SATURDAY, 7 NOVEMBER
9:00-18:00  PRE-Congress Short Courses  Short Course Registration Required

13:00-14:00  Lunch  Attendees on their own, café on L2 will be open to purchase lunch.

18:30-19:30  Educational Symposium  Free and open to all delegates, no pre-registration required  Brown 3 (L2)
Challenges and Opportunities in Heart Failure: Unmet Clinical Needs, Economic Burden, and Impact on Society
Sponsored by Novartis

SUNDAY, 8 NOVEMBER
8:00-17:00  PRE-Congress Short Courses  Short Course Registration Required

12:00-13:00  Lunch  Attendees on their own, café on L2 will be open to purchase lunch.

17:30-18:30  Educational Symposium  Free and open to all delegates, no pre-registration required  Brown 3 (L2)
Big Data, Quick Data or Deep Data? Innovative Designs for Real-World Evidence Generation
Sponsored by Laser Analytica

18:45-19:45  Educational Symposium  Free and open to all delegates, no pre-registration required  Brown 3 (L2)
Innovative Pricing & the Relationship to Value: Strategic Market Access Planning & Execution
Sponsored by GalbraithWight

MONDAY, 9 NOVEMBER
7:30-8:30  ISPOR Diagnostics Special Interest Group Meeting (Open to all Attendees)  Amber 1-2 (L2)
All ISPOR Members interested or working in the area of diagnostics are welcome to attend the ISPOR Medical Device and Diagnostic Special Interest Group meeting. This meeting will provide an opportunity for participants to discuss issues and challenges within this field and develop projects to address them.

7:30-8:30  Educational Symposium  Free and open to all delegates, no pre-registration required  Brown 3 (L2)
What Role Do Randomised Clinical Trials Have in Establishing the Value for Health Technologies?
Sponsored by ICON

8:45-14:15  Research Poster Presentations - Session 1  South Hall (L0)

8:45-10:45  Welcome & First Plenary Session  Gold (L2)
Welcome
Daniel Malone, PhD, RPh, 2015-2016 ISPOR President, Professor of Pharmacy, College of Pharmacy, and Associate Professor, Mel & Enid Zuckerman College of Public Health, University of Arizona, Tucson, AZ, USA

Congress Program Overview
Lorenzo G Mantovani, DSc, Program Committee Co-Chair and Associate Professor of Public Health, Research Centre on Public Health (CESP), University of Milano-Bicocca, Monza, Italy
François Meyer, MD, Program Committee Co-Chair and Advisor to the President, International Affairs, French National Authority for Health (HAS), Saint-Denis La Plaine, France
FIRST PLENARY SESSION: STRATEGY IN MOTION: THE CURRENT AND FUTURE LIFECYCLE APPROACH TO DECISION MAKING ON HEALTH TECHNOLOGIES

Payers, health technology assessment (HTA) and regulatory leaders, patient and industry representatives, and key decision makers will discuss the new medical device regulation in Europe as well as the work underway within the Adaptive Pathways to Patients initiative for drugs. The panel will present candid views on adaptive pathways as the preferred approach to developing, licensing, assessing, appraising, and paying for new medicines and treatments. This session will also examine the European Commission’s HTA network plans following the transition of the successful EUnetHTA program, which built strength and dialogue both across Europe and globally.

Moderator: François Meyer, MD, Advisor to the President, International Affairs, French National Authority for Health (HAS), Saint-Denis La Plaine, France

Speakers:
- Hans-Georg Eichler, MD, MSc, Senior Medical Officer, European Medicines Agency (EMA), London, UK
- Jérôme Boehm, Team Leader, Health Technology Assessment, Directorate-General for Health and Food Safety, European Commission, Brussels, Belgium
- Finn Barlum 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
- 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

Outcomes Research, Neuroscience and Metabolism, Roche Products Limited, Welwyn Garden City, UK;
- Thomas G Willgoss, PhD

Panelists: Raj Mahapatra, LLB (Hons)
Moderator: Louise Humphrey, MSc, Director, Abacus International, Manchester, UK

IP1: WHAT IS THE ROLE OF ECONOMIC EVALUATION IN PRICING AND REIMBURSEMENT OF MEDICINES? A COMPARISON BETWEEN ENGLAND, GERMANY, AND FRANCE Gold (L2)
Moderator: Wim Goetttsch, PhD, Advisor International Affairs, National Healthcare Institute (ZIN), Dienmen, The Netherlands
Panelists: Meindert Boysen, PharmD, MSc, Programme Director, Centre for Health Technology Evaluation, National Institute for Health and Care Excellence (NICE), Manchester, UK; Andreas Gerber-Grote, MD, PhD, Head of Health Economics, Institute for Quality and Efficiency in Healthcare (IQWiG), Cologne, Germany; Jean-Luc Harousseau, MD, PhD, President, French National Authority for Health (HAS), Saint-Denis La Plaine, France

IP2: POSSIBLE INCREASED SYNERGY BETWEEN HEALTH TECHNOLOGY ASSESSMENT (HTA) AND REGULATORY AGENCIES: OPPORTUNITY OR CHALLENGE FOR MEDICAL DEVICES? Brown 1-2 (L2)
Moderator: Christopher Henshall, PhD, Associate Professor, Health Economics Research, Brunel University, London, UK
Panelists: Les Levin, MA, MD, Founding Chief Scientific Officer, MaRS EXCITE, Toronto, ON, Canada; François Meyer, MD, Advisor to the President, International Affairs, French National Authority for Health (HAS), Paris, France; Pascale Brasseur, EconD, Chair, HTA Working Group, Eucomed, Brussels, Belgium

IP3: SPEED OR LESS UNCERTAINTY? TRADE-OFFS IN ADAPTIVE PATHWAY IMPLEMENTATION AND POTENTIAL PRICING AND REIMBURSEMENT RESPONSES Brown 3 (L2)
Moderator: Susanne Michel, MD, European Practice Lead, Evidera, London, UK
Panelists: Yvonne-Beatrice Bohleix, MD, MBA, Professor for Pharmamanagement, Faculty of Applied Natural Sciences, Cologne University of Applied Sciences, Leverkusen, Germany; Martin Buxton, BA, Emeritus Professor, Health Economics Research Group (HERG), Brunel University, Uxbridge, UK; Jaime Caro, MDCM, Chief Scientist, Evidera, Lexington, MA, USA
PROGRAM & SCHEDULE OF EVENTS CONTINUED: MONDAY, 9 NOVEMBER

12:15-14:15  LUNCH, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING - SESSION I  South Hall (L0)
Lunch sponsored by RTI Health Solutions

12:30-13:30  ISPOR STATED-PREFERENCE METHODS SPECIAL INTEREST GROUP MEETING (Open to all Attendees)  Space 1 (L0)
All ISPOR Members interested or working in the area of Stated-Preference Methods are welcome to attend the ISPOR Stated-Preference Methods Special Interest Group meeting. This meeting will provide an opportunity for participants to discuss issues and challenges within this field and develop projects to address them.

12:45-13:45  EDUCATIONAL SYMPOSIUM  Free and open to all delegates, no pre-registration required  Gold (L2)
EMERGING USE OF REAL-WORLD EVIDENCE IN EUROPEAN HEALTH CARE
Sponsored by Optum

12:45-13:45  ISPOR STUDENT RESEARCH SHOWCASE  Brown 1-2 (L2)
ROLE OF OUTCOMES RESEARCH IMPACTING HEALTH CARE DECISION MAKING – CLOSING THE GAP
This showcase session will feature four outcomes research studies, conducted by ISPOR student members and presented during the ISPOR 18th Annual European Congress. A brief summary of the research study and conclusions will be presented by each student author followed by a discussion of the role of outcomes research on Impacting Health Decision Making – Closing the Gap.
Moderators: Dennis Raisch, PhD, Professor, University of New Mexico, College of Pharmacy, Albuquerque, NM, USA; Zeba M. Khan, PhD, RPh, Vice President, Celgene Corporation, Summit, NJ, USA; Laura Pizzii, PhD, Jefferson University, Philadelphia, PA, USA
Speakers: Elizabeth Gargon, BSc, University of Liverpool, Liverpool, England, United Kingdom; Elisabeth Schaffer, PhD Candidate, University of North Carolina at Chapel Hill, Chapel Hill, NC, USA; Sofie Berghuis, MSc, University of Twente, Enschede, The Netherlands; Jussi P. Repo, University of Helsinki and Helsinki University Hospital, Helsinki, Finland

12:45 -13:45  ISPOR MEDICAL DEVICES SPECIAL INTEREST GROUP MEETING (Open to all Attendees)  Brown 3 (L2)
All ISPOR Members interested or working in the area of medical devices are welcome to attend the ISPOR Value Assessment of Medical Device Working Group meeting to learn more about the group’s current manuscript.

13:15-14:15  POSTER AUTHOR DISCUSSION HOUR - SESSION I  South Hall (L0)

14:15-15:15  RESEARCH PODIUM PRESENTATIONS - SESSION I
(Page numbers refer to Podium Abstracts in Value in Health 18(7))
STUDIES ON HEALTH TECHNOLOGY ASSESSMENT AGENCIES  Gold (L2)
Moderator: Anthony J Hatswell, MSc, Principal Consultant (HTA Methodology), BresMed and Department of Statistical Science, University College London, Sheffield, UK

pgA335  AG1  THE GERMAN NICE OR THE GERMAN NASTY? AN ANALYSIS OF IQWIG DECISIONS AND REQUIREMENTS FOR AN ‘ADDED BENEFIT’
14:15-14:30  Griffiths EA, HERON Commercialization, London, UK

pgA335  AG2  DO EVIDENCE REVIEW GROUPS BIAS NICE DECISIONS?
14:30-14:45  Versoza L, Jaksa A, Liden D, Ho Y, Context Matters, New York, NY, USA

pgA335  AG3  THE CANCER DRUGS FUND IN ENGLAND – UNDERMINING NICE OR EFFICIENT AND GOOD VALUE FOR MONEY?
14:45-15:00  Harries M, Marshall JD, Stewart D, MAP BioPharma Limited, Cambridge, UK

pgA335  AG4  INFLATION, INFLEXIBILITY AND IRRELEVANCE – THE NEED FOR INFLATION TO BE ACCOUNTED FOR IN ICER THRESHOLDS

CANCER OUTCOMES RESEARCH STUDIES  Brown 3 (L2)
Moderator: Tara Symonds, PhD, COA Strategy Lead & Partner, Clinical Outcomes Solutions Ltd., Folkestone, Kent, UK

pgA336  CA1  ANALYSIS OF THE RELATIONSHIP BETWEEN PATIENT-REPORTED OUTCOMES (PROS) AND CLINICAL OUTCOMES IN METASTATIC CASTRATION-RESISTANT PROSTATE CANCER (mCRPC) PATIENTS WITHOUT PRIOR CHEMOTHERAPY

pgA336  CA2  THE ESMO MAGNITUDE OF CLINICAL BENEFIT SCALE FOR NOVEL CANCER MEDICINES — CORRESPONDENCE WITH PRIORITIZATION
14:30-14:45  Himmelmann A1, Greenberg-Dotan S1, Feldhaimer I1, Birmbaum Y1, Cherry NL1, ‘Clalit Health Services, Tel-Aviv, Israel, ‘Shaare-Zedek Medical Center, Jerusalem, Israel

