ISPOR Student Chapters. The Student Forum, **Fit for Purpose: Preparing for a Professional Career**, offered career advice from early-career professionals representing academia, consulting, policy, industry, and government delivered through *PechaKucha*-style presentations.



ISPOR 21st Annual International Meeting Program Co-Chair Bradley C. Martin (l), ISPOR 2015-2016 President Daniel C. Malone, and ISPOR 21st Annual International Meeting Program Co-Chair Eleanor M. Perfetto

Plenary Sessions

ISPOR DC featured three noteworthy plenary sessions. The first plenary, **Accelerating Cures: Addressing Unmet Patient Need or Putting Patients at Risk?**, focused on issues surrounding accelerated drug approvals. The session was moderated by Eleanor M. Perfetto, PhD, MS, Senior Vice President, Strategic Initiatives, National Health Council, Washington, DC and Professor, Pharmaceutical Health Services Research, School of Pharmacy, University of Maryland. The session featured alternative viewpoints on accelerated development efforts. Patricia Furlong, Founding President and Chief Executive Officer for Parent Project Muscular Dystrophy, opened the session and provided a poignant perspective by sharing her personal experience as the mother of two boys diagnosed with Duchenne muscular dystrophy. Jerry Avorn, MD, Professor of Medicine at Harvard Medical School and Chief of the Division of Pharmacoepidemiology and Pharmacoeconomics at Brigham and Women’s Hospital, provided an academic researcher’s perspective on the issue of accelerating drug approvals, posing the question, “Are we trying to solve a problem that barely exists?” The final speaker, Scott Gottlieb, MD, Resident Fellow at the American Enterprise Institute, provided a perspective that offered a unique glimpse into the regulatory process and reforms that have been implemented to accelerate drug approvals.



First Plenary Session: Accelerating Cures: Addressing Unmet Patient Need or Putting Patients at Risk? (l-r: Jerry Avorn, Eleanor M. Perfetto, Scott Gottlieb, and Patricia Furlong)



Above: Second Plenary Session: *Making Medical Decisions in an Irrational World* (l-r: Bradley C. Martin, David Meltzer, and Douglas E. Hough)



Left: Third Plenary Session speakers Gregory W. Daniel (l) and Marc M. Boutin

The second plenary, ***Making Medical Decisions in an Irrational World***, examined the impact of newer behavioral economic models on medical decision making. The session was moderated by Bradley C. Martin, PharmD, RPh, PhD, Professor and Head, Division of Pharmaceutical Evaluation and Policy, University of Arkansas for Medical Sciences College of Pharmacy, Little Rock, AR, USA. Martin opened the session noting that while behavioral economics is not extensively employed in health care today, we can use behavioral approaches to design interventions that result in better health outcomes. Douglas E. Hough, PhD, Associate Scientist, Department of Health Policy and Management, Bloomberg School of Public Health, Johns Hopkins University, Baltimore, MD, USA spoke about the irrationality in health care decisions. He contrasted mainstream economics (that assumes all participants are rational) with behavioral economics (that acknowledges participants are not always rational). Kevin Volpp, MD, PhD, Director, Center for Health Incentives and Behavioral Economics, Leonard Davis Institute Vice Chair, Health Policy, Department of Medical Ethics and Health Policy Professor, Medicine and Health Care Management, University of Pennsylvania, Philadelphia, PA, USA provided an overview of several studies that have examined whether behavioral economics actually improves health choices. David Meltzer, MD, PhD, Fannie L. Pritzker Professor of Medicine, Economics, and Public Policy, Chief of the Section of Hospital Medicine, Director of the Center for Health and the Social Sciences, and Chair of the Committee on Clinical and Translational Science, University of Chicago, Chicago, IL, USA closed the session by explaining how behavioral economics integrates psychology into the discipline.

The final plenary session, ***Contemporary Regulatory and Legislative Issues in Health Outcomes Research***, explored the impact of regulatory and legislative issues on HEOR. The plenary was moderated by Daniel C. Malone, PhD, RPh, ISPOR President and Professor of Pharmacy, College of Pharmacy and Associate Professor, Mel and Enid Zuckerman College of Public Health, University of Arizona, Tucson, AZ, USA. Marc M. Boutin, JD, Chief Executive Officer, National Health Council, Washington, DC, USA spoke on contemporary regulatory and legislative issues in health outcomes research. He emphasized the importance of including the patient perspective at every stage of the drug development process. Gregory W. Daniel, PhD, MPH, RPh, Deputy Director, Duke-Robert J. Margolis, MD Center for Health Policy, Duke University, Washington, DC, USA emphasized the need to enhance the application of real-world evidence in regulatory decision-making. Kay Holcombe, MS, Senior Vice President, Science Policy, BIO, Washington, DC, USA reviewed how the Prescription Drug User Fee Act (PDUFA) intersects with 21st Century Cures and Senate Innovation Initiative. The final speaker, Theresa M. Mullin, PhD, Director, Office of Strategic Programs, Center for Drug Evaluation and Research, US Food and Drug Administration, Silver Spring, MD, USA spoke on patient-focused drug development. She explained how the patient perspective informs the FDA's drug benefit-risk assessment and that a Benefit-Risk Framework has been developed to support this objective.

Issue Panels, Workshops, Forums, and More!

