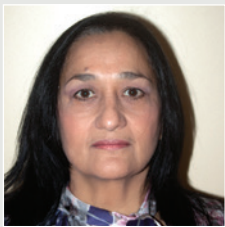




ISPOR Latin America 2019: The Leading HEOR Conference in Latin America

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Bastardo



Calderón



Rosselli

It is our great pleasure to invite you to ISPOR Latin America 2019, the leading health economics and outcomes research (HEOR) conference in the region, to be held 12-14 September 2019 in Bogotá, Colombia. With the theme “Data and Value in Healthcare: 2020 and Beyond,” the ISPOR Latin America 2019 Conference features invited HEOR expert speakers and 2 thought-provoking plenary sessions focusing on timely, important issues facing healthcare systems across Latin America. In the first plenary, “The Role of Data Supporting an Effective Decision-Making Process,” different stakeholders will explore how the management of health “data” impacts real-life healthcare decisions and resource allocation in conjunction with current trends such as digital health technologies and high-cost drugs that are disrupting traditional care and payment models across the region.

The second plenary session, “Value Measurement in 2020: Moving Forward in Low- to Middle-Income Countries,” features a group of renowned panelists that will present the “value in health” perspective and discuss approaches to increase efficiency in health systems and improve access to patients.

In addition to the plenaries, the conference also includes the Short Course Program with 10 courses—3 of which are new for the region. The courses will cover topics such as budget impact analysis, introduction to real-world evidence, modeling, evaluation of medical devices, MCDA, machine learning, and more! There will also be cutting-edge issue panels, workshops, more than 450 research poster presentations, invitational meetings, ISPOR Regional Consortia meetings, and numerous special networking opportunities.

More information is available online at www.ispor.org/latinamerica2019. Be sure not to miss the early registration deadline on 30 July 2019.

There is also a world of delights awaiting you in Bogotá. Bogotá is a spectacular cosmopolitan city with rich history and friendly people. For example, the historic neighborhood of La Candelaria is filled with interesting architecture in the old colonial style located in the center of the city. There are also many cultural museums such as the Museo del Oro (Bogotá’s most famous museum) and the Museo Botero that contains sculptures, paintings, and art celebrating the works of the renowned Colombian painter and sculptor, Fernando Botero. The city offers a variety of exciting activities from cultural experiences to shopping excursions, a vibrant nightlife, and delicious traditional Colombian foods. You are sure to find the perfect activity that suits your interests.

We look forward to welcoming you in Bogotá this September to celebrate another landmark conference for ISPOR in Latin America!



CONFERENCES & EDUCATION



ISPOR Latin America 2019

Data and Value in Healthcare: 2020 and Beyond

12-14 September 2019

Bogotá, Colombia

ISPOR Latin America 2019 will center on the theme, “*Data and Value in Healthcare: 2020 and Beyond*.” The conference will draw more than 1000 regional and international delegates from the HEOR community, including global leaders, policy makers, regulators, researchers, academicians, payers, patients, and patient groups. Collaborate with this multistakeholder group to share innovative research methods and health policy developments using outcomes research, patient preferences, real-world data, and clinical-, economic-, and patient-reported outcomes. The conference will feature 2 thought-provoking plenary sessions focusing on timely and important issues facing healthcare systems across Latin America.



FIRST PLENARY SESSION

The Role of Data Supporting an Effective Decision-Making Process

Real-world data extends the usefulness of randomized controlled trials by its ability to include timely data, large sample sizes that enable analysis of subpopulations and less common effects, and real-world practice and behaviors in applied research studies. Research that uses real-world data and real-world evidence are becoming increasingly important to decision makers, and through careful analysis and interpretation, this type of evidence will play an increasing role in informing healthcare decisions. In this session, stakeholders will explore how the management of these “data” impact real-life healthcare decisions and resource allocation in Latin America.

Speakers:

Bill Crown, MA, PhD, OptumLabs, USA

Rafael Alfonso, MD, MSc, PhD, GSK, USA

Oscar Espinosa, MD, MSc, Institute of Technology Assessment in Health, Colombia

Edson Amaro Jr, MD, PhD, Hospital Israelita Albert Einstein, Brazil

SECOND PLENARY SESSION

Value Measurement in 2020: Moving Forward in Low- to Middle-Income Countries

Based on the delivery model of value-based healthcare, “value” is determined by measuring health outcomes against the cost of delivering the outcomes. However, value measurement in health involves some important decisions about what to measure and how. Which key outcomes determine how the efficiency of a health system should be measured? How can the perspectives of all stakeholders be incorporated, thus making patients and providers partners in healthcare decisions? And, how can patients’ access to innovation be effectively managed so that it adds value and improves health system efficiency? Panelists will present different approaches to increase efficiency in health systems and improve access to patients.

Speakers:

Alejandro Gaviria, PhD, Former Ministry of Health Colombia, Colombia

Additional speakers to be announced.