pgA336  CA3  THE BURDEN OF CANCER IN EMERGING ECONOMIES: PRODUCTIVITY LOSS AS AN ALTERNATIVE PERSPECTIVE
14:45-15:00  Pearce A1, Hanly P1, Sharp L1, Soerjomataram I1, National Cancer Registry Ireland, Cork, Ireland, National College of Ireland, Dublin, Ireland, ‘Newcastle University, Newcastle, UK, ‘International Agency for Research on Cancer, Lyon, France

pgA336  CA4  PREDICTORS OF POSITIVE DECISION OUTCOMES BY THE CANCER DRUGS FUND
15:00-15:15  Smith NJ2, Beckerman R1, ‘CBPartners, New York, NY, USA, ‘Maple Health Group, LLC, New York, NY, USA
MEDICAL DEVICE & DIAGNOSTIC RESEARCH STUDIES  Space 2 (L0)
Moderator: Giuseppe Turchetti, PhD, Fullbright Scholar Professor of Economics and Healthcare Management, Scuola Superiore Sant’Anna, Pisa, Italy

pgA336  MD1  MEDICAL DEVICES: DO WE HAVE HEALTH TECHNOLOGY ASSESSMENT AGENCIES STARTED TO FOCUS MORE ON THEM?
14:15-14:30  Lie X1, Es-Skali I1, Gubbels I1, Nijhuis T1, Freeman C1, Quintiles Advisory Services, Hoofddorp, The Netherlands, 2Quintiles Advisory Services, Reading, UK

pgA336  MD2  THE COST OF MOLECULAR DIAGNOSTIC TESTING IN ONCOLOGY — A WORKFLOW ANALYSIS
14:30-14:45  Bellissillo B1, Pages J1, Collins C1, Pasmans R1, Montagut C1, 1Department of Pathology, Hospital del Mar, Barcelona, Spain, 2Laboratoire de Biochimie et Biologie Moleculaire, CHRU Tours, France, 3Biocartis NV, Mechelen, Belgium, 4Medical Oncology Department, Hospital del Mar, Barcelona, Spain

pgA337  MD3  THE ECONOMIC IMPACT OF THE USE OF IMPLANTABLE CARDIOVERTER DEFIBRILLATOR IN PRIMARY PREVENTION
14:45-15:00  Madotto F1, Conti S1, Chioldini V1, Mantovani LG1, Achilli F1, Curnis A1, Landolina M1, Lunati M1, Marzegalli M1, Proclemer A1, Fornari C1, Cesana G1, 1University of Milano-Bicocca, Monza, Italy, 2Cardiology AO San Gerardo de’i Tintori, Monza, Monza, Italy, 3Ospedali Civili, Brescia, Italy, 4Ospedale Maggiore, Crema, Italy, 5Ospedale Niguarda-Cà Granda, Milano, Milano, Italy, 6Fondazione “Maddalena Grassi”, Milano, Italy, 7Ospedale “S. Maria della Misericordia”, Udine, Italy

pgA337  MD4  COST-EFFECTIVENESS OF 18F-FDG PET/CT FOR SCREENING DISTANT METASTASIS IN STAGE III/III BREAST CANCER PATIENTS OF THE UK, THE UNITED STATES AND THE NETHERLANDS
15:00-15:15  Miguel-Cases A1, Teixeira S1, Retel V1, Steuten L1, Valdés Olmos R1, Rutgers E1, van Harten WH1, 1Netherlands Cancer Institute, Amsterdam, The Netherlands, 2University of Washington and Panaxea bv, Seattle, WA, USA

PRICING STUDIES  Space 1 (L0)
Moderator: Fulvio Lucchini, PhD, Patient Access Head, Novartis Farma S.p.A., Origgio, Italy

pgA337  PR1  DETERMINANTS OF ORPHAN DRUG PRICES IN FRANCE: REGRESSION ANALYSIS
14:15-14:30  Korchagina D1, Vatare A1, Touri M1, Falissard B1, Abaléea S1, 1University of Paris-Sud, Paris, France, 2CReMUT-Paris, Paris, France, 3Aix-Marseille University, Marseille, France, 4Maison de Sollene, Paris, France

pgA337  PR2  PREDICTING POST-AMNOG REBATE OUTCOMES FOR OMEOCURE DRUGS
14:30-14:45  Subramanian D1, Lazar V1, Qiar Pte. Ltd., Singapore

pgA337  PR3  PRICES OF PHARMACEUTICALS UNDER A GENERIC PRICE LINKAGE SYSTEM AND A REFERENCE PRICE SYSTEM: COMPARISON OF AUSTRIA AND FINLAND
14:45-15:00  Malijen T1, Martikainen JE1, Koskinen H1, Vogler S1, 1Social Insurance Institution, Helsinki, Finland, 2Austrian Health Institute, Vienna, Austria

pgA337  PR4  DECISION DRIVERS IN HEALTH TECHNOLOGY ASSESSMENT IN HEPATITIS C
15:00-15:15  Kool-Houweling LM1, Kreetmeijer J1, Van Engen A1, Quintiles Advisory Services, Hoofddorp, The Netherlands

RESEARCH ON METHODS STUDIES — I  Brown 1-2 (L2)
Moderator: Phil McEwan, PhD, Managing Director, Health Economics and Outcomes Research Ltd., Cardiff, UK

pgA338  RM1  ADJUSTING FOR TREATMENT SWITCHING IN RCTS — IDENTIFYING, ANALYSING AND JUSTIFYING APPROPRIATE METHODS: A CASE STUDY IN METASTATIC MELANOMA
14:15-14:30  Bell J1, Latimer W1, Amonkar M1, Swann S1, 1University of Sheffield, Sheffield, UK, 2Novartis Pharmaceuticals Corporation, Wayne, PA, USA

pgA338  RM2  AVOIDING OVERESTIMATION IN ANNUALIZATION OF EVENT RISK FROM RISK FUNCTIONS FOR USE IN ECONOMIC MODELING
14:30-14:45  Lothgren M1, Danese M1, Taylor B1, Villa G1, 1Amgen (Europe) GmbH, Zug, Switzerland, 2Outcomes Insights — Epidemiology & Health Economics, Westlake Village, CA, USA, 3Amgen Inc, Thousand Oaks, CA, USA

pgA338  RM3  PARTITIONED SURVIVAL VERSUS STATE TRANSITION MODELING IN ONCOLOGY: A CASE STUDY WITH NIVOLUMAB IN ADVANCED MELANOMA
14:45-15:00  Briggs A1, Baker TM1, Gillotteau I1, Orsini L1, Wagner S1, Paly V1, 1Institute of Health and Wellbeing, University of Glasgow, Glasgow, UK, 2ICON Plc, Morristown, NJ, USA, 3Bristol-Myers Squibb, Princeton, NJ, USA, 4Bristol-Myers Squibb, Washington Crossing, PA, USA

pgA338  RM4  PROPENSITY SCORE MATCHING DOES NOT ALWAYS REMOVE CONFOUNDING WITHIN AN ECONOMIC EVALUATION BASED ON A NON-RANDOMIZED STUDY
15:00-15:15  Guertin JR1, 1McMaster University, Hamilton, ON, Canada, 2Queen’s University, Kingston, ON, Canada, 3Bristol-Myers Squibb, Princeton, NJ, USA

VACCINE STUDIES  Space 3 (L0)
Moderator: Baudouin Standaert, MD, PhD, Director, HEOR, GSK Vaccines, Wavre, Belgium

pgA338  VA1  PUBLIC HEALTH IMPACT AND COST-EFFECTIVENESS OF MALARIA ROUTINE VACCINATION IN INFANTS
14:15-14:30  Souboin C1, Sicuiri E1, Van Bellingen L1, Van de Velde N1, Van Vladeren I1, 1GSK Vaccines, Wavre, Belgium, 2Global, Barcelona, Spain, 3CHESS in Health, Temat, Belgium

pgA339  VA2  COST-EFFECTIVENESS ANALYSIS OF QUADRIVALENT VERSUS TRIVALENT INFLUENZA VACCINATION IN GERMANY — LINKING A DYNAMIC TRANSMISSION MODEL WITH HEALTH AND ECONOMIC OUTCOMES
14:30-14:45  Dolk FC1, Eichner MF1, Welte R1, Anastassopoulos A1, Van Bellingen L1, Poulsen Narup B1, Van Vladeren I1, Schmidt-Ott R1, Schwemm M1, Postma M1, 1University of Groningen, Groningen, The Netherlands, 2Epiomos GmbH, Dusslingen, Germany, 3GSK, München, Germany, 4CHESS in Health, Temat, Belgium, 5EAH-Consulting, Aachen, Germany, 6GSK, Wavre, Belgium, 7ExploSYS GmbH, Leinfelden-Echterdingen, Germany

pgA339  VA3  ECONOMIC EVALUATION OF CHILDREN VACCINATION FROM 2 TO 18 YEARS OF AGE WITH THE LIVE ATTENUATED INFLUENZA VACCINE COMPARED WITH THE EXISTING VACCINES IN THE PORTUGUESE SETTING
14:45-15:00  Ferreira J1, Trindade R1, Norte J1, Sackeyfo A1, 1AstraZeneca Produtos Farmaceuticos Lda., Lisboa, Portugal, 2AstraZeneca Alderley House, Alderley Park, UK

pgA339  VA4  COST OF PEDIATRIC VACCINE ADMINISTRATION IN THE UNITED KINGDOM (UK): A TIME AND MOTION (T&M) STUDY
15:00-15:15  Mokiou S1, de Cock E1, Standaert B1, 1UBC: An Express Scripts Company, London, UK, 2United BioSource Corporation, Barcelona, Spain, 3GSK Vacines, Wavre, Belgium
PROGRAM & SCHEDULE OF EVENTS CONTINUED: MONDAY, 9 NOVEMBER

15:15-15:45 BREAK & EXHIBITS VIEWING South Hall (L0)

Coffee sponsored by Truven Health Analytics

15:45-15:46 RESEARCH POSTER PRESENTATIONS - SESSION II South Hall (L0)

15:45-16:45 RESEARCH PODIUM PRESENTATIONS - SESSION II

(Page numbers refer to Podium Abstracts in Value in Health 18(7))

COST-EFFECTIVENESS STUDIES  Gold (L2)

Moderator: Paolo Angelo Cortesi, PhD, Researcher, Research Centre on Public Health (CESP), Milano-Bicocca, Monza, Italy

pgA339 CE1 BASAL INSULIN REGIMENS: SYSTEMATIC REVIEW, NETWORK META-ANALYSIS, AND COST – UTILITY ANALYSIS FOR THE NATIONAL INSTITUTE FOR HEALTH AND CARE EXCELLENCE (NICE) CLINICAL GUIDELINE ON TYPE 1 DIABETES MELLITUS IN ADULTS

Dawoud D1, Feniu E1, Wonderling D1, O’Mahony R1, Pursey N1, Cobb J1, Amiel SA1, Higgins B1, National Clinical Guideline Centre, Royal College of Physicians (on behalf of the guideline development group), London, UK, King’s College London, London, UK, Newcastle upon Tyne Hospitals NHS Trust, Newcastle, UK

pgA339 CE2 A COST-EFFECTIVENESS ANALYSIS OF NOVEL ORAL ANTIICOAGULANTS FOR PRIMARY PREVENTION OF VENOUS THROMBOEMBOLIC DISEASE