In addition to the three key plenary sessions, ISPOR DC featured a variety of issue panels, workshops, forums, educational symposia, open meetings, and podium and poster presentations. These sessions focused on critical topics, including the use of real-world evidence in health care decision making, cost-effectiveness thresholds, the increased interest in risk-sharing agreements in the US, patient-centered benefit/risk analysis, the possibility of multi-criteria decision analysis (MCDA) as a new paradigm in health care decision making, next-generation comparative effectiveness research, the issue of alternative financing approaches for innovative therapies, the key components needed to make patients as partners in research a reality, the impact of precision medicine on outcomes research, and an exploration of patient perspectives of value assessment frameworks in oncology.



Issue Panel moderator Bruce Gingles



Influential Roundtables

Meeting highlights included a number of summits on health technology assessment (HTA) and patient-centered research, including ISPOR's Health Technology Assessment (HTA) Roundtable and the Society's multi-stakeholder Patient Representatives Roundtable. The ISPOR 29th HTA/P&T Roundtable, comprised of US and Canadian decision makers and payers, discussed the affordability of high-cost drugs, value-based contracting, and patient involvement in the US Pharmacy Benefit Manager decision-making process. The ISPOR 5th Patient Representatives Roundtable attracted key stakeholders and representatives from patient organizations, research, academia, HTA agencies, US payers, government, and industry representatives who discussed how to include and engage patients in HEOR, as well as how to conduct successful partnerships and collaborations involving patients.



Top: *What's Next for Value Frameworks for Prescription Drugs? Issues Panel* (l-r: Joshua Ofman, Dan Ollendorf, Lowell E. Schnipper, and Peter Neumann)

Above: *Promoting The Safe Use of Medications and Enhancing Understanding of Stakeholders' Opinions workshop* (l-r: Junyang Wang, David Smith, and Deb Pasko)

ISPOR's Scientific and Health Policy Initiatives team, recognized for their tireless work with the Task Forces and Special Interest Groups, presented their findings and recommendations in 12 different sessions at ISPOR DC (see Scientific and Health Policy Initiatives later in this article).

Scientific and Health Policy Initiatives

Members of ISPOR's Scientific and Health Policy Groups presented their findings and recommendations across six forums, three issue panels, and three workshops. Groups used this valuable opportunity to showcase their knowledge products and to engage the diverse ISPOR audience. Some of the interesting topics included: the economic evaluation of vaccines, patient engagement in research, assessing the value of medical devices, multi-criteria decision analysis (MCDA) in health care decision making, and precision medicine and outcomes research. These presentations reflected how ISPOR members proudly participate and shape the future of health economics and outcomes research globally. In addition to these presentations, 26 small group meetings were held with active ISPOR working group members to discuss current project activities. Topics for future projects that will advance global health outcomes research and health care decision making were also discussed. Two open meetings were held to generate and gauge member interest on two upcoming Special Interest Groups (SIGs): Stated-Preference Methods and the Digest of Databases.



Poster Session Viewing

Regional Initiatives

ISPOR Regional Consortia and Networks were particularly active during the International Meeting, hosting numerous meetings including a special *Value in Health Regional Issues (ViHRI)* open-door meeting that allowed the attendees to meet the *ViHRI* editors for the regions—Asia, Latin America, and Central and Eastern Europe, Western Asia, and Africa (CEEWAA)—and ask questions regarding the manuscript preparation and submission process. Consortia and Network receptions provided a rewarding networking opportunity for the meeting attendees. ISPOR Consortia and Networks are comprised of over 5,000 global members and focus on the advancement of health economics and outcomes research in their respective geographic regions.

Networking, Socializing, and Recognition

Amidst the plenaries and scientific sessions, there was ample time to network.



The exhibitor receptions on Monday and Tuesday evening facilitated networking between attendees and exhibitors, providing exhibitors a platform to showcase their products and services and attendees the opportunity to connect with those relevant to their industry. The Tuesday evening Social Event gave attendees an occasion to network and socialize with colleagues while dancing the night away to classics from the 70s, 80s, and today performed by none other than ISPOR's own member band, the Monte Carlos.

After days of learning and networking with friends and colleagues, attendees also took the time to recognize and acknowledge the accomplishments of their peers. The 2016 ISPOR Awards Program honored several individuals for their contributions and service to the field of health economics and outcomes research. See pages 42-43 in this issue for more details about ISPOR's 2016 award recipients.

Future 2016 ISPOR Meetings

Whether or not you attended ISPOR DC, you won't want to miss ISPOR's future meetings—the “must attend” events in HEOR.

- ISPOR 7th Asia-Pacific Conference is scheduled for 3-6 September 2016 in Singapore
- ISPOR 19th Annual European Congress is being held 29 October-2 November 2016 in Vienna, Austria.



Above left: ISPOR Exhibitor Open House

Left: ISPOR Social Event: ISPOR's band, the Monte Carlos

Additional information:

The 21st Annual International Meeting program committee can be found at: <http://www.ispor.org/Event/ProgramCommittee/2016Washington>

Released presentations for the 21st Annual International Meeting can be found at: <http://www.ispor.org/Event/ReleasedPresentations/2016Washington>

Valued Members ⇨ Membership Values.

Being part of the ISPOR community affords you benefits and opportunities that are uniquely suited to the field of health economics and outcomes research. Have you been taking advantage of all ISPOR has to offer?

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- roundtables, councils, and collaborative alliances
- task forces and special interest groups
- training programs
- access to scientific presentation databases and online tools
- scientific and health policy groups
- regional consortia, networks, and chapters

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