

INTERNATIONAL SOCIETY FOR PHARMACOECONOMICS AND OUTCOMES RESEARCH



# ISPOR 12TH ANNUAL EUROPEAN CONGRESS

24-27 OCTOBER 2009

Le Palais des Congrès de Paris  
PARIS, FRANCE

*Health Care Decision Making in Europe: From Patients to Populations*

## CALL FOR ABSTRACTS

ABSTRACT SUBMISSION DEADLINE: 23 JUNE 2009

EARLY REGISTRATION DEADLINE: 8 SEPTEMBER 2009

### CONGRESS COMMITTEES

#### PROGRAM PLANNING COMMITTEE CHAIR

**Claude Le Pen PhD**, Expert, IMS Health, Puteaux, Cedex, France

#### RESEARCH REVIEW COMMITTEE CO-CHAIRS

**Gérard De Pourville PhD**, Professor & Chair of Health Economics, ESSEC, Cergy-Pontoise, France

**Andrew Lloyd DPhil**, Director, Oxford Outcomes, Oxford, UK

#### ISSUE PANEL REVIEW COMMITTEE CO-CHAIRS

**Lise Rochemaix PhD**, Professor, University of Marseilles, Marseilles, France

**Jens Grueger PhD, DrPh**, Head, Global Pricing & Reimbursement, Novartis Pharmaceuticals AG, Basel, Switzerland

#### WORKSHOP REVIEW COMMITTEE CO-CHAIRS

**Francis Fagnani PhD**, Director, CEMKA-EVAL, Bourg la Reine, France

**Linus Jonsson PhD, MD, MSc**, Vice President Health Economics & Outcomes, i3 Innovus, Stockholm, Sweden

#### DECISION-MAKER CASE STUDY REVIEW COMMITTEE CO-CHAIRS

**Marie-Christine Woronoff-Lemsi PharmD, PhD**, Hospital Pharmacist Doctor, Chu De Besancon, Fleming, Besancon, France

**Zbigniew J. Król MD, PhD**, Deputy Director for Health Technology Assessment, Agency for Health Technology Assessment (AHTAPol), Warsaw, Poland (invited)

### PROMOTIONAL OPPORTUNITIES

#### EXHIBIT

Register now! Over 1900 attendees in 2008! Present your products and services to key outcomes researchers and health care decision-makers in pharmaceutical, medical device & diagnostics, biotechnology industries, clinical practice, government agencies, academia, and health care organizations.

##### Benefits to Exhibitors:

- Listing & 1/4 page advertisement in the Program & Schedule of Events
- Listing & 1/4 page advertisement on the ISPOR website
- One complimentary registration per exhibit booth
- Pre-registrant mailing labels

#### ADVERTISE

Advertise in the Program & Schedule of Events!

- Company promotion
  - Job opportunities
  - Publications
  - Journals
- Full page, full color advertising available  
- 1/4, 1/2, and full page, one color advertising available.  
Prices start from \$900.

Advertising Deadline: 11 September 2009

#### SPONSOR

Increase your visibility!

Give your company increased prominence.

##### Benefits to Sponsors:

- Sponsorship recognition at the plenary sessions
- Event signage
- Listing & 1/4 page advertisement in the Program & Schedule of Events
- Listing & 1/4 page advertisement on the ISPOR website
- One complimentary registration
- Preferential exhibit booth location



## SHORT COURSES

**SATURDAY 24 OCTOBER | ALL DAY (9:00 - 18:00)**

*Pharmacoeconomic / Economic Methods Track*

### Pharmacoeconomics for Decision-Makers

**Course Description:** This course shows how to incorporate pharmacoeconomics into study design and data analysis. Participants learn how to collect and calculate costs of different alternatives, determine the economic impact of clinical outcomes, and identify, track and assign costs to different types of health care resources used. The development of economic protocols and pharmacoeconomic models and techniques will be demonstrated and practiced. *This is an introductory course.*

*Modeling Methods Track*

### Discrete Event Simulation for Economic Analyses

**Course Description:** This course provides a basic understanding of the key concepts of discrete event simulation. Topics to be covered are: Why DES? Dynamic simulation as a tool; Components of a DES; How do you build a model? Modeling of processes and resource use; Modeling of variables and decisions. *This is an intermediate course.*