Brenden E1, Welton NJ1, Thom H1, Sterne J1, Bodalia P1, Davies P1, López-López J1, Okoli GN1, Caldwell DM1, Dias S1, Eaton D1, Higgins J1, Salisbury C, Savovic J1, Sofat R1, Stephens-Boal A1, Hingorani A1, Hollingworth W1, University of Bristol, Bristol, UK, University College London, London, UK, Anticoagulation Europe, Kent, UK, Thrombosis UK, Llanerwa, UK

pgA340 CE3 A COST EFFECTIVENESS ANALYSIS OF NIVOLUMAB COMPARED TO IPILIMUMAB FOR THE TREATMENT OF BRAF WILD-TYPE ADVANCED MELANOMA IN AUSTRALIA

Bohensky M1, Paspatihi K1, Gorelik A1, Kim H1, Harrison JP1, Liew D1, Melbourne University, Parkville, Australia, Royal Melbourne Hospital, Parkville, Australia, Bristol-Myers Squibb Australia, Mulgrave, Australia

pgA340 CE4 ASSESSING THE COST-EFFECTIVENESS OF USING ALCILDINIUM BROMIDE 400 µG /FOMEROTEROL FUMARATE DIHYDRATE 12 µG COMPARED TO ALCILDINIUM BROMIDE 400 µG IN THE MANAGEMENT OF MODERATE TO SEVERE CHRONIC OBSTRUCTIVE PULMONARY DISEASE

Ramos M1, Haughey J1, Heny N1, Lindner L1, Lamotte M1, IMS Health, Vilvoorde, Belgium, University of Aberdeen, Aberdeen, UK, IMS Health, London, UK, AstraZeneca, Barcelona, Spain

CARDIOVASCULAR DISEASE RESEARCH STUDIES  Space 2 (L0)

Moderator: Maarten J Postma, PhD, Professor, Department of Pharmacy, University of Groningen, Groningen, The Netherlands

pgA340 CV1 THE MAGNITUDE OF INCREASED CARDIOVASCULAR (CV) RISK ASSOCIATED WITH FAMILIAL HYPERCHOLESTEROLEMIA (FH) FOR USE IN ECONOMIC ANALYSES

Wong B1, Villa G1, Kutikova L1, Kruse G1, Ray KK1, Mata P1, Bruckert E1, University of Pennsylvania, Philadelphia, PA, USA, Amgen (Europe) GmbH, Zug, Switzerland, School of Public Health, Imperial College London, London, UK, Fundación Hipercolesterolemia Familiar, Madrid, Spain, Hôpital Pitié Salpêtrière, Paris, France

pgA340 CV2 SURVIVAL AND REHOSPITALIZATION AFTER A FIRST HOSPITALIZATION FOR HEART FAILURE: A NATIONWIDE POPULATION-BASED COHORT STUDY USING THE FRENCH EGB DATABASE

Bonnet C1, Millet I1, Achouba A1, Czekala M1, Chaung J1, Thonnierel C1, Husson-Robert B1, Cotin Y1, ORS Bourgogne Franche-Comté, Dijon, France, Novartis Pharma SAS, Rueil-Malmaison, France, ORS Bourgogne Franche-Comté, Dijon, France, Novartis Pharma SAS, Rueil-Malmaison, France, ORS Bourgogne Franche-Comté, Dijon, France

pgA340 CV3 THE COST AND LENGTH OF STAY OF HOSPITAL EMERGENCY DEPARTMENT VISITS FOR CHRONIC HEART FAILURE PATIENTS IN CANADA

Fischer AA1, Liu N1, Borelli R1, Zaour N1, Barbeau M1, IMS Brogan, Mississauga, ON, Canada, Novartis Pharmaceuticals Canada Inc., Dorval, QC, Canada

pgA341 CV4 A REVIEW OF PATIENT REGISTRIES IN HEART FAILURE ACROSS EUROPEAN UNION-5 COUNTRIES

Gupta J1, Sehgal M1, Gupta P1, PAREXEL International, New Delhi, India, PAREXEL International, Chandigarh, India

EQUITY & ACCESS STUDIES  Space 1 (L0)

Moderator: Evelyn Walter, PhD, Managing Director, Institute for Pharmacoeconomic Research, Vienna, Austria

pgA341 EA1 HOW READY ARE EUROPEAN PAYERS FOR EMA ADAPTIVE PATHWAYS?

15:45-16:00 Macaulay R1, PAREXEL, London, UK

pgA341 EA2 ACCESS TO INNOVATIVE DRUGS IN PATIENTS WITH METASTATIC LUNG CANCER IN FRENCH PUBLIC HOSPITALS (THE TERRITORE STUDY)

Scherpereel A1, Fernandes J1, Cottet F1, Blein C1, Debieuvre D1, Durand-Zaleski I1, Gaudin A1, Ozan N1, Saitta B1, Souquet P1, Vainchtock A1, Westeel V1, Chouaid C1, CHU Lille, Lille, France, Oc Santé, Montpellier, France, Bristol-Myers Squibb, Rueil-Malmaison, France, HEVA, Lyon, France, Mulhouse Hospital, Mulhouse, France, URCE, Paris, France, Hospices Civils de Lyon, Lyon, France, Besançon Hospital, Besançon, France, CHIC, Créteil, France

pgA341 EA3 THE ECONOMIC IMPACT OF AN HYPOTHETICAL RX-TO-OTC SWITCH IN SPAIN

15:16-15:30 Pellise L1, Serra M1, Universitat Pompeu Fabra, Barcelona, Spain

pgA341 EA4 ORPHAN DESIGNATIONS AND APPROVALS IN THE EU, UNITED STATES AND JAPAN

16:30-16:45 Korchagina D1, Tomita N1, Falissard B1, Tomi M1, Tavella F1, University of Paris-Sud, Paris, France, National Institute of Public Health, Saitama, Japan, Maison de Solenn, Paris, France, Aix-Marseille University, Marseille, France, Creativ-Ceutical, London, UK
HEALTH TECHNOLOGY ASSESSMENT STUDIES  Brown 3 (L2)

Moderator: TBD

**pgA341 HT1**  ACCESS TO NEW THERAPIES IN ROMANIA THROUGH THE SCORECARD HTA SYSTEM
15:45-16:00  
**Rado PC**, Chiriac ND, Pravat MA, Roche Romania Srl, Bucharest, Romania

**pgA342 HT2**  IMPACT OF HTA – AN IRISH CASE STUDY
16:00-16:15  
**Teljeur C**, Harrington P, Moran P, Ryan M, Health Information and Quality Authority (HIQA), Dublin, Ireland

**pgA342 HT3**  UNDERSTANDING KEY DRIVERS OF SUCCESSFUL HTA SUBMISSION — DEVELOPING A MODEL
16:15-16:30  
**Bossers H**, Van Engen A, Heemstra L, Quintiles Advisory Services, Hoofddorp, The Netherlands

**pgA342 HT4**  REGIONAL VERSUS CENTRALIZED HTA: IMPLICATIONS FOR THE ASSESSMENT OF CANCER DRUGS
16:30-16:45  
**Corbacho B**, Drummond M, Jones E, Espin J, Expósito Hernandez J, Bonas JM, 'University of York, Heslington, York, UK, 'MAPI, Uxbridge, UK, 'Andalusian School of Public Health, Granada, Spain, 'Instituto de Investigación Biosanitaria Ibs, Granada, Spain, 'University of Barcelona, Hospitalet, Spain

PATIENT-REPORTED OUTCOMES STUDIES  Space 3 (L0)

Moderator: Kostas Athanasakis, PhD, Research Fellow, National School of Public Health and President of the Hellenic Association of Pharmacoconomics, Athens, Greece

**pgA342 PP1**  EQUIVALENCE OF PAPER AND ELECTRONIC ADMINISTRATION OF PATIENT REPORTED OUTCOMES: A COMPARISON IN PSORIATIC ARTHRITIS
15:45-16:00  
**Celeste Elash CA**, Tiplady B, Tumer-Bowker DM, Cline J, DeRosa M, ‘ERT, Pittsburgh, PA, USA, ‘Quintiles (work conducted while at ERT, Pittsburgh, PA), Cambridge, MA, USA, ‘Adelphi Values, Boston, MA, USA, ‘Health Research Associates, Mountlake Terrace, WA, USA

**pgA342 PP2**  QUANTIFYING THE IMPACT OF HEALTH-RELATED QUALITY OF LIFE (HRQL) ON MEDICAL EXPENDITURES IN ASTHMA, ARTHRITIS, DEPRESSION, DIABETES, AND MIGRAINE
16:00-16:15  
**Rendas-Baum R**, White MK, Bayliss M, Bjorner JB, ‘Optum, Lincoln, RI, USA, ‘Optum PatientsInsights, Lincoln, RI, USA, ‘University of Copenhagen, Copenhagen, Denmark

**pgA343 PP3**  CONDITION SPECIFIC UTILITIES: IMPACT ON ICER IN A MARKOV MODEL FOR MULTIPLE SCLEROSIS
16:15-16:30  
**Versteegh M**, Institute for Medical Technology Assessment, Rotterdam, The Netherlands

**pgA343 PP4**  THE RELATIONSHIP BETWEEN GLUCOSE-LOWERING MEDICATIONS, ADHERENCE, AND OUTCOMES IN PATIENTS WITH TYPE 2 DIABETES
16:30-16:45  

RESEARCH ON METHODS STUDIES – II  Brown 1-2 (L2)

Moderator: Lucas Goossens PhD, Assistant Professor, Quantitative Analysis, institute for Medical Technology Assessment (IMTA) & institute for Health Policy and Management (iBMG), Erasmus University Rotterdam, The Netherlands

**pgA343 RMS**  NETWORK META-ANALYSIS OF SURVIVAL DATA USING FRACTIONAL POLYNOMIALS – AN EXAMPLE WITH FIRST LINE METASTATIC RENAL CELL CANCER TREATMENTS
15:45-16:00  
**Mihaljovic I**, Postma MJ, University of Groningen, Groningen, The Netherlands

**pgA343 RM6**  NETWORK META-ANALYSIS OF BIOLOGICAL RESPONSE MODIFIERS IN RHEUMATOID ARTHRITIS INCLUDING REAL WORLD EVIDENCE AT MULTIPLE TIME POINTS
16:00-16:15  
**Jenkins D**, Martina R, Bujkiewicz S, Dequen P, Abrams K, University of Leicester, Leicester, UK

**pgA343 RM7**  SIMULATION OPTIMISATION OF TREATMENT SEQUENCES FOR RHEUMATOID ARTHRITIS
16:15-16:30  
**Tosh J**, Stevenson M, Akehurst R, Strong M, University of Sheffield, Sheffield, UK

**pgA343 RM8**  COMPARISON OF TIMED AUTOMATA WITH DISCRETE EVENT SIMULATION FOR MODELING PERSONALIZED TREATMENT DECISIONS: THE CASE OF METASTATIC CASTRATION RESISTANT PROSTATE CANCER
16:30-16:45  
**Deqelina K**, Koffijberg H, Schivo S, Langerak R, Uijerman MJ, University of Twente, Enschede, The Netherlands

17:00-18:00  WORKSHOPS – SESSION I

HEALTH POLICY DEVELOPMENT USING OUTCOMES RESEARCH  Gold (L2)

**W1: DEFINING AND VALUING INNOVATION IN ONCOLOGY**

Discussion Leaders: Michael Drummond, MCom, DPhil, Professor of Health Economics, Centre for Health Economics, University of York, Heslington, York, UK; Alistair Mcguire, PhD, Professor of Health Economics, London School of Economics, London, UK; Monique Martin, PharmD, MSc, MBA, Vice President & General Manager HEOR Europe, MAPI, Uxbridge, UK; Elizabeth Jones, MSc, Project Leader, HEOR Europe, MAPI, Uxbridge, UK

