

# Highlights of the ISPOR 18th Annual European Congress

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The ISPOR 18th Annual European Congress, “**Impacting Health Decision Making with Outcomes Research: Closing the Gap,**” brought together a record 5,229 delegates from 90 countries on 7-11 November, 2015 in Milan, Italy. Congress delegates included health ministries and government officials from more than 40 countries, leading researchers and academicians, public and private payers, health technology assessment (HTA) bodies, decision makers, patients, patient advocates, and other key health care stakeholders. This 18th Annual European Congress was the second time that Italy has acted as host (the first was in 2004 in Florence). This year’s Congress attendance reflected a 9% increase from last year (Amsterdam, The Netherlands), a new record for any ISPOR meeting!

The ISPOR European Congress provides an unbiased global platform for prominent experts involved in health economics and outcomes research (HEOR) to meet, share information, and discuss the use of HEOR and scientific methods in health care decision making.

“ISPOR has become the ‘network of networks,’ leading the effort to facilitate global communication and collaboration around the use of HEOR to improve decision-making for health globally,” noted ISPOR CEO, Nancy Berg. “The ISPOR European Congress is a vital platform to drive critical conversations among leading health economists, scientists, researchers,



ISPOR Registration

academicians, health care bodies and decision makers, patients, and other key stakeholders, and features a virtual ‘who’s who’ in the field.”



Entrance to the MiCO Convention Centre

## Pre-Meeting ISPOR Short Courses Continue to Grow

The ISPOR 18th Annual European Congress Short Course Program concluded with more than 2,800 registrants across 29 courses. The program included five new courses, including *Conceptual Modeling, Analysis*



ISPOR President Daniel C. Malone, RPH, PhD

*of Diagnostics, Mixed Methods for Patient Centered Outcomes Research, Using MCDA, and Risk Sharing in Central and Eastern Europe (CEE).*

## ISPOR Milan Student Activities

More than 390 students attended the Congress. Highlights included the ISPOR Student Research Showcase entitled, “Role of Outcomes Research Impacting Health Care Decision Making – Closing the Gap,” which featured four studies that examined the role and impact outcomes research has on health care decision making. The students also held their Student Welcome Reception, where students and faculty took the opportunity to increase their networking connections.

## Meeting Content Highlights

ISPOR Milan featured three notable plenary sessions. The First Plenary Session, “**Strategy in Motion: The Current and Future Lifecycle Approach to Decision Making on Health Technologies,**” was held on 9 November and moderated by François Meyer, MD, Advisor to the President, International Affairs, French National Authority for Health (HAS), Saint-Denis La Plaine, France. Speakers included: Hans-Georg Eichler, MD, MSc, Senior Medical Officer, European Medicines Agency (EMA), London, UK; Jerome Boehm, Team Leader, Health Technology Assessment, Directorate-General for Health and Food Safety, European Commission, Brussels, Belgium; Finn Børllum Kristensen, MD, PhD, Professor, Health Services Research & Health Technology Assessment, University of Southern Denmark and Director, EUNetHTA Secretariat, Danish Health and Medicines Authority, Copenhagen, Denmark; and Mirella Marlow, MA, MBA, Programme Director, Devices and Diagnostics Systems, Centre for Health Technology Evaluation, National Institute for Health and Care Excellence (NICE), London, UK. The plenary focused on the work underway within the Adaptive Pathways to Patients initiative for drugs. The panel presented

their views on adaptive pathways as the preferred approach to developing, licensing, assessing, appraising, and paying for new medicines and treatments. The panel also examined the European Commission’s health technology assessment (HTA) network plans following the transition of the successful EUNetHTA program, which built strength and dialogue across Europe and the globe.