**SATURDAY 24 OCTOBER | MORNING (9:00 - 13:00)**

*Quality of Life / Patient-Reported Outcomes / Preference-Based Methods Track*

### Introduction to Patient-Reported Outcomes Assessment: Instrument Development & Evaluation

**Course Description:** Instrument development and evaluation includes psychometric analyses such as the use of factor analysis and other techniques. This course will cover the recent draft guidance from the FDA as well as existing guidance from the EMEA regarding instrument development. *This course is designed for those with some experience with using PRO instruments.*

*Use of Pharmacoeconomics / Economic / Outcomes Research Information Track*

### Elements of Pharmaceutical/Biotech Pricing

**Course Description:** This course gives participants a basic understanding of the key terminology and issues involved in pricing decisions. It covers the tools to build and document product value, the role of pharmacoeconomics and the differences in payment systems that help to shape pricing decisions. *This course is designed for those with limited experience in pharmaceutical pricing.*

*Modeling Methods Track*

### Pharmacoeconomic Modeling – Introduction

**Course Description:** This course presents an introductory discussion of pharmacoeconomic modeling techniques such as Monte Carlo analysis, Markov modeling, and probabilistic sensitivity analysis. *This is an introductory course.*

*Pharmacoeconomic / Economic Methods Track*

### Introduction to Statistics

**Course Description:** This course provides an introduction to statistical methods with an emphasis on the use of techniques commonly employed in pharmacoeconomics and outcomes research. We begin by introducing the concept of random variables and then proceed to discuss the foundations of statistical estimation and testing of hypotheses. *This is an introductory level course.*

*Real World Data Methods Track*

### Patient Registries: Overview & Application

**Course Description:** This course provides an overview of patient registries and their applications in identifying 'real world' clinical, safety, and patient-perspective issues. The course addresses safety and clinical objectives, as well as regulatory trends and requirements. Key operational components and challenges, management issues, and measures of program success will be discussed. *This is an introductory course.*

**SATURDAY 24 OCTOBER | AFTERNOON (14:00 - 18:00)**

*Real World Data Methods Track*

### European Databases & Retrospective Database Analysis

**Course Description:** This course takes a methodological approach to the practical usage of existing patient databases and selected topics related to estimators, sampling distributions and ordinary least squares regression. More complex topics such as endogeneity, identification, and limited dependent variables are discussed. *This course assumes knowledge of statistical methods and understanding in the analysis of administrative patient databases.*

### Meta-Analysis & Systematic Literature Review

**Course Description:** A systematic literature review often includes meta-analysis and involves an explicit, detailed description of how a review was conducted. This course highlights and expounds upon four key areas: 1) impetus for meta-analysis and systematic reviews, 2) basic steps to perform a quantitative systematic review, 3) statistical methods of combining data, and 4) appraisal and use of meta-analytic reports. *This is an introductory level course.*

*Modeling Methods Track*

### Bayesian Methods in Economic Evaluations

**Course Description:** This course is designed to provide an overview of the Bayesian approach. It will cover basic elements of Bayesian statistics, discuss differences between Bayesian and classical approaches, and demonstrate how to apply the Bayesian approach to clinical trials and cost-effectiveness analyses. *This course is for those with a basic appreciation of statistics and probability.*

*Quality of Life / Patient-Reported Outcomes / Preference-Based Methods Track*

### Utility Measurements (Preference-Based Techniques)

**Course Description:** Methods for measuring preference-based outcomes are demonstrated, and important issues are discussed, such as: potential insensitivity of generic instruments for disease-specific problems, and to what extent adaptation of generic or disease-specific quality of life instruments may offer a solution. Finally we turn to the interpretation in the context of resource allocation. *This course is for those with some experience with quality of life measures in health economic evaluation.*

*Pharmacoeconomic / Economic Methods Track*

### Cost Estimation & Assessing Financial (Budget) Impact of New Health Care Technologies

**Course Description:** This course will describe methods to determine the costs associated with a health condition and the budget impact of new technologies for that condition, and will present incidence and prevalence-based costing strategies. Treatment algorithms and event-based approaches will be demonstrated. Static and dynamic methods for estimating the budget impact of adding a new drug to a health plan formulary will be presented. *This course is for those with some experience with pharmacoeconomic analysis.*

**SUNDAY 25 OCTOBER | MORNING (8:00 - 12:00)**

*Use of Pharmacoeconomics / Economic / Outcomes Research Information Track*

### Reimbursement Systems in Europe

**Course Description:** This course is designed to provide participants with an understanding of the various procedures employed by European health authorities to regulate market access based upon the appraisal of the clinical and in some countries economic value of new medical technologies. The faculty will describe the reimbursement legislation, processes and organizations within each nation and describe the role of the pharmaceutical and/or medical device manufacturer. *This course is designed for individuals with intermediate experience within a single health care system.*