**W2: THE PUB & THE P-SUB: A POTENTIAL FRAMEWORK DEVELOPED TO ASSESS THE NEED FOR AND DESIGN OF MANAGED ENTRY AGREEMENTS FOR NEW DRUGS**

Discussion Leaders: Sabine Grimm, MSc, PhD Candidate, School of Health and Related Research (ScHARR), University of Sheffield, Sheffield, UK; Alan Brennan, PhD, Professor of Health Economics and Decision Modelling, School of Health and Related Research (ScHARR), University of Sheffield, Sheffield, UK; Mark J. Sculpher, MSc, PhD, Professor of Health Economics, Centre for Health Economics, University of York, Heslington, York, UK; Johan L. Severens, PhD, Professor of Evaluation in Health Care, Institute of Health Policy & Management, Institute of Health Policy & Management, Erasmus University Rotterdam, Rotterdam, The Netherlands
USE OF REAL WORLD DATA
W2: ADJUSTING FOR TIME-DEPENDING CONFOUNING AND CROSSOVER BIAS IN OBSERVATIONAL STUDIES AND CLINICAL TRIALS: PURPOSE, METHODS, AND ACCEPTANCE IN HTA  Brown 3 (L2)
Discussion Leaders: Felicitas Kuehne, MSc, Senior Scientist, Public Health and Health Technology Assessment, UMIT, Hall I.T., Austria; Uwe Siebert, MD, MPH, MSc, ScD, Professor, Department of Public Health & HTA/ORCTYROL, Area 4 HTA & Bioinformatics/Harvard T.H. Chan School of Public Health, Center for Health Decision Science, Department of Health Policy & Management, Harvard Medical School, Institute for Technology Assessment & Department of Radiology, Hall I.T., Austria; Nicholas Latimer, PhD, Senior Research Fellow in Health Economics, School of Health and Related Research (ScHARR), University of Sheffield, Sheffield, UK; Lars Beckmann, PhD, Research Fellow, Institute for Quality and Efficiency in Healthcare (IQWiG), Cologne, Germany

CLINICAL OUTCOMES RESEARCH
W4: MAKING SENSE OF NOVEL APPROACHES FOR INDIRECT COMPARISON: SIMILARITIES AND DIFFERENCES OF SIMULATION AND MATCHING BASED APPROACHES  Space 1 (L0)
Discussion Leaders: K. Jack Ishak, PhD, MSc, Senior Research Leader, Evidera, Montreal, QC, Canada; Hemant Phatak, PhD, Group Director, Global Health Economics and Outcomes Research, Bristol-Myers Squibb, Princeton, NJ, USA; Cristina Masseria, PhD, Director Outcomes & Evidence, Global Health & Value, Pfizer Inc., New York, NY, USA

ECONOMIC OUTCOMES RESEARCH
W5: GUIDANCE FOR EVIDENCE SYNTHESIS OF SURVIVAL OUTCOMES FOR COST-EFFECTIVENESS MODELING  Space 2 (L0)
Discussion Leaders: Jeroen P Jansen, PhD, Director, Redwood Outcomes, San Francisco, CA, USA; Andrew Briggs, DPhil, MSc, William R. Lindsay Professor of Health Economics, Department of Health Economics & Health Technology Assessment, Institute of Health & Wellbeing, University of Glasgow, Glasgow, UK; Nicky J. Welton, MSc, PhD, Reader in Evidence Synthesis, School of Social and Community Medicine, University of Bristol, Bristol, UK

PATIENT-REPORTED OUTCOMES & PATIENT PREFERENCE RESEARCH
W6: ASSESSING MEDICATION ADHERENCE: PATIENT-REPORTED, CLINICAL, PHARMACEOEPIDEMIOLOGIC, AND ECONOMIC APPROACHES  Space 3 (L0)
Discussion Leaders: Sarah Clifford, PhD, Director, ICON Commercialisation and Outcomes, ICON Clinical Research, LLC, San Francisco, CA, USA; Lina Eliasson, PhD, Lead Outcomes Researcher, ICON PRO, Oxford, UK; RA Elliott, PhD, Lord Trent Professor of Medicines and Health, Social Research in Medicines and Health School of Pharmacy, University of Nottingham, Nottingham, UK; Shelagh Szabo, MSc, Director & Head of Evidence Generation, Redwood Outcomes, Vancouver, BC, Canada

W15:18-19:15  ISPOR FORUMS - SESSION I

F1: RARE DISEASE CLINICAL TRIALS: EMERGING GOOD PRACTICES FOR CLINICAL OUTCOMES ASSESSMENT OUTCOMES (PROS, CLINROS & OBSROS) MEASUREMENT  Gold (L2)
Presented by the ISPOR COA Measurement in Rare Disease Clinical Trials – Emerging Good Practices Task Force
Moderator: Margaret K. Vernon, PhD, Senior Research Scientist, Evidera, London, UK
Speakers: Donald L. Patrick, PhD, MSPH, Professor, Department of Health Services and Director, Seattle Quality of Life Group and Biobehavioral Cancer Prevention and Training Program, University of Washington, Seattle, WA, USA; Eleanor M. Perfetto, PhD, MS, Professor, Pharmaceutical Health Services Research, University of Maryland, Baltimore, MD, USA and Senior Vice President, Strategic Initiatives, National Health Council, Washington, DC, USA

F2: MAPPING TO ESTIMATE UTILITY VALUES FOR COST PER QALY ECONOMIC ANALYSIS - GOOD RESEARCH PRACTICES  Brown 3 (L2)
Presented by the Mapping to Estimate Health State Utility Values from Non-Preference Based Outcomes Measures for Cost per QALY Economic Analysis Good Research Practices Task Force
Moderator/Speaker: Allan J Wailoo, PhD, Professor of Health Economics, ScHARR, University of Sheffield and Director, NICE Decision Support Unit, Sheffield, UK
Sponsored by Quintiles

F3: MEDICAL NUTRITION – TERMS, DEFINITIONS, REGULATIONS & EMERGING GOOD PRACTICES FOR ECONOMIC EVALUATION  Brown 1-2 (L2)
Moderator: Karen Freyer, PhD, Nutritionist & Nutrition Economist, School for Public Health and Primary Care (CAPHRI), Maastricht University, Zoetermeer, The Netherlands
Speakers: Sheri Volger, MS, Principal Clinical Scientist, Nestlé Nutrition R&D, King of Prussia, PA, USA; Oznur Seyhun, MSc, MFE, Senior Market Access Manager, Abbott Nutrition, Istanbul, Turkey; Josephine Mauskopf, PhD, Vice President, Health Economics, RTI Health Solutions, Research Triangle Park, NC, USA

F4: HEALTH TECHNOLOGIES PRICING AND DECISION MAKING IN THE CENTRAL SOUTH EUROPE: WHAT, WHERE, WHEN, AND HOW?  Space 2 (L0)
Presented by the ISPOR CEE Network
Moderator: Tomas Dolezal, MD, PhD, President, ISPOR Czech Chapter and Director, iHETA, Prague, Czech Republic
Speakers: Mary Geitona, MSc, PhD, Professor, University of Peloponese, Athens, Greece; Malwina Holownia, MPH, Director of Economics, Russian Society for Pharmacoconomics and Outcomes Research, Moscow, Russia; Pero Draganic, MD, PhD, Assistant Professor, Principal Advisor for Safe Use of Medicines, HALMED, Croatian Agency for Medicinal Products and Medical Devices, Zagreb, Croatia; Bertalan Nemeth, MSc, Senior Health Economist, Syreon Research Institute, Budapest, Hungary

F5: PARALLEL TRADE: CAN WE CURB THE IMPACT ON CENTRAL & EASTERN EUROPEAN (CEE) COUNTRIES?  Space 1 (L0)
Presented by the ISPOR CEE Network
Moderator: Joanna Lis, PhD, President, ISPOR Poland Chapter, Adjunct Professor, Pharmacoconomics Department, Medical University of Warsaw, and Director, Market Access, Sanofi, Warsaw, Poland
Speakers: Jana Skoupa, MD, MBA, Researcher, Charles University, Prague, Czech Republic; Zoran Sterjev, PharmD, PhD, Assistant Professor, Faculty of Pharmacy, UKIM-Skopje, Skopje, Macedonia; Nataša Bogavac-Stanojevic, PhD, Assistant Professor, Faculty of Pharmacy, University of Belgrade, Belgrade, Serbia; Assena Stoimenova, PhD, Associate Professor and Executive Director, The Bulgarian Drug Agency, Sofia, Bulgaria
### F6: BUDGET RESTRICTIONS FOLLOWING THE ECONOMIC CRISIS: THREATS OR OPPORTUNITIES FOR THE DEVELOPMENT OF ECONOMIC EVALUATION IN THE SOUTHERN EUROPEAN REGION  Space 3 (L0)

**Presented by the ISPOR Regional Chapters in Greece, Italy-Milan, Italy-Rome, Portugal, and Spain**

**Moderator:** Lorenzo Mantovani, DSc, President, ISPOR Italy-Milan Chapter and Associate Professor of Public Health, Research Centre on Public Health (CESP), University of Milano-Bicocca, Monza, Italy

**Speakers:**
- Carlos Gouveia Pinto, PhD, President, ISPOR Portugal Chapter and President, Research Center on the Portuguese Economy (CISEP), School of Economics & Management, University of Lisbon, Lisbon, Portugal;
- Carme Pinyol, MD, MSc, Founder & Director, INNOVA -Strategic Consulting, Barcelona, Spain;
- Americo Cicchetti, DSc, Professor of Management and Healthcare Management & Director, Graduate School of Health Economics and Management, Catholic University of Sacred Heart (ALTEM), Rome, Italy;
- John Yfantopoulos, PhD, President, ISPOR Greece Chapter and Professor of Health Economics, School of Economics and Political Science, University of Athens, Athens, Greece

**Time:** 18:45-19:45

#### POSTER AUTHOR DISCUSSION HOUR - SESSION II

**Space 3 (L0)**

#### ISPOR STUDENT WELCOME RECEPTION  Gold View Lounge (L2)

All students and faculty are welcome to attend! One of the main goals of the ISPOR Student Network is to increase the connection among student members and faculty. Please join us this year to continue the success and increase your networking connections!

#### ISPOR CENTRAL & EASTERN EUROPE (CEE) NETWORK WELCOME RECEPTION  Panorama Lounge (L3)

A great opportunity to meet & network with ISPOR colleagues from the CEE region! All attendees interested in the Network, its organization, activities and current initiatives are welcome to attend. ISPOR CEE Network includes members from ISPOR Regional Chapters in Central & Eastern Europe. For more information visit [www.ispor.org](http://www.ispor.org) >> Regional Chapters/Networks >> ISPOR Networks Index >> CEE Network. To find out how to get involved, please send an email to: ceenet@ispor.org

### TUESDAY, 10 NOVEMBER

#### 7:00-8:30  ISPOR RARE DISEASE SPECIAL INTEREST GROUP MEETING (Open to all Attendees)  Amber 3-4 (L2)

All ISPOR Members interested or working in the area of the Health Technology Assessment (HTA) of rare diseases are welcome to attend the ISPOR Rare Disease Special Interest Group meeting. This meeting will provide an opportunity for participants to discuss issues and challenges within the rare disease and HTA field.

