

ISPOR SPEAKS

Investments in Technology to Improve Services to our Members

Sue Capon, Chief Operations Officer

Over the past 23 years ISPOR has grown from a small group of founding members in the United States to the leading global professional association for health economics and outcomes research (HEOR) with more than 20,000 members in 110+ countries. As the Society’s membership has increased and interest in HEOR has grown dramatically, we need to invest in our infrastructure to support current and future growth. Enhancing ISPOR’s infrastructure is necessary as it impacts virtually every area of the organization—from staff development to governance and financial systems to information technology (IT). In many areas, the Society was lagging behind other associations of similar size and structure.

It was no surprise that a strategic review of our IT systems indicated a critical need for upgrading and updating our legacy systems. A 4-year IT strategic plan was developed with an ambitious timeline of multiple software implementations, network management changes, and staffing plans. Recognizing the need for our infrastructure to keep pace with our strategic plans, the ISPOR Board of Directors approved the IT plan and the corresponding investments of over US \$1.25 million.



ISPOR's IT Strategic Plan



GUIDING PRINCIPLES:

- Support and align with the ISPOR organizational strategic plan
- Provide an exceptional digital user experience (members, stakeholders, staff)
- Promote a digital organization culture change
- Partner with expert service providers
- Improve technology through an ongoing, iterative process
- Implement a “cloud first” approach

PLAN GOALS:

- Establish a reliable and secure infrastructure
- Empower and enable members, other stakeholders, and staff
- Optimize and focus resources
- Become a data-driven organization

PROGRESS ON THE IT PLAN

Significant progress has been achieved on the plan including critical network management changes and implementation of a new financial management system. At the end of July 2018, we simultaneously launched phase 1 of a new association management system (the equivalent of customer relationship management software) and a completely redesigned website powered by a leading-edge content management system.

Please visit our new and improved website that is optimized for mobile devices, offers enhanced navigation, and provides a powerful search engine. Joining and getting involved are much easier—see the Get Involved navigation at the top of the home page. Access to *Value in Health* and *Value in Health Regional Issues*, among our most popular resources, are now fully searchable. A new resource, Health Technology Assessment Central, is a comprehensive repository of resources and tools to support health technology assessment (HTA). HTA Central helps bridge the gap between HEOR and other disciplines that inform HTA and healthcare decisions.

The website is integrated with our new association management system—a technology platform that provides members with many benefits, including the ability to manage their member profiles, set communication preferences, and indicate areas of interest. >

We greatly appreciate the input from the global, multi-stakeholder IT Advisors Group of ISPOR volunteer leaders who served as a focus group for the project, providing feedback on navigation and scientific taxonomies.

WHAT'S NEXT?

Phase 2 projects are underway and will continue to streamline and improve our association management system and website. Projects include further website refinements and search optimization, as well as improvement of some longstanding website resources, such as the scientific presentations database—making these resources mobile friendly, aligning with our new taxonomy, and improving their functionality.

With these newly launched systems, we also lay the foundation for the future introduction of online collaboration tools. These tools will improve the ability for members to interact with each other by interest and/or regional areas.

Look for more changes to come that are designed to better serve you—our members—and the global HEOR community. For any questions or contributions to the initiative, please contact us at IT@ispor.org.

● **Update Your Profile to Customize Your ISPOR Experience!**

- Visit the new, redesigned ISPOR website at www.ispor.org
- Click the green “Log in” button in the top right corner
- Enter your email address and ISPOR Member ID# as password
- You will be requested to change your password
- Please use ‘Forgot Your Password’ to reset if you do not know your Member ID

And remember to customize your communications preferences to receive only the emails that you want from ISPOR.

In “My Full Profile,” click on the “My Communication Preferences” link in the “My Account Links” box on the right-side of the webpage.

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