*Pharmacoeconomic / Economic Methods Track*

### Transferability of Cost-Effectiveness Data between Countries

**Course Description:** This course discusses factors that make economic data more difficult to transfer from one country to another than clinical data, and the evidence on the variability of cost-effectiveness results across countries. We will review the methods that offer a solution and their pros and cons. Finally, we will discuss emerging international guidance for dealing with issues of transferability. *This course is for those with basic understanding of cost calculation and modeling.*

### Cost-Effectiveness Analysis alongside Clinical Trials

**Course Description:** This course will present the design, conduct, and reporting of cost-effectiveness analyses alongside clinical trials. Trial design, selecting data elements, database design and management, analysis, and reporting of results will be presented. *This course is an introductory/intermediate level.*

*Modeling Methods Track*

### Pharmacoeconomic Modeling – Advanced

**Course Description:** The course covers practical steps involved in the selection and modeling of data inputs and practical aspects related to the determination of when, why and how to handle stochastic and probabilistic uncertainty. *This is an advanced course.*

*Quality of Life / Patient-Reported Outcomes / Preference-Based Methods Track*

### Advanced Patient-Reported Outcomes Assessment: Psychometric Methods

**Course Description:** This course will discuss psychometric analysis and the application of various techniques (structural equation modeling, factor analysis, and item response theory) in testing patient-reported outcomes instruments, measures and construct / criterion validity. *This is an advanced course.*

*Real World Data Methods Track*

### Propensity Scores & Comorbidity Risk Adjustment

**Course Description:** This course outlines the concerns about bias and explains the methods for causal inference in observational studies. We discuss how propensity scores can be used to reduce bias. Confounding and the pros and cons of standard adjustment, propensity scoring methodology and risk adjustment models will also be discussed. *This is an introductory course.*

See [www.ispor.org](http://www.ispor.org) for complete Short Course descriptions.

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## CALL FOR ABSTRACTS

ABSTRACT SUBMISSION BEGINS: 23 MARCH 2009 | ABSTRACT SUBMISSION DEADLINE: 23 JUNE 2009

### SUBMISSION INSTRUCTIONS

All abstracts & proposals MUST be submitted through ISPOR's online abstract submission system by **23 June 2009**.

**SUBMISSION INSTRUCTIONS, EXAMPLES & SPECIFIC EVALUATION CRITERIA AVAILABLE AT [www.ispor.org](http://www.ispor.org)**

#### Research Abstracts

Outcomes research on all health care interventions (including drugs, devices, behavioral modification programs, surgery, disease prevention, gene therapy, screening, diagnostic procedures and health education) on all diseases or health disorders are considered. Research abstracts (except for conceptual papers) must be organized by OBJECTIVES, METHODS, RESULTS, CONCLUSION. All accepted research abstracts are published in Value in Health as submitted. Accepted research is presented as a 15 minute podium presentation or poster presentation (with a poster author discussion hour). Abstracts are evaluated on the quality of the study (or concept) and quality of the abstract presentation. **Research topics: Clinical Outcomes Studies, Cost Outcomes Studies, Patient-Reported Outcomes Studies, Health Care Use & Policy Studies, Methods/Health Policy Concepts and Research on Methods.** See the ISPOR website for research subtopics.

#### Workshop Proposals

Workshop proposals should show novel and innovative experiences in the conduct of outcomes research (including, but not limited to, experiences with conjoint analysis, large database analysis, modeling, observational studies, record review, surveys, sensitivity analysis and patient registries) or novel and innovative experiences in the use of outcomes research (clinical, economic, or patient-reported/preference-based outcomes) in health care policy development. Workshop proposals must be organized by DISCUSSION LEADERS, PURPOSE, DESCRIPTION. Accepted workshops are one hour in duration with a maximum of four presenters from more than one organization. An audience interactive element must be included in the proposal and during the workshop. **Workshop topics: Clinical Outcomes Research, Economic Outcomes Research, Patient-Reported/Preference-based Outcomes Research, Use of Real World Data, Health Policy Development Using Outcomes Research.** See the ISPOR website for workshop subtopics.