#### 7:30-8:30  UPDATING ISPOR VISION 2020  Brown 1-2 (L2)

Join ISPOR’s President, Daniel Malone, CEO, Nancy Berg, and other Board Members to learn about updates to ISPOR’s Vision 2020, the Society’s strategic plan. Coffee and pastries will be served.

#### 7:30-8:30  EDUCATIONAL SYMPOSIUM  Free and open to all delegates, no pre-registration required  Brown 3 (L2)

**NEW APPROACHES TO CAPTURING VALUE IN ONCOLOGY**

Sponsored by Bristol-Myers Squibb

#### 8:45-13:45  RESEARCH POSTER PRESENTATIONS - SESSION III  South Hall (L0)

### USE OF REAL WORLD DATA

#### W9: DEVELOPMENT OF EVIDENCE PACKAGES FOR REGULATORY AND REIMBURSEMENT SUBMISSIONS IN RARE DISEASES: REAL-WORLD EXAMPLES  Space 7 (L0)

**Discussion Leaders:** Nicola Bonner, MSc, Senior Research Manager, EDOA, Adelphi Values Ltd, Bollington, UK; Alexandra Bowden, PhD, Senior Manager, Ultragenyx Pharmaceutical Inc., Novato, CA, USA; Vasudha Bal, MSc, MBA, Director, Patient Reported Outcomes, Worldwide Health Outcomes, Value & Access, Novartis Pharmaceuticals Corporation, East Hanover, NJ, USA; Anne Kilburg, MSc, Principal Consultant, Wellmera AG, Basel, Switzerland
PROGRAM & SCHEDULE OF EVENTS CONTINUED: TUESDAY, 10 NOVEMBER

CLINICAL OUTCOMES RESEARCH

W10: MOVING THE SCIENCE FORWARD: TACKLING KEY PSYCHOMETRIC AND METHODOLOGICAL ISSUES FACING THE FIELD OF CLINICAL OUTCOME ASSESSMENT  
**Space 2 (L0)**

**Discussion Leaders:** Tara Symonds, PhD, COA Strategy Lead & Partner, Clinical Outcomes Solutions Ltd., Folkestone, Kent, UK; Kathleen W. Wyrwich, PhD, Executive Director, Center of Excellence, Outcomes Research, Evidera, Bethesda, MD, USA; Antoine Regnault, PhD, Research Director, HEOR & Strategic Market Access, Map, Lyon, France; Stephen Joel Coons, PhD, Executive Director, PRO Consortium, Critical Path Institute, Tucson, AZ, USA

ECONOMIC OUTCOMES RESEARCH

W11: TRANSLATING PHARMACOMETRICS TO PHARMACOECONOMICS  
**Space 3 (L0)**

**Discussion Leaders:** Richard J. Willke, PhD, Vice President, Outcomes & Evidence Lead CV/Metabolic, Pain, Urology, Gender Health, Global Health & Value, Pfizer Inc., New York, NY, USA; Scott Marshall, PhD, Senior Director, Pharmacometrics, Global Clinical Pharmacology, Pfizer, Inc., Sandwich, UK; John Posnett, DPhil, Vice President, Health Economic Modelling Unit, PAREXEL International, London, UK; Julia F Sleijko, PhD, Assistant Professor, Pharmaceutical Health Services Research, University of Maryland School of Pharmacy, Baltimore, MD, USA

PATIENT-REPORTED OUTCOMES & PATIENT PREFERENCE RESEARCH

W12: OPTIMIZING PATIENT INVOLVEMENT IN PAYER HEALTH CARE DECISIONS TO ACCESS NEW THERAPIES  
**Brown 1-2 (L2)**

**Discussion Leaders:** Nicola Bedlington, Director, European Patients’ Forum, Brussels, Belgium; Michael Barry, MD, PhD, Clinical Director, National Centre for Pharmacoconomics, Dublin, Ireland; Bettina Ryll, PhD, Director, European Patients’ Forum, Brussels, Belgium; Veronica Foote, BA, Head of Patient Relations & External Communications, Novartis Oncology Europe, Surrey, UK

9:45-10:15  **BREAK, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING - SESSION III South Hall (L0)**

Coffee sponsored by Optum

10:15-12:00  **WELCOME & SECOND PLENARY SESSION Gold (L2)**

WELCOME

Daniel Malone, PhD, RPh, 2015-2016 ISPOR President, Professor of Pharmacy, College of Pharmacy, and Associate Professor, Mel & Enid Zuckerman College of Public Health, University of Arizona, Tucson, AZ, USA

2015 ISPOR AVEDIS DONABEDIAN OUTCOMES RESEARCH LIFETIME ACHIEVEMENT AWARD

**Presented by:** Mark J. Sculpher, MSc, PhD, Chair, ISPOR Avedis Donabedian Lifetime Achievement Award in Health Outcomes Committee and Professor of Health Economics, Centre for Health Economics, University of York, Heslington, York, UK

**AWARDEE:** Anthony John (Tony) Culyer, CBE, BA, Hon DEcon, Hon FRCP, FRSM, FMEdSci, Emeritus Professor of Economics, University of York, UK

ISPOR AWARD FOR 2015 VALUE IN HEALTH PAPER OF THE YEAR

**Presented by:** Michael Drummond, MCom, DPhil, University of York, Heslington, York, UK, and C. Daniel Mullins, PhD, University of Maryland, Baltimore, MD, USA, Value in Health Co-Editors-in-Chief

**AWARDEE:** Lucas M.A. Goossens, PhD, Assistant Professor, Erasmus University, Institute for Health Policy & Management, Rotterdam, The Netherlands

ISPOR AWARD FOR 2015 VALUE IN HEALTH REGIONAL ISSUES EXCELLENT ARTICLE

**Presented by:** Dan Greenberg, PhD, Value in Health Regional Issues Co-Editor-in-Chief (CEEWAA) and Associate Professor, Department of Health Systems Management, Faculty of Health Sciences & Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev, Be’er Sheva, Israel

**AWARDEE:** Rok Hren, PhD, MSc, IHP (HE), Assistant Professor, University of Ljubljana, Ljubljana, Slovenia

SECOND PLENARY SESSION: OUTCOMES RESEARCH: ARE WE READY TO PUT THEORY INTO PRACTICE?

In the last four decades, the assessment of outcomes has been moving from the mere ground of research into daily practice. This session will provide researchers and policy makers with an update on current practices, challenges, opportunities, and future perspectives on the assessment of outcomes in different fields of health care: reimbursement of drugs and devices, evaluation of public health interventions, validation of new technologies, and financing of complex health services.

**Moderator:** Lorenzo G Mantovani, DSc, Associate Professor of Public Health, Research Centre on Public Health (CESP), University of Milano-Bicocca, Monza, Italy
PROGRAM & SCHEDULE OF EVENTS CONTINUED: TUESDAY, 10 NOVEMBER

Speakers:
Brian O’Rourke, PharmD, President & Chief Executive Officer, Canadian Agency for Drugs and Technologies in Health (CADTH), Ottawa, ON, Canada
Sergio Pecorelli, MD, PhD, Chairman of the Board, Italian Medicines Agency (AIFA) and Professor, Department of Obstetrics and Gynecology, & Chancellor, University of Brescia, Brescia, Italy
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
Walter Ricciardi, Past-President, European Public Health Association (EUPHA) and Professor & Director, Department of Public Health, Catholic University of the Sacred Heart, Rome, Italy

12:00-13:45  LUNCH, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING - SESSION III  South Hall (L0)
Lunch Sponsored by BaseCase

12:15-13:30  ISPOR ONCOLOGY SPECIAL INTEREST GROUP MEETING  (Open to all Attendees)  Space 3 (L0)
All ISPOR Members interested or working in oncology are welcome to attend the ISPOR Oncology Special Interest Group meeting. This meeting will provide an opportunity for participants to discuss and develop upcoming projects the Working Group is undertaking.

12:30-13:30  EDUCATIONAL SYMPOSIUM  Free and open to all delegates, no pre-registration required  Gold (L2)
RARE DISEASES: NAVIGATING THE ROAD TO APPROVAL AND ACCESS
Sponsored by RTI Health Solutions

12:45-13:45  POSTER AUTHOR DISCUSSION HOUR - SESSION III  South Hall (L0)

13:45-14:45  ISSUE PANELS - SESSION II

HEALTH POLICY DEVELOPMENT USING OUTCOMES RESEARCH ISSUES

IP6: ASSESSMENT OF THE VALUE OF MEDICAL DEVICES: CAN WE SIMPLY APPLY PROCESSES ESTABLISHED FOR DRUGS OR DO WE NEED TO PURSUE SEPARATE PROCESSES FOR DEVICES?  Brown 1-2 (L2)
Moderator: Wolfgang Greiner, PhD, Head, Department for Health Economics and Health Care Management, School of Public Health, Bielefeld University, Bielefeld, Germany
Panelists: Thomas Mittendorf, PhD, Managing Director & Vice President, Xcenda GmbH, Hannover, Germany; Ron Akehurst, PhD, Strategic Director, BresMed Health Solutions Ltd, Sheffield, UK; Alric Ruether, MD, PhD, Head, Department of Health Care Quality, Institute for Quality and Efficiency in Health Care (IQWiG), Cologne, Germany

IP7: ARE CURRENT ICER THRESHOLDS OUTDATED? DOES MCDA OFFER A MORE HOLISTIC APPROACH TO ASSESSING THE VALUE OF INNOVATIVE TECHNOLOGIES?  Space 1 (L0)
Moderator: Zeba M. Khan, RPh, PhD, Vice President, Celgene Corporation, Summit, NJ, USA
Panelists: John Proach, MBA, Executive Vice President, Pricing and Market Access, Market Access Solutions LLC, Raritan, NJ, USA; Andrew Briggs, DPhil, MSc, William R. Lindsay Professor of Health Economics, Department of Health Economics & Health Technology Assessment, Institute of Health & Wellbeing, University of Glasgow, Glasgow, UK; Maarten J. Ijzerman, PhD, Professor of Clinical Epidemiology & HTA & Vice Dean, Health & Biomedical Technology, Faculty of Science & Technology, University of Twente, Enschede, The Netherlands

IP8: THE COST OF NO EUROPE: ARE THERE COSTS AND CONSEQUENCES OF LOCALIZED OR CENTRALIZED ASSESSMENT OF RELATIVE EFFICACY?  Gold (L2)
Moderator: Alastair Kent, OBE, Director, Genetic Alliance UK, London, UK
Panelists: Andrea Rappagliosi, LLM, Vice President, Market Access, Health Policy and Medical Affairs, Sanofi Pasteur MSD, Lyon, France; Carole Longson, PhD, Director, Centre for Health Technology Evaluation, National Institute for Health and Care Excellence (NICE), Manchester, UK; Jacco Keja, PhD, Senior Principal, Real-World Evidence Solutions & HEOR, IMS Health, London, UK and Lecturer, RWES, IMS Health, Rotterdam, The Netherlands

CLINICAL OUTCOMES RESEARCH ISSUES

IP9: IS A SINGLE EVIDENCE BASE POSSIBLE ACROSS EUROPE? HOW SHOULD EVIDENCE GENERATION EFFORTS BE FOCUSED TO MEET PAYER REQUIREMENTS FOR MARKET ACCESS?  Space 2 (L0)
Moderator: Ad Rietveld, MD, MBA, Director, RJW & Partners, Royston, UK
Panelists: Wil Toenders, MSc, Consultant, ToendersdeGroot, Utrecht, The Netherlands; Bernard Avouac, MD, Former President, Transparency Commission, Paris, France; Wolfgang Kaesbach, PhD, Former Head, National Association of Statutory Health Insurance Funds (GKV), Berlin, Germany
PROGRAM & SCHEDULE OF EVENTS CONTINUED: TUESDAY, 10 NOVEMBER

