

# Positioning ISPOR to Promote Health Economics and Outcomes Research Excellence

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As we celebrate ISPOR's past accomplishments during our 20th Anniversary year, we are looking to a very bright future with our new strategic plan, updating

Vision 2020.

Beginning with a planning session last winter, the Society's Board of Directors and other leaders have been involved in crafting new Vision and Mission Statements, along with updating the areas of strategic focus. The evolving plan focuses on ISPOR's ongoing commitment to strengthen the integrity, advancement and understanding of health economics and outcomes research globally.

I am proud to share with you the Mission and Vision Statements approved by the ISPOR Board of Directors.

The new ISPOR Mission Statement is:

**To promote health economics and outcomes research excellence to improve decision making for health globally.**

In updating our new Vision and Mission Statement we emphasize the work that we do as researchers, payers, decision and policy makers, academicians, clinicians, and patients.

The previous Mission Statement, to increase the efficiency, effectiveness, and fairness of health care to improve health, did not focus specifically on health economic and outcomes research. We also wanted to reinforce our position as a global organization.

Our new Vision Statement:

**ISPOR is the leading global scientific and educational organization for health economics and outcomes research and their use in decision making to improve health.**

The previous Vision Statement in which, ISPOR is recognized globally as the authority for outcomes research and its use

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in health care decisions towards improved health, did not include the importance of ISPOR's role as a leading educational organization.

Along with the Vision and Mission, the Board approved 5 strategic pillars that support our Vision and Mission (see chart and text below).

Over the next months, the plan with accompanying goal statements will be shared with the membership.

A special thank you to CEO and Executive Director Nancy Berg and her staff for driving this planning process, that involved dozens of members in a condensed time frame.

I personally invite you to join us at the Member Meeting on Tuesday, November 10 at the 18th Annual European Congress in Milan, Italy where I will present the plan and engage members in discussing the future of our Society. ■