ISPOR Short Course Attendees



First Plenary Session audience

The Second Plenary Session, **“Outcomes Research: Are We Ready to Put Theory into Practice?”** was held on 10 November and moderated by Lorenzo G. Mantovani, DSc, Associate Professor of Public Health, Center for Public Health Research (CESP), University of Milano-Bicocca, Monza, Italy. Speakers/panelists included: Walter Ricciardi, President, Italian National Institute of Health (ISS) and Past-President, European Public Health Association (EUPHA), Rome, Italy; Sergio Pecorelli, MD, PhD, Chairman of the Board, Italian Medicines Agency (AIFA) and Professor, Department of Obstetrics and Gynecology, and Chancellor, University of Brescia, Brescia, Italy; Brian O’Rourke, PharmD, President and Chief Executive Officer, Canadian Agency for Drugs and Technologies in Health (CADTH), Ottawa, ON, Canada; and Mario Strazzabosco, MD, PhD, Deputy Director, Yale Liver Center & Section of Digestive Diseases, Department of Internal Medicine, Yale University School of Medicine and Director, Department of Surgical and Interdisciplinary Medicine, University of Milano-Bicocca, Monza, Italy. This session plenary explored the transition of outcomes research over the last four decades as assessment of outcomes has been moving from research into daily practice. The panel discussed current practices, challenges, and opportunities of outcomes research. The speakers also examined future perspectives on the assessment of outcomes in a variety of health care fields, including reimbursement of drugs and devices, evaluation of public health interventions, validation of new technologies, and financing of complex health services.

“When evaluating putting outcomes research into practice we need to ask, ‘is it new, is it true, and does it matter?’” Lorenzo G. Mantovani, DSc. noted. Walter

Ricciardi stated that, “We must put theory into practice during this very historic time.” He also spoke to the universality of health care, noting that, “All citizens will become patients at some point in their lives.” Sergio Pecorelli, MD, PhD remarked that, “The real answer is not simply to cut costs, but to see where the innovation is and to focus on long-term health planning.” Brian O’Rourke, PharmD emphasized that we

should, “Change from patient *reported* outcomes to patient *important* outcomes.” And Mario Strazzabosco, MD, PhD, stated, “What is the object of health care? Health. Not spending. Reimbursement should align with value.”

The Third Plenary Session, **“Recommendations from the ISPOR Multi-Criteria Decision Analysis Emerging Good Practice Task Force and Remaining Controversies,”** held on 11 November and moderated by, Daniel C. Malone, PhD, RPh, Professor of Pharmacy, College of Pharmacy and Associate Professor, Mel & Enid Zuckerman College of Public Health, University of Arizona, Tucson, AZ, USA. The session included a presentation of the Task Force Report: Emerging Good Practices for Conducting MCDA by, Maarten J. IJzerman, PhD, Professor of Clinical Epidemiology & HTA & Vice Dean, Health & Biomedical Technology, Faculty of Science & Technology, University of Twente, Enschede, The Netherlands; Kevin Marsh, PhD, Senior Research Scientist & EU Director of Modelling and Simulation, Evidera, London, UK; Identification of Remaining Controversies and Solutions for Using MCDA in Health Care; A. Brett Hauber, PhD, Senior Economist & Vice President, Health Preference Assessment, RTI Health Solutions, Research Triangle Park, NC, USA; Mónica Duarte Oliveira, PhD, MSc, Associate Professor, Department of Engineering and Management, Instituto Superior Técnico, University of Lisbon, Lisbon, Portugal; along with a Task Force Response and Discussion with Nancy Devlin, PhD, Director of Research, Office of Health Economics, London, UK, and Praveen Thokala, MSc, PhD, Research Fellow, University of Sheffield, Sheffield, UK. Multi-criteria decision analysis (MCDA) is an emerging new practice using a broad set of methodological approaches to assist in decision making. The topic of MCDA has

become increasingly important—especially in an era of expensive but valuable health technologies—as many of today’s health care decisions require a careful assessment of the available treatment options to determine the best therapeutic choices.

“Today there is tremendous interest in MCDA, but this topic was brought to ISPOR in 1999,” noted IJzerman. Marsh outlined the checklist steps for MCDA, including: 1) Defining the decision problem; 2) Selecting and structuring criteria; 3) Measuring performance; 4) Scoring criteria; 5) Weighting criteria; 6) Calculating aggregate scores; 7) Dealing with uncertainty; and 8) Reporting and examining findings. Hauber pointed out that, “There is increasing demand for transparency in health care decision making and transparency is a key theme in MCDA.” And Duarte Oliveira noted that, “Delivering MCDA requires the design of the socio-technical process.” The ISPOR MCDA Task Force Report is the subject of a paper that will be published in early 2016 in *Value in Health*.

### Issue Panels, Workshops, Forums, and More!

In addition to the three key plenary sessions, ISPOR Milan featured a wide variety of issue panels, workshop presentations, forums, educational symposia, open meetings, as well as podium and poster presentations. All sessions were well attended with a number of key sessions maximizing room space with standing room only. News releases on covered ISPOR Milan sessions can be found at: <http://press.ispor.org/>. Additional, the live tweet stream from ISPOR Milan can be viewed at: [www.twitter.com/ISPORorg](http://www.twitter.com/ISPORorg) or by searching #ISPORMilan at [www.twitter.com/hashtag/ISPORmilan](http://www.twitter.com/hashtag/ISPORmilan).