ECONOMIC OUTCOMES RESEARCH ISSUES

IP10: QUALITY-ADJUSTED LIFE YEARS (QALYS) – HELP OR HINDRANCE IN SUPPORTING HEALTH CARE DECISION MAKING? **Brown 3 (L2)**
Moderator: Emelie Maria Heintz, PhD, Health Economist, Swedish Council on Health Technology Assessment (SBU), Stockholm, Sweden
Panelists: Mark J. Sculpher, MSc, PhD, Professor of Health Economics, Centre for Health Economics, University of York, Heslington, York, UK; Ariel Beresniah, MD, MPH, PhD, Chief Executive Officer, Data Mining International, Geneva, Switzerland; Irina Cleemput, PhD, MSc, Senior Health Economist, Belgian Health Care Knowledge Institute (KCE), Brussels, Belgium

14:45-15:15 BREAK & EXHIBITS VIEWING **South Hall (L0)**

Coffee sponsored by Optum

15:15-16:15 ISSUE PANELS - SESSION III

HEALTH POLICY DEVELOPMENT USING OUTCOMES RESEARCH ISSUES

IP11: BUILDING LIGHT HTA APPROACH IN CENTRAL AND EASTERN EUROPEAN COUNTRIES BASED ON HTA RECOMMENDATIONS IN WESTERN EUROPEAN COUNTRIES: MORE HARM THAN GOOD? **Gold (L2)**
Moderator: Finn Berlum Kristensen, MD, PhD, Professor, Health Services Research & Health Technology Assessment, University of Southern Denmark and Director, EUeHTA Secretariat, Danish Health and Medicines Authority, Copenhagen, Denmark
Panelists: Katarzyna Kolasa, PhD, Market Access Director, Oy H. Lundbeck Ab, Turku, Finland; Mirjana Huic, MD, PhD, Assistant Director, Department for Development, Research and Health Technology Assessment, Agency for Quality and Accreditation in Health Care and Social Welfare, Zagreb, Croatia; Zoltán Kaló, PhD, Professor of Health Economics, Department of Health Policy and Economics, Faculty of Social Sciences, Eötvös Loránd University, Budapest, Hungary

IP12: WHAT ARE THE OPPORTUNITIES AND CHALLENGES IN DEVELOPING TRANSPARENCY OF CLINICAL (TRIAL) DATA? **Brown 1-2 (L2)**
Moderator: Meindert Boysen, PharmD, MSc, Programme Director, Centre for Health Technology Evaluation, National Institute for Health and Clinical Excellence (NICE), Manchester, UK
Panelists: Noel Wathion, PharmD, Chief Policy Adviser, European Medicines Agency (EMA), London, UK; Richard Bergstrom, PharmD, Director General, European Federation of Pharmaceutical Industries and Associations (EFPIA), Brussels, Belgium; Beate Wieseler, PhD, Head of Drug Assessment, Institute for Quality and Efficiency in Health Care (IQWiG), Cologne, Germany

USE OF REAL WORLD DATA ISSUES

IP13: BEST AVAILABLE EVIDENCE FOR HEALTH TECHNOLOGY ASSESSMENT DECISION MAKING: EFFICACY OR EFFECTIVENESS? **Space 1 (L0)**
Moderator: Robert B McGuire, PhD, Health Economist, Research in Real Life (RiRL), Cambridge, UK
Panelists: Jonathan D. Campbell, PhD, Assistant Professor, Center for Pharmaceutical Outcomes Research, University of Colorado Anschutz Medical Campus, Denver, CO, USA; Piyameth Dilokthornsakul, PharmD, Doctor, Center of Pharmaceutical Outcomes Research, Naesuan University, Muang, Phitsanulok, Thailand; David Price, MD, Professor of Primary Care Respiratory Medicine, Division of Applied Health Sciences, University of Aberdeen, Aberdeen, UK

ECONOMIC OUTCOMES RESEARCH ISSUES

IP14: VALUING HEALTH: HAVE WE REALLY GOT IT RIGHT? **Space 2 (L0)**
Moderator: Pauline McNulty, Vice President, Patient Reported Outcomes, JGS USA Janssen Global Services, Johnson & Johnson, Raritan, NJ, USA
Panelists: Paul Kind, Professor, Centre for Health Economics, Management and Policy, HSE University, St Petersburg, Russia; Ben van Hout, Professor, School of Health and Related Research (ScHARR), The University of Sheffield, Sheffield, UK

IP15: THE TRUTH, THE WHOLE TRUTH, AND NOTHING BUT THE TRUTH: SHOULD WE STICK TO PRAGMATIC INCREMENTALISM OR IS IT TIME TO TAKE COST-EFFECTIVENESS ANALYSES UP TO THE LEVEL OF DISEASE MODELLING? **Brown 3 (L2)**
Moderator: Margreet Franken, PhD, Scientific Researcher, Institute for Medical Technology Assessment (iMTA), Rotterdam, The Netherlands
Panelists: Michel van Agthoven, PhD, Head of Market Access, GILEAD Sciences, Amsterdam, The Netherlands; Saskia Knie, PhD, Policy Advisor Health Economics, National Health Care Institute (ZiN), Dieren, The Netherlands; Carin Uyl-de Groot, PhD, Professor Health Technology Assessment, Institute for Medical Technology Assessment (iMTA), Rotterdam, The Netherlands

16:30-17:30 WORKSHOPS - SESSION III

HEALTH POLICY DEVELOPMENT USING OUTCOMES RESEARCH

W13: THE ROLE OF VALUE OF INFORMATION IN HTA: ARE WE MISSING AN OPPORTUNITY? **Brown 3 (L2)**
Discussion Leaders: Gialluca Baio, PhD, Reader in Statistics & Health Economics, Statistical Science, University College London, London, UK; Nicky J Welton, MSc, PhD, Reader in Evidence Synthesis, School of Social and Community Medicine, University of Bristol, Bristol, UK; Mark Strong, PhD, Clinical Senior Lecturer in Public Health, School of Health and Related Research, University of Sheffield, Sheffield, UK; Anna Heath, BSc, PhD Student, Statistical Science, University College London, London, UK

W14: ORPHAN DRUG EVIDENCE REQUIREMENTS FOR POSITIVE HTA RECOMMENDATIONS **Gold (L2)**
Discussion Leaders: Josie Godfrey, MA, Associate Director, Highly Specialised Technologies, National Institute for Health and Care Excellence (NICE), London, UK; François Meyer, MD, Advisor to the President, International Affairs, French National Authority for Health (HAS), Paris, France; Mondher Toumi, MD, MSc, PhD, Professor of Public Health, Department of Public Health, Aix-Marseille University, Marseille, France; Meriem Bouslouk, PhD, MSc, Officer, Pharmaceuticals Department, Federal Joint Committee (G-BA), Berlin, Germany
ISPOR 18th Annual European Congress  
7-11 November 2015 | MiCo – Milano Congressi | Milan, Italy

PROGRAM & SCHEDULE OF EVENTS CONTINUED: TUESDAY, 10 NOVEMBER

USE OF REAL WORLD DATA

W15: SAMPLE SIZE ESTIMATION AND POWER CALCULATION FOR PROSPECTIVE OBSERVATIONAL STUDIES  
**Space 2 (L0)**

*Discussion Leaders:* Eric Gemmen, MA, Senior Practice Leader, Epidemiology & Outcomes Research, Real-World & Late Phase Research, Quintiles, Inc., Rockville, MD, USA; Mark J Nixon, MSc, PhD, Director, Chilli Consultancy, Salisbury, UK

W16: RETROSPECTIVE HEALTH OUTCOMES RESEARCH AND HEALTH-ECONOMIC EVALUATION BASED ON REAL-WORLD DATA ANALYSES IN EUROPE: DATA AVAILABILITY, STRENGTHS AND LIMITATIONS, AND DATABASE-SPECIFIC CONSIDERATIONS  
**Space 3 (L0)**

*Discussion Leaders:* Thomas Wilke, PhD, Partner, Ingress-Health, Wismaer, Germany; Myrthe P. P. van Herk-Sukel, PhD, Manager, Research Department & Epidemiologist, PHARMO Institute for Drug Outcomes Research, Utrecht, The Netherlands; Andreas Fuchs, PhD, Consulting Pharmacist, AOK PLUS, Dresden, Germany; Wilhelmine Meeraus, MSc, Research Scientist, Medicines and Healthcare Products Regulatory Agency, The Clinical Practice Research Datalink, London, UK

ECONOMIC OUTCOMES RESEARCH

W17: CHALLENGES AND SOLUTIONS TO SUCCESSFULLY DETERMINE REAL-WORLD COST-EFFECTIVENESS  
**Space 1 (L0)**

*Discussion Leaders:* Sasukia de Groot, MSc, Researcher, Institute of Health Policy & Management, Institute for Medical Technology Assessment (iMTA), Erasmus University Rotterdam, Rotterdam, The Netherlands; Hedwig M. Blommeinstein, MSc, Researcher, Institute of Health Policy & Management, Institute for Medical Technology Assessment (iMTA), Erasmus University Rotterdam, Rotterdam, The Netherlands; Margreet G. Franken, PhD, Researcher, Institute for Medical Technology Assessment (iMTA), Erasmus University Rotterdam, Rotterdam, The Netherlands; Annet F.M. van Abeelen, PhD, Pharmaco Economics & Access Manager, Health Economics and Business Development, Roche Pharmaceuticals Netherlands, Woerden, The Netherlands

PATIENT-REPORTED OUTCOMES & PATIENT PREFERENCE RESEARCH

W18: UTILITIES IN HTA: CHALLENGES FOR THEORY AND PRACTICE NOW AND IN THE FUTURE  
**Brown 1-2 (L2)**

*Discussion Leaders:* Jenny Berg, PhD, Senior Scientist, Mapi, Stockholm, Sweden; Nancy Devlin, PhD, Director of Research, Office of Health Economics, London, UK; Michael Drummond, MCom, DPhil, Professor of Health Economics, Centre for Health Economics, University of York, Heslington, York, UK

**17:30-19:15 EXHIBITORS’ WINE & CHEESE RECEPTION & RESEARCH POSTER PRESENTATIONS VIEWING - SESSION IV South Hall (L0)**

Sponsored by Truven Health Analytics

17:45-18:45 ISPOR FORUMS - SESSION II

F7: CONJOINT ANALYSIS: GOOD RESEARCH PRACTICES FOR STATISTICAL ANALYSIS  
**Brown 3 (L2)**

*Presented by the ISPOR Conjoint Analysis Good Research Practices Task Force*

**Moderator:** A. Brett Hauber, PhD, Senior Economist & Vice President, Health Preference Assessment, RTI Health Solutions, Research Triangle Park, NC, USA

*Speakers:* Maarten J. IJzerman, PhD, Professor of Clinical Epidemiology and Health Technology Assessment (HTA) and Head, Department of Health Technology & Services Research, University of Twente, Enschede, The Netherlands; John F.P. Bridges, PhD, Associate Professor, Department of Health Policy and Management and International Health, John Hopkins Bloomberg School of Public Health, Baltimore, MD, USA; Karin G. M. Groothuis-Oudshoorn, PhD, Assistant Professor, Health Technology and Services Research, University of Twente, Enschede, The Netherlands

