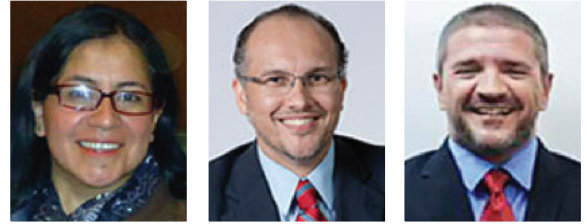


São Paulo: Bringing All Stakeholders into the Discussion for Better Decision Making in Health Care

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It is our pleasure and honor to invite you to the ISPOR 6th Latin America Conference to be held September 15-17, 2017, at the Hotel Transamérica, São Paulo, Brazil. The theme, “Driving Better Health Outcomes Through Stakeholder Engagement,” brings the HEOR community together for a discussion focused on decision making to improve health globally.

The Conference Program Committee has worked hard to bring you a robust scientific program that will stimulate debates among all health care stakeholders, especially patients.

Since Latin America is facing universal health care coverage implementation to fight inequity in access to health care, most countries have undergone a health system reform process to try to understand who’s real needs in health care and build a proper action plan. At the first plenary session, “**Latin American Health Systems Reform: Opportunities and Challenges**,” renowned speakers, including Dr. Jesus Ancer Rodriguez, Secretary of Mexican General Health Council, Dr. Mauricio Vargas Fuentes from Latin America Association for Global Health, and Dr. Ruben Torres, Dean of the Argentinian ISALUD University, who will encourage a debate about the current status, related challenges, and future opportunities to build more sustainable and equitable health systems in Latin America.

The voice of the patient is often lost in the dialogue between health care stakeholders where providers, payers, government agencies, and manufacturers usually dominate the policy-making discussion

in Latin America. In today’s world, the establishment of a number of patient groups has helped to amplify patients’ voices. The second plenary session, “**The Voice of the Patient: Hearing Their Perspective and Incorporating in the Decision-Making Process**,” will include Dr. Eleanor Perfetto from the National Health Council, who will explore opportunities available to bring the patient perspective into health care decision making more effectively. For that reason, Migdalia Dennis from the International Alliance for Patient Organization was also invited to speak to express the patient representation side of these discussions.

This conference offers 8 state-of-the-art, half-day, short-course training programs, 10 workshops, 15 issue panels, 5 discussion forums, and 8 educational symposia that reflect every perspective of health economics and outcomes research in Latin America.

Last but not least, what to say about São Paulo, the most populous city in the Americas and the largest financial center in the Southern Hemisphere? São Paulo is a megalopolis that is cosmopolitan by vocation, formed by multiple nationalities, cultures, and beliefs. This can be found in the architecture of its buildings and streets, in the refined flavors of its gastronomy, and in the fashion of its bustling people. São Paulo has its own rhythm of a fast-paced city that never sleeps and never turns off, but welcomes and embraces all who are in it. Come feel alive and eager to seize every moment in one of the liveliest cities in the world!

Welcome to São Paulo! Welcome to ISPOR! ■



ISPOR 6TH LATIN AMERICA CONFERENCE

15-17 SEPTEMBER 2017

SÃO PAULO, BRAZIL

HOTEL TRANSAMÉRICA SÃO PAULO

*Driving Better Health Outcomes
Through Stakeholder Engagement*

REGISTER BY 18 JULY 2017 FOR DISCOUNTED RATES! www.ispor.org

You will not want to miss the leading health economics and outcomes research (HEOR) conference in Latin America this year. ISPOR São Paulo will examine health system reform and sustainability, patient engagement in health care decision making processes, drug development, and regulatory issues through the lens of *Driving Better Health Outcomes Through Stakeholder Engagement*. ISPOR's scope and sphere of influence includes the international HEOR community of global leaders, policy makers, regulators, researchers, academicians, payers, decision makers, patients, and patient groups. This multistakeholder group is invested in using science and research to make better health care decisions.

PLENARY SESSIONS

Latin American Health Systems Reform: Opportunities and Challenges

Mauricio Vargas Fuentes, MD, MSc, University of Costa Rica and Latin America Alliance for Global Health, San Jose, Costa Rica

Jesús Ancer Rodríguez, MD, General Health Council, Mexico City, Mexico

Rubén Torres, MD, PhD, ISALUD University, Buenos Aires, Argentina

The Voice of the Patient: Hearing Their Perspective and Incorporating It in the Decision-Making Process

Eleanor M. Perfetto, PhD, MS, National Health Council, Washington, DC, USA

Midgalia Denis, MA, Pulmonary Hypertension Society for Latin America, Miami, Florida, USA

Aline Silveira Silva, National Committee for Health Technology Incorporation (CONITEC), Brasilia, Brazil

PROGRAM CO-CHAIRS:

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- * Research Poster Presentations
- * Research Podium Presentations
- * Exhibits
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> **See www.ispor.org for further program information and conference registration details** <