ISPOR Map Wall



ISPOR Exhibit and Poster Hall

### Seminal Roundtables

Highlights of the 2015 ISPOR European Congress included several seminal, invitational summits, including the Health Technology Assessment (HTA) Roundtable and a multi-stakeholder Patient Representatives Roundtable.

### Member Meeting—Updating ISPOR’s Strategic Vision

On 10 November, ISPOR Milan featured a Member Meeting that focused on ISPOR’s updated strategic vision. ISPOR President Daniel C. Malone, RPh, PhD and CEO Nancy Berg presented ISPOR’s new organizational strategy, an update of ISPOR’s Vision 2020, and the current strategic plan.

ISPOR’s new Mission Statement to promote health economics and outcomes research excellence and to improve decision making for health globally is supported by five strategic pillars:

1. Scientific and Research Excellence
2. Member Engagement
3. Education and Training
4. Communication and Collaboration
5. Organizational Values

### ISPOR Awards Program

ISPOR recognized a number of 2015 ISPOR Awards Program recipients at ISPOR Milan. The **Avedis Donabedian Outcomes Research Lifetime Achievement Award** was presented to Professor Anthony John (Tony) Culyer, CBE, Hon DEcon, FMedSci, Emeritus Professor of Economics, University of York, UK who received a standing ovation from the audience. This award was established in honor of the late Avedis Donabedian, MD, MPH, to acknowledge those individuals who have made a major contribution to the improvement of health outcomes (see page 32). The **Value in Health Paper of the Year Award** was presented to Lucas M.A. Goossens, PhD, Assistant Professor of

Quantitative Analysis, Erasmus University, Institute for Health Policy & Management, Rotterdam, The Netherlands. This award is given to the best paper published in *Value in Health* in the previous calendar year that represents a major contribution to the field of pharmacoeconomics and outcomes research or its use in health care decision making. The **Value in Health Regional Issues Excellent Article Award** was presented to Rok Hren, PhD, Assistant Professor, University of Ljubljana, Ljubljana, Slovenia. This award was established in 2014 to recognize the best article published from a region – Asia, Latin America, Central and Eastern Europe, Western Asia, and Africa (CEEWAA). Additional information on ISPOR Scientific Achievement Awards may be found at: [http://www.ispor.org/awards/index\\_.asp](http://www.ispor.org/awards/index_.asp). In addition, ISPOR’s Research Presentation Podium and Poster Awards, established in 1998 to recognize the scientific merit of podium and poster presentations of the ISPOR Annual International Meetings, Annual European Congresses, and Asia-Pacific and Latin America Conferences, were presented at the Congress. This year, over 120 judges evaluated 48 podium presentations and over 100 nominated poster presentations.

### Social Event at the Historic Hotel Principe di Savoia

This year, congress attendees enjoyed a true Milanese experience at the historic Hotel Principe di Savoia on 10 November for the ISPOR Milan Social Event. The Hotel, centrally located in the heart of Milan, provided an ideal backdrop for attendees to network with colleagues and indulge in the finest classic Italian cuisine. ISPOR colleagues will next gather for

the 21st Annual International Meeting in Washington, DC, USA on May 21-25, 2016, followed by the ISPOR 7th Asia-Pacific Conference, 3-6 September, 2016 in Singapore, and then by the ISPOR 19th Annual European Congress, to be held 29 October to 2 November, 2016 in Vienna, Austria.



Entertainment at the ISPOR Social Event at the Hotel Principe di Savoia

Thanks for being part of ISPOR’s 20th Anniversary celebrations and we look forward to the years to come! ■

#### Additional information:

To see the 18th Annual European Congress Program Committee, go to: <http://www.ispor.org/Event/ProgramCommittee/2015Milan>

To view released presentations from this meeting, go to: <http://www.ispor.org/Event/ReleasedPresentations/2015Milan>

To view Research Presentation Awards recipients and presentations, go to: <http://www.ispor.org/awards/18euro.asp>

Information on ISPOR’s MCDA in Health Care Decision Making Emerging Good Practices Task Force may be found at: <http://www.ispor.org/TaskForces/Multi-Criteria-Decision-Analysis-GRP.asp>

Additional information on ISPOR’s updated mission, vision, and strategic plan may be found at: <http://www.ispor.org/mission.asp>