F8: PATIENT ENGAGEMENT: WHAT IS IN A NAME?  
**Brown 1-2 (L2)**

*Presented by the Patient Engagement in Research Working Group*

**Moderator:** Todd Berner, MD, Medical Director, Head Global Medical Affairs Strategy, Immunology, Baxalta, Inc., Bannockburn, IL, USA

*Speakers:* Eleanor M Perfetto, PhD, MS, Professor, Pharmaceutical Health Services Research, University of Maryland, School of Pharmacy, and Senior Vice President, Strategic Initiatives, National Health Council, Washington, MD, USA; Russell Wheeler, Patient Advocate, Leber’s Hereditary Optic Neuropathy, Winchester, UK

F9: MULTI-CRITERIA DECISION MAKING IN THE CENTRAL & EASTERN EUROPEAN (CEE) REGION: ARE WE THERE YET?  
**Space 2 (L0)**

*Presented by the ISPOR CEE Network*

**Moderator:** Zoltán Kaló, PhD, Professor of Health Economics, Department of Health Policy and Economics, Faculty of Social Sciences, Eötvös Loránd University, Budapest, Hungary

*Speakers:* Vitaly Omelyanovskiy, MD, PhD, DSc, President, ISPOR Russia HTA Chapter and Director, Center for Health Technology Assessment, Russian Presidential Academy of National Economy and Public Administration, Center of Comprehensive Health Technology Assessment, Ministry of Health of the Russian Federation, Moscow, Russia; Maciej Niewada, MD, PhD, MA, CEO, HealthQuest and Professor, Department of Clinical & Experimental Pharmacology of Medical University of Warsaw, Warsaw, Poland; Rok Hren, PhD, MSc, IHP (HE), President, ISPOR Slovenia Chapter and Assistant Professor, University of Ljubljana, Slovenia; Oresta Piniazhko, MScPharm, PhD student, Danylo Halytsky Lviv National Medical University, Lviv, Ukraine

F10: MARKET ACCESS PRICING IN CENTRAL & EASTERN EUROPE (CEE): PRACTICAL GUIDE TO SUCCESSFUL REIMBURSEMENT  
**Space 1 (L0)**

*Presented by the ISPOR CEE Network*

**Moderator:** Ołaha Jazłowska, PhD, DSc (Pharm), President, ISPOR Ukraine Chapter and Professor, Danylo Halytsky Lviv National Medical University, Lviv, Ukraine

*Speakers:* Tarik Catic, MScPharm, PhD(s), Researcher and President, ISPOR Bosnia and Herzegovina Chapter, Sarajevo, Bosnia; Yalcin Kaya, MD, Public Health Specialist & Senior Manager, Market Access, Public Affairs and Corporate Affairs, Bristol-Myers Squibb, Istanbul, Turkey; Alexey Kurylev, MD, Assistant, Department of Clinical Pharmacology and Evidence-based Medicine, First Pavlov State Medical University of St. Petersburg, Saint Petersburg, Russia; Marian Sorin Paveliu, PhD, MD, Associate Professor, Pharmacology, Titu Maiorescu University, Bucharest, Romania
ISPOR 18th Annual European Congress
7-11 November 2015 | MiCo – Milano Congressi | Milan, Italy

PROGRAM & SCHEDULE OF EVENTS CONTINUED: TUESDAY, 10 NOVEMBER & WEDNESDAY, 11 NOVEMBER

18:15-19:15  POSTER AUTHOR DISCUSSION HOUR - SESSION IV  South Hall (L0)

20:00-23:30  ISPOR SOCIAL EVENT  Separate Registration Required

Enjoy a true Milanese experience at the historic Hotel Principe di Savoia, centrally located in the heart of Milan!
Approximately 15 minutes from the MiCo to the Hotel Principe di Savoia.
To register: Please see ISPOR Registration, onsite registration is subject to availability

WEDNESDAY, 11 NOVEMBER

7:30-8:30  ISPOR PERSONALIZED/PRECISION MEDICINE SPECIAL INTEREST GROUP MEETING  (Open to all Attendees)  Amber 7 (L2)
All ISPOR Members interested or working in personalized, targeted, and/or precision medicine are welcome to attend the ISPOR Personalized/Precision Medicine Special Interest Group meeting. This meeting will provide an opportunity for participants to discuss the current project and identify future projects.

7:30-8:30  EDUCATIONAL SYMPOSIUM  Free and open to all delegates, no pre-registration required  Brown 3 (L2)
ENRICHED REAL-WORLD DATA (RWD) STUDIES: TAPPING INTO THE GROWING USE OF PATIENT LEVEL DATA TO OPTIMIZE OBSERVATIONAL STUDY DESIGN AND EXECUTION
Sponsored by IMS Health

8:45-13:45  RESEARCH POSTER PRESENTATIONS - SESSION V  South Hall (L0)

8:45-9:45  WORKSHOPS - SESSION IV

USE OF REAL WORLD DATA
W19: ESTIMATION AND PREDICTION OF RELATIVE EFFECTIVENESS USING REAL-WORLD EVIDENCE: CASE STUDIES  Brown 1 (L2)
Discussion Leaders:  Keith R Abrams, PhD, Professor of Medical Statistics, Department of Health Sciences, University of Leicester, Leicester, UK; Reynaldo Martina, PhD, Research Associate, Department of Health Sciences, University of Leicester, Leicester, UK; Eva-Maria Didden, PhD, Researcher, Institute of Social and Preventive Medicine, University of Bern, Bern, Switzerland; Sandro Gsteiger, PhD, HTA Statistician, MORS - Health Technology Assessment Group, F. Hoffmann-La Roche Ltd., Basel, Switzerland

HEALTH POLICY DEVELOPMENT USING OUTCOMES RESEARCH
W20: HOW TO BRING PRO DATA INTO PAYER DECISION MAKING: PRO STRATEGIES IN PHARMACEUTICAL DEVELOPMENT  Brown 3 (L2)
Discussion Leaders:  Ari Gnanasakthy, PhD, Head, Patient-Reported Outcomes, RTI Health Solutions, Research Triangle Park, NC, USA; Lynda Doward, MRes, European Head, Patient Reported Outcomes, RTI Health Solutions, Manchester, UK; Vasudha Bal, MSc, MBA, Director, Patient Reported Outcomes, Worldwide Health Outcomes, Value & Access, Novartis Pharmaceuticals Corporation, East Hanover, NJ, USA; Frank-Ulrich Fricke, PhD, Professor of Health Economics, Georg-Simon-Ohm University of Applied Science, Nurnberg, Neumarkt, Germany

CLINICAL OUTCOMES RESEARCH
W21: OPTIMISING THE CONSTRUCTION OF INDIRECT TREATMENT COMPARISONS TO REFLECT COUNTRY-SPECIFIC HTA REQUIREMENTS  Space 1 (L0)
Discussion Leaders:  Craig I. Coleman, PharmD, Co-Director and Methods-Chief, University of Connecticut/Hartford Hospital Evidence-Based Practice Center, Hartford, CT, USA; Rachel Beckerman, PhD, Principal, Maple Health Group, New York, NY, USA; Marc Bardou, MD, PhD, Gastroenterologist, Centre Hospitalier Universitaire Le Bocage, Dijon, France; Mathias Flume, PhD, Head of Department, Medical Association of Westphalia-Lippe (KVWL), Dortmund, Germany

ECONOMIC OUTCOMES RESEARCH
W22: HARNESSING “BIG DATA” AND TAMING HIGH DIMENSIONAL DECISION PROBLEMS FOR ECONOMIC EVALUATION  Space 2 (L0)
Discussion Leaders:  William H. Crown, PhD, Chief Scientific Officer, Optum Labs, Cambridge, MA, USA; Sarah Davis, MPhys, Senior Lecturer in Health Economics, School of Health and Related Research (ScHARR), University of Sheffield, Sheffield, UK; Bethan Woods, MSc, Research Fellow, Centre for Health Economics, University of York, Heslington, York, UK; Miqdad Asaria, MSc, Research Fellow, Centre for Health Economics, University of York, Heslington, York, UK

PATIENT-REPORTED OUTCOMES & PATIENT PREFERENCE RESEARCH
W23: ADDING VALUE TO EQ-5D-3L VALUATION STUDIES: TAKING STOCK / REVIEWING OPTIONS  Brown 2 (L2)
Discussion Leaders:  Paul Kind, Professor, Centre for Health Economics, Management and Policy, HSE University, St Petersburg, Russia; Roisin Adams, PhD, Deputy Head, National Centre for Pharmacoeconomics, Dublin, Ireland; Ling-Hsiang Chuang, PhD, Research Consultant, Pharmerit Europe, Rotterdam, The Netherlands; Luciana Scalone, PharmD, PhD, Head of Outcomes Research Unit, Research Centre on Public Health (CESP), University of Milan Bicocca, Monza, Italy

9:45-10:00  BREAK, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING - SESSION V  South Hall (L0)
Cookies sponsored by STATinMED Research
**SESSION IV**

### ISSUE PANS - SESSION IV

#### HEALTH POLICY DEVELOPMENT USING OUTCOMES RESEARCH ISSUES

**IP16: OUTCOME-BASED AGREEMENTS: HIGHLY USEFUL BUT TOO DIFFICULT TO IMPLEMENT – IS THAT TRUE?**  
*Brown 1 (L2)*

**Moderator:** Francois Lucas, PhD, Principal Consultant, Pope Woodhead & Associates Ltd., St. Ives, UK  
**Panelists:** Kathleen E. Hughes, MBA, Vice President, Health Economics and Outcomes Research, Avalere Health LLC, Washington, DC, USA; Swati Mehta, MBA, Associate Director, Pricing and Market Access, Bristol-Myers Squibb, Uxbridge, UK; Antoni Gilabert-Perramon, PhD, Managing Director of Pharmacy and Medicines, Catalan Health Service, Government of Catalonia, Barcelona, Spain

**IP17: JOINT ASSESSMENTS IN EUROPE: CAN WE DO IT AND HOW?**  
*Brown 3 (L2)*

**Moderator:** Adrian Griffin, MSc, Vice President, HTA & Reimbursement Policy, Johnson & Johnson, Buckinghamshire, UK  
**Panelists:** Luciana Ballini, MSc, Head of Regional Observatory for Innovation, Regional Agency for Health and Social Care – Emilia-Romagna, Bologna, Italy; Wim Goettsch, PhD, Advisor International Affairs, National Healthcare Institute (ZIN), Diemen, The Netherlands; Zoe Garrett, MRes, Technical Adviser, Centre for Health Technology Evaluation, National Institute for Health and Care Excellence (NICE), London, UK

**IP18: TO SEEK OR NOT TO SEEK PARALLEL EUROPEAN MEDICINES AGENCY (EMA)/HEALTH TECHNOLOGY ASSESSMENT (HTA) SCIENTIFIC ADVICE? THAT IS THE QUESTION**  
*Space 1 (L0)*

**Moderator:** Thomas J Bramley, PhD, Senior Vice President, Xcenda, Palm Harbor, FL, USA  
**Panelists:** Angsar Hebborn, PhD, Head, Global Market Access Policy, E Hoffmann-La Roche AG, Basel, Switzerland; Eldon Spackman, PhD, Research Fellow, Centre for Health Economics, University of York, Heslington, York, UK; Trent McLaughlin, PhD, Vice President, Xcenda, Xcenda, Palm Harbor, FL, USA

