



## Fulfilling Our Mission

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As I complete my year as your 2015–2016 ISPOR President, I reflect on the priorities that I set out in my address at the 20th Annual Meeting in Philadelphia:

- **Demonstrating value and impact of health care systems;**
- **Increasing collaboration with health care decision makers, including governments, payers, other associations; and**
- **Ensuring the future via student enrichment, engagement, and education.**

With the support of the ISPOR Board of Directors, ISPOR leaders around the world, and CEO Nancy Berg and her staff, we were successful in making these priorities realities. Highlights of our progress in these areas are listed below.

### Demonstrating Value and Impact of Health Care Systems

To advance our strategic initiatives related to research, scientific, and content priorities, ISPOR welcomed its first Chief Science Officer, Richard Willke, PhD. Dr. Willke has more than 25 years of experience in the life sciences arena and has specialized in outcomes research in a succession of HEOR group leadership roles with Pfizer and its legacy companies. He also has served in a number of leadership roles as a member volunteer with ISPOR over the years, including roles on the Board of Directors (2007–2009) and Institutional Council (2010).

I am delighted that Dick has joined ISPOR as an employee. With the benefit of his experience and guidance, ISPOR will continue to lead the field by driving the science and real-world evidence that demonstrate the value in health and health care delivery on the global stage.

### Collaboration

In keeping with our strategic vision to work collaboratively to improve health around the world, I am pleased to report that the Society has had fruitful discussions this year with dozens of organizations. ISPOR believes that there is strength in numbers when it comes to tackling the most challenging issues the international community is facing in making more equitable and value-based decisions in health care.

As such, ISPOR leaders met with the US Food and Drug Administration (FDA) and the American Society of Clinical Oncology (ASCO) during the fall of 2015. We met with the Director of the FDA's Center for Drug Evaluation and Research Janet Woodcock, MD, and her staff to discuss the range of ISPOR knowledge products (i.e., Good Practice Task Force Reports, Guidelines, and Tools) that position the Society as a leading scientific organization that seeks to promote health through health economic and outcomes research. Our discussions with ASCO stemmed from a recent update to their value framework that was published in July 2015. At their headquarters in Alexandria, VA, we encouraged ASCO leaders to mine the ISPOR membership and to leverage the expertise of our global members as a resource in collaboratively developing methods

and approaches to evaluate health technologies.

More recently, ISPOR has begun collaborating with ASHEcon (the American Society of Health Economists) and other stakeholders to spearhead a new *Initiative on Value Assessment Frameworks*. The goal of this initiative is to support the shift towards a value-driven health care system by promoting the development and dissemination of high-quality, unbiased value assessment frameworks. In short, the initiative will:

- **Identify and discuss key methodological and process issues in defining and applying value frameworks to health care resource allocation issues, and**
- **Convene a Special Task Force that will collaborate to produce a white paper that advises on the appropriate definition and use of high-quality value frameworks.**

You will be hearing much more about this project in the near future. Stay tuned.

### Ensuring the Future

The future of the Society and of the health economics and outcomes research (HEOR) discipline lies in the hands of our students and new professionals. Over the past year, 21 new ISPOR Student Chapters were established in India, South Korea, Pakistan, China, Hungary, Argentina, Romania, Colombia, Serbia, the UK, The Netherlands, the US, and Canada. More than 475 student members attended the 21st Annual International Meeting in Washington, DC, USA last month to participate in a robust program of HEOR education, career development, and networking. All student activities, including the Student Research Competition, Student & Faculty Icebreaker Reception, Student Research Showcase, Student Forum, and Student Mock Interviews were well attended and great successes.

This year ISPOR launched a new Career Center. This new interactive job board, with its global focus on HEOR, is just another example of how ISPOR is investing in the future of the discipline by providing a targeted resource for online employment opportunities and connections.

In closing, I would like to thank and recognize my colleagues serving with me on ISPOR's Board of Directors (see page 5). Without these leaders and all the others that serve as ISPOR leaders across the world, we could not fulfill our mission: *To promote health economics and outcomes research excellence to improve decision making for health globally.*

My sincere gratitude to all of the Board's efforts to ensure that ISPOR is the world's leader in health economics and outcomes research.

Best wishes for a productive and healthy 2016 and beyond.

A handwritten signature in black ink, appearing to read 'Dick Malone'.