

EDITORIAL STAFF

Stephen L. Priori

Director, Publications
spriori@ispor.org

Lyn Beamesderfer

Associate Director, Publications
and Communications
lbeamesderfer@ispor.org

Jennifer A. Brandt

Editorial Assistant
jbrandt@ispor.org

ISPOR CORPORATE OFFICERS

Nancy S. Berg

Chief Executive Officer/
Executive Director
nberg@ispor.org

Richard J. Willke, PhD

Chief Science Officer
rwillke@ispor.org

Betsy Lane

Director and Chief Marketing
& Communications Officer
blane@ispor.org

ISPOR HEADQUARTERS

505 Lawrence Square Blvd, S
Lawrenceville, NJ 08648
Tel: 609-586-4981
Fax: 609-586-4982
info@ispor.org
www.ispor.org

VALUE & OUTCOMES SPOTLIGHT PUBLISHING, SUBSCRIPTION, AND ADVERTISING OFFICE:

Value & Outcomes Spotlight
Print: ISSN 2375-866X
Online: ISSN 2375-8678
USPS: 019121

Published bi-monthly by:
ISPOR

505 Lawrence Square Blvd. South
Lawrenceville, NJ 08648 USA
Tel: 609-586-4981; Toll Free: 1-800-992-0643
Fax: 609-586-4982; website: www.ispor.org

Periodicals Postage paid at
Annapolis, MD 21401
and at additional mailing offices.

POSTMASTER: Send address changes to:
Value & Outcomes Spotlight
505 Lawrence Square Blvd., South
Lawrenceville, NJ 08648 USA

Direct photocopy permission and reprint
requests to Managing Editor.

© 2019 ISPOR—The professional society for health
economics and outcomes research.

*While Value & Outcomes Spotlight is designed to
provide accurate information regarding the subject
matters covered, the views, opinions, and recommenda-
tions expressed, are those of the contributors and not
of the International Society for Pharmacoeconomics
and Outcomes Research (ISPOR).*

FROM THE EDITOR

In 2014, the world of health and medicine was rocked by the introduction of Sovaldi for the treatment of hepatitis C virus. The drug evoked a broad range of extremes in response. Depending upon stakeholder perspective, it could be hailed as the poster child for medical innovation among those extolling the virtues of curative therapies, or deserving of a “Wanted, Dead or Alive” poster among those seeking to bring exorbitant drug pricing to justice.

As we have seen time and time again in the HEOR arena, the main problem is the focus on an intervention’s cost as opposed to its value. A character in one of Oscar Wilde’s plays once said that a cynic is someone “who knows the price of everything and the value of nothing.” By this reckoning we’d have to conclude that, in the health sector, cynics abound. But how can we, as leaders in the field of HEOR, come to grips with this? Have we failed to adequately insert ourselves and our methods into the price-versus-value debate, or has the emergence of gene therapies, cancer immunotherapies, and other high-cost curative interventions exposed critical limitations in the tools and techniques of HEOR?

This issue of *Value & Outcomes Spotlight* includes a variety of contributions devoted to these themes and ties in nicely with ISPOR’s flagship peer-reviewed publication, *Value in Health*, which is releasing a themed issue on health technology assessment (HTA) of curative therapies. One of our articles characterizes curative therapies as presenting new issues to old problems in HTA, while another encourages us to rethink the concept of value beyond our usual monetary metrics. We also include a Spotlight Extra discussion with Bill Guyer of Gilead Pharmaceuticals, manufacturer of Sovaldi, a by-the-numbers infographic on curative therapies (courtesy of the ISPOR Student Network), and a Q&A with Don Husereau and Shelby Reed, who were invited associate editors of the aforementioned *Value in Health* themed section.

Our ISPOR Central section contains a farewell article by outgoing ISPOR President, Federico Augustovski, in which he marks our Society’s progress in promoting diversity, innovation, and influence in the healthcare realm. As ISPOR’s first president from the Latin American region, Federico brought a unique perspective to the ISPOR leadership, as embodied by his famous upside-down map of the world included in his presentations at the ISPOR conferences (a portion of the map is reprinted with his piece). Speaking of Latin America, we also include a “Welcome to Bogota” article inviting you to join a thousand others at ISPOR’s Latin America conference this fall—or spring, for those of you residing south of the equator!

In the meantime, this issue of *Value & Outcomes Spotlight* should reach you before the ISPOR 2019 conference in New Orleans, where if you’re not careful you might find yourself needing a ‘curative therapy’ of sorts for the morning after every night’s festivities.

See you there!

David Thompson, PhD
Editor-in-Chief,
Value & Outcomes Spotlight