#### ECONOMIC OUTCOMES RESEARCH ISSUES

**IP19: HOW DO WE EVALUATE TECHNOLOGIES WHICH ARE NOT COST-EFFECTIVE AT A ZERO PRICE?**  
*Space 2 (L0)*

**Moderator:** Ron Akehurst, PhD, Strategic Director, BresMed Health Solutions Ltd., Sheffield, UK  
**Panelists:** Sarah Davis, MPhys, Senior Lecturer in Health Economics, School of Health and Related Research (ScHARR), University of Sheffield, Sheffield, UK; Gavin Lewis, MSc, Head of Pricing and Market Access, Region Europe, Roche, Basel, Switzerland; Janet Robertson, BSc, BA, DipPressSci, Associate Director, Technology Appraisals, Centre for Health Technology Evaluation, National Institute for Health and Care Excellence (NICE), London, UK

**IP20: PATIENT-REPORTED OUTCOMES & PATIENT PREFERENCE RESEARCH ISSUES**

**Moderator:** Matthew Reaney, CPsychol, MSc, Senior Research Scientist, ERT, Peterborough, UK  
**Panelists:** Erin Tomaszewski, MS, Clinical Outcomes Research Scientist, Quintiles, Durham, NC, USA; Olivier Chassany, PhD, Director, Patient-Centered Outcomes Research, Paris, France

#### WELCOME & THIRD PLENARY SESSION

**WELCOME**

Daniel Malone, PhD, RPh, 2015-2016 ISPOR President, Professor of Pharmacy, College of Pharmacy and Associate Professor, Mel & Enid Zuckerman College of Public Health, University of Arizona, Tucson, AZ, USA

**THIRD PLENARY SESSION: RECOMMENDATIONS FROM THE ISPOR MULTI-CRITERIA DECISION ANALYSIS EMERGING GOOD PRACTICE TASK FORCE AND REMAINING CONTROVERSIES**

Multi-criteria decision analysis (MCDA) is an emerging new practice using a broad set of methodological approaches to assist in decision making, especially in an era of expensive but valuable technologies trading multiple criteria. The ISPOR MCDA Task Force Report discusses different approaches for conducting MCDA. Panelists will present emerging good practice recommendations presented in the Task Force report and identify remaining areas of controversy.

**Moderator:** Daniel 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

**PRESENTATION OF THE TASK FORCE REPORTS: EMERGING GOOD PRACTICES FOR CONDUCTING MCDA**

**Speakers:**  
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**

**Speakers:**  
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

**TASK FORCE RESPONSE & DISCUSSION**

**Speakers:**  
Nancy Devlin, PhD, Director of Research, Office of Health Economics, London, UK  
Praveen Thokala, MASc, PhD, Research Fellow, University of Sheffield, Sheffield, UK
12:30-12:45  ISPOR 18th ANNUAL EUROPEAN CONGRESS RESEARCH PRESENTATION AWARDS  Gold (L2)
Moderator: Daniel Malone, PhD, RPh, 2015-2016 ISPOR President, Professor of Pharmacy, College of Pharmacy, and Associate Professor, Mel & Enid Zuckerman College of Public Health, University of Arizona, Tucson, AZ, USA

ISPOR BEST PODIUM PRESENTATIONS
Presented by: Anthony J Hatswell, MSc, Co-Chair, 18th Annual European Congress Research Review Committee, Principal Consultant (HTA Methodology), BresMed and Department of Statistical Science, University College London, Sheffield, UK

ISPOR BEST POSTER PRESENTATIONS
Presented by: Paolo Angelo Cortesi, PhD, Chair, ISPOR 18th Annual European Congress Research Review Committee and Researcher, Research Centre on Public Health (CESP), University of Milano – Bicocca, Monza, Italy

12:45-13:45  LUNCH, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING - SESSION V  South Hall (L0)

12:45-13:45  POSTER AUTHOR DISCUSSION HOUR - SESSION V  South Hall (L0)

13:45-14:45  WORKSHOPS - SESSION V

HEALTH POLICY DEVELOPMENT USING OUTCOMES RESEARCH
W24: ARE ANTIMICROBIALS PAVING THE WAY FOR ALL PHARMACEUTICALS? – A WORKSHOP ON THE COMMERCIAL SUSTAINABILITY OF R&D  Brown 3 (L2)
Discussion Leaders: Alistair Mcguire, PhD, Professor of Health Economics, London School of Economics, London, UK; Michael Drummond, MCom, DPhil, Professor of Health Economics, Centre for Health Economics, University of York, Heslington, York, UK; Monique Martin, PharmD, MSc, MBA, Vice President & General Manager HEOR Europe, MAPI, Uxbridge, UK

W25: INCORPORATING EQUITY INTO HEALTH TECHNOLOGY ASSESSMENT: AN ILLUSTRATION AND CRITICAL REVIEW OF GOOD PRACTICE  Space 1 (L0)
Discussion Leaders: Kevin Marsh, PhD, Senior Research Scientist & EU Director of Modelling and Simulation, Evidera, London, UK; Vitaly V. Omelyanovskiy, MD, PhD, Director, Center of HTA, Moscow, Russia; Alec Morton, PhD, Professor, Management Science, University of Strathclyde, Glasgow, UK; Sumitra Sri Bhashyam, PhD, Research Associate III, Modelling and Simulation, Evidera, London, UK

USE OF REAL WORLD DATA
W26: MAXIMIZING VALUE: REALIZING THE POTENTIAL OF ROUTINELY COLLECTED DATA  Space 2 (L0)
Discussion Leaders: Heiner C. Bucher, MD, MPH, Professor, Department of Clinical Research, Basel Institute for Clinical Epidemiology & Biostatistics, Basel, Switzerland; Ed Mills, PhD, Msc, Director, Redwood Outcomes, Vancouver, BC, Canada; Christopher O’Regan, MSc, Head of Health Technology Assessment & Outcomes, Merck Sharp & Dohme Limited, Hertfordshire, UK

ECONOMIC OUTCOMES RESEARCH
W27: ASSESSING THE SOCIOECONOMIC, HEALTH CARE, AND PATIENT IMPACT OF LARGE HEALTH CARE INNOVATION PARTNERSHIPS USING HEALTH ECONOMIC MODELLING: LESSONS FROM THE EUROPEAN INNOVATION PARTNERSHIP ON ACTIVE AND HEALTHY AGEING (EIP ON AHA)  Brown 2 (L2)
Discussion Leaders: Christian Ernst Heinrich Bohler, PhD, MSc, Scientific Officer, Joint Research Centre (JRC), Institute for Prospective Technological Studies (IPTS), European Commission, Seville, Spain; Lotte Steuten, PhD, Associate Professor, Fred Hutchinson Cancer Research Center, University of Washington and Chief Executive Officer, Panaxea bv, Seattle, WA, USA; Leandro Pecchia, PhD, MSc, Assistant Professor, School of Engineering, University of Warwick, Coventry, UK; Miriam Vollenbroek, PhD, Professor, Faculty of Electrical Engineering, Mathematics and Computer Science, University of Twente and Roessingh Research and Development (RRD), Enschede, The Netherlands

PATIENT-REPORTED OUTCOMES & PATIENT PREFERENCE RESEARCH
W28: SECONDARY ANALYSIS OF QUALITATIVE DATA TO INFORM THE DEVELOPMENT OF PRO INSTRUMENTS  Brown 1 (L2)
Discussion Leaders: Monica Hadi, PhD, Research Manager, Patient-Centered Outcomes, Mapi Group, London, UK; Paul Swinburn, MRes, Research Director, Patient-Centered Outcomes, Mapi Group, London, UK; Elizabeth Gibbons, MSc, Senior Research Scientist, Health Services Research Unit, University of Oxford, Oxford, UK

14:45-15:00  BREAK  South Hall (L0)
Cookies sponsored by STATinMED Research
### WORKSHOPS - SESSION VI

#### HEALTH POLICY DEVELOPMENT USING OUTCOMES RESEARCH

**W29: HOW SHOULD WE BE RESPONDING TO CONDITIONAL APPROVALS FROM HTA BODIES?**  *Brown 3 (L2)*

Discussion Leaders: Mondher Toumi, MD, MSc, PhD, Professor of Public Health, Department of Public Health, Aix-Marseille University, Marseilles, France; Alan A. Martin, MSc, Director, Value Evidence Analytics, Research and Development, GlaxoSmithKline, Uxbridge, UK; Yumi Asukai, MSc, Director Value Evidence Analytics, Research and Development, GlaxoSmithKline, Uxbridge, UK

#### USE OF REAL WORLD DATA

**W30: MANAGING THE EFFECTS OF CHANNELING IN RELATIVE EFFECTIVENESS STUDIES OF NEWLY LAUNCHED MEDICATIONS**  *Space 1 (L0)*

Discussion Leaders: Jessica Jalbert, PhD, Director of Pharmacoepidemiology, LASER Analytica, New York, NY, USA; Christiane Gasse, PhD, Senior Researcher, Aarhus Universitet, Aarhus, Denmark; Tjeerd Van Staa, MD, PhD, Professor of Health Research, Farr Institute of Health Informatics Research, University of Manchester, Manchester, UK; Billy Amzal, PhD, Global Scientific Vice President, LASER Analytica, London, UK

#### CLINICAL OUTCOMES RESEARCH

**W31: NETWORK META ANALYSIS MODELS FOR DOSE-RESPONSE AND CLASS EFFECTS IN DECISION MAKING**  *Brown 2 (L2)*

Discussion Leaders: Rhiannon Kate Owen, MSc, Research Associate/NIHR Doctoral Research Fellow, Department of Health Sciences, University of Leicester, Leicester, UK; Kristian Thorlund, PhD, MStat, Director, Redwood Outcomes, Vancouver, BC, Canada; David Mawdsley, PhD, Research Associate, School of Social and Community Medicine, University of Bristol, Bristol, UK; Timothy Reason, MSc, Senior Consultant, Real-World Evidence Solutions, IMS Health, London, UK

#### ECONOMIC OUTCOMES RESEARCH

**W32: HOW TO COMBINE OPEN ACCESS ARTICLES AND OPEN ACCESS ECONOMIC EVALUATION MODELS IN HEALTH CARE PROGRAMMES: REAL TIME UPDATING AND LOCAL CUSTOMIZATION OF PUBLISHED ECONOMIC MODELS**  *Space 2 (L0)*

Discussion Leaders: Giorgio L. Colombo, MSc, Research Associate/NIHR Doctoral Research Fellow, Department of Health Sciences, University of Pavia, Milan, Italy; Sandra Le, PhD, Editorial Development Manager, Dove Medical Press Limited, Macclesfield, UK; Stefano Govoni, Pharmacologist & Professor Department of Drug Sciences, School of Pharmacy, University of Pavia, Milan, Italy; Laura Caresia, MD, Medical Director, McCann Complete Medical, Milan, Italy

**W33: UNCERTAINTY OF UNCERTAINTY ESTIMATES IN ECONOMIC MODELLING OF ONCOLOGY**  *Brown 1 (L2)*

Discussion Leaders: T Lanitis, MSc, Senior Research Associate, Evidera, London, UK; Zoltán Kaló, PhD, Professor of Health Economics, Department of Health Policy and Economics, Faculty of Social Sciences, Eötvös Loránd University, Budapest, Hungary; Noemi Muszbek, MSc, Senior Research Scientist, Evidera, London, UK

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