Visit www.ispor.org/LatinAmerica2019plenaries



ISPOR Short Courses kick off the conference on 12 September 2019 with 10 half- and full-day training courses designed to enhance your health economics outcomes research (HEOR) knowledge and methodologies. Learn from leading global experts and enjoy hands-on instruction on introductory through advanced topics. Apply what you learn immediately to your work and advance the science. Three exciting NEW courses this year focus on trending topics: Introduction to Real-World Evidence: Between Epidemiology and Digital Tools / Evaluation of Medical Devices: How to Manage HTAs / Introduction to Machine Learning. Register early for these and all our other popular courses; seating is limited and courses will sell out. *Learn. Apply. Advance. Come for the courses; stay for the conference!*

Showcase your business as an exhibitor and with one of the many sponsorship opportunities available.

Learn more at www.ispor.org/LatinAmerica2019sponsorship

Register by 30 July 2019 and save. www.ispor.org/LatinAmerica2019reg

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Mark your calendar!

ISPOR Summit 2019

October 11, 2019
Baltimore, MD, USA

Join ISPOR and prominent thought leaders in health economics and outcomes research (HEOR) and health policy for the ISPOR Summit 2019. ISPOR Summits convene a variety of healthcare stakeholders and provide a forum for discussion, exploration, and debate of critical issues in HEOR and health policy.



Save the date—October 11, 2019—and check back for additional details to follow.

Past ISPOR Summits have focused on value assessment frameworks and real-world evidence. For a sense of what to expect, information on ISPOR Summit 2018 can be found at www.ispor.org/summit2018.

Visit www.ispor.org/summit2019 for updates

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#ISPORSummit

Highlights From ISPOR Summit 2018

New Approaches to Value Assessment: Towards More Informed Pricing in Healthcare



ISPOR hosted its third annual ISPOR Summit 2018 on October 19 in Washington, DC, USA. The event provided a forum for researchers, regulators, payers, and other stakeholders to examine the current state of healthcare value assessment and its role in pricing and coverage decisions.

ISPOR is hosting a series of webinars that highlight individual sessions presented at the Summit. In addition, *Value in Health* will publish a print supplement in June 2019 that summarizes the challenges and opportunities surrounding value frameworks, as presented from the perspective of a broad array of stakeholders.

CONFERENCES & EDUCATION



ISPOR Europe 2019

2-6 November 2019
Copenhagen, Denmark

SUBMIT YOUR ABSTRACT TODAY and share your research with this powerful group of healthcare leaders. **Abstract Submissions will remain open until 12 June.** Submit to www.ispor.org/Europe2019Submit

ISPOR Europe 2019 will feature 3 thought-provoking plenary sessions and more than 2500 presentations in the form of workshops, issue panels, forums, symposia, and podium and poster presentations on innovative research methods, health policy development using outcomes research, patient preferences, real-world data, and clinical-, economic-, and patient-reported outcomes.

The conference attracts more than 5000 stakeholders in the international HEOR community of global leaders, policy makers, regulators, researchers, academicians, payers, patients, and patient groups. This multistakeholder group is invested in using science and research to make better healthcare decisions. The diversity in work environments and international scope of attendance provide excellent networking opportunities and stimulating discussions and debate.



ISPOR Short Courses, offered in conjunction with the conference, kick off on **2 & 3 November 2019**. With **35 pre-conference Short Courses** to select from, these half- and full-day training courses are designed to enhance your knowledge and technique in 7 key topic areas relating to health economics and outcomes research and range in skill level from introductory to experienced. The courses, many of which include hands-on training, are taught by leading experts in the field.

Check out one of the 7 new courses this year!

Learn. Apply. Advance. Come for the courses; stay for the conference!

Showcase your business as an exhibitor, and with one of the many sponsorship opportunities available.

Learn more at www.ispor.org/Europe2019sponsorship

Register by 24 September and save!

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Partner with ISPOR

Renowned as the global Society that convenes all healthcare stakeholders in HEOR, ISPOR is leading the field at a time when solid approaches to decision making are more important than ever.

The Society's conference delegates, exhibitors, and sponsors participate in ISPOR's world-class, scientific conferences to network and collaborate with leading experts in HEOR around the globe.

ISPOR conferences are attended by thousands of leaders and experts representing all facets of healthcare, including researchers and academicians, regulators and assessors, decision makers, clinicians, industry, and patient representatives.

Exhibit Opportunities

Gain access to influential leaders and decision makers in HEOR by exhibiting at ISPOR's conferences. The Society's conferences draw an audience of researchers and decision makers from biopharmaceutical medical device, and diagnostics industries; payers, health ministries, government organizations, academia, and other healthcare organizations.

Sponsorship Opportunities

Increase your visibility and prominence in the field of HEOR by becoming an event sponsor. Benefits can include conference and exhibit hall registrations and highlighted listings in the exhibitor directory.

Contact us for more information or to discuss specific conference sponsorship and exhibit opportunities at sponsor@ispor.org.



ISPOR 2020 Events

ISPOR 2020

May 16-20, 2020

Orlando, FL, USA

ISPOR Asia Pacific 2020

12-15 September 2020

Seoul, South Korea

ISPOR Europe 2020

14-18 November 2020

Milan, Italy