#### Issue Panel Proposals

Issue Panel proposals should show real debate on new or controversial issues in health economic/pharmacoeconomics and outcomes research or real debate on the use of outcomes research in health care decision-making. Issue Panel proposals must be organized MODERATOR, PANELISTS, ISSUE, OVERVIEW. An accepted Issue Panel is one hour in duration with a moderator and 2-3 panelists from different organizations. Panelists should present distinct views about the topic. **Issue Panel topics: Clinical Outcomes Research Issues, Economic Outcomes Research Issues, Patient-Reported Outcomes Research Issues, Health Policy Development Using Outcomes Research Issues.** See the ISPOR website for issue panel subtopics.

#### Health Care Decision-Maker Case Study Abstracts

Health Care Decision-maker Case Study abstracts must describe an organization's attempt to integrate cost or outcomes research information into their health care organization's processes and procedures. Accepted Case Studies are presented as a 20 minute podium presentation or poster presentation (with a poster author discussion hour). THE PRESENTER MUST BE FROM A HEALTH CARE INSTITUTION. Case Study abstracts must be organized: ORGANIZATION, PROBLEM OR ISSUE ADDRESSED, GOALS, OUTCOMES RESEARCH USED IN THE DECISION, RESULTS, LESSONS LEARNED. Negative as well as positive results are encouraged.

## PRELIMINARY PROGRAM

**SUNDAY, 25 OCTOBER: 12:00 – 19:30**

#### FIRST PLENARY SESSION Health Care Reimbursement Systems in Europe: Learning from Each Other

Health care systems, health technology assessment processes (including economic evaluation), and health policy decision processes (including health technology pricing and reimbursement) vary throughout Europe. During this session, a brief overview of 4 European health care systems and processes [France, Germany, Spain, and United Kingdom] will be presented. Then representatives of health authorities from France's la Haute Autorité de Santé (HAS), Germany's Institut für Qualität und Wirtschaftlichkeit im Gesundheitswesen (Institute for Quality and Efficiency in Health Care - IQWiG), Spain's Consejo Interterritorial del sistema Nacional de Salud [National Health System Interterritorial Council] and United Kingdom's National Institute for Health and Clinical Excellence [NICE] will present key issues facing their country's health care system and processes, policies, and/or initiatives (including economic evaluation information) to address these issues. For more information on these European country health care systems and health care decision processes, see the ISPOR Global Health Care Systems Road Map at: <http://www.ispor.org/HTARoadMaps/Default.asp> and <http://www.ispor.org/PEguidelines/index.asp>

\*14 Workshops \* Exhibits \* 300 Poster Presentations – Session 1

**MONDAY, 26 OCTOBER: 8:00 – 19:30**

#### SECOND PLENARY SESSION Risk-Sharing Agreements - Theory to Practice: Are They Working?

Risk sharing agreements are contracts between two parties [i.e. a payer and a pharmaceutical company] who agree to engage in the transaction of a product in which there are uncertainties of its real value. The company has sufficient confidence in its claims of either effectiveness or efficiency that it is ready to accept a reward or penalty depending on the observed performance of its product in the real world. Both the company and the payer support the financial consequence of reducing uncertainty. Such arrangements include the design and the cost of the observational procedure to assess the performance of the product in real life. During this session, what a risk-sharing agreement (including 'pay for performance' agreement) is and what it is not, what are the prerequisites to implementing a risk-sharing agreement, and what are the pros and cons of risk-sharing for both the payer and the company will be presented and debated.

\*80 Podium Presentations \* 5 Issue Panels \* Educational Symposia \* Exhibits \* 300 Poster Presentations – Session II \* Evening Social Event

**TUESDAY, 27 OCTOBER: 8:00 – 17:00**

#### THIRD PLENARY SESSION Involving the Patient in Health Care Decisions

The patient's perspective is becoming more important in health care policy decisions worldwide. Patient preferences provide direction for selecting treatment options and tailoring interventions. Regulatory agencies, such as EMEA, request information on patient preferences to inform benefit-risk assessments associated with new technologies. A growing number of health technology assessment agencies are calling for a greater patient role and an understanding of their perspectives. The methodology to elicit patient preferences in outcomes research studies is becoming more rigorously defined. However, integrating these preferences into the clinical care process is challenging. Patient groups, such as "citizens' juries", are being included in health technology coverage decisions in some countries. Patients, themselves, are becoming more proactive through patient advocacy groups, (e.g. European Patients' Forum) collectively lobbying for patients rights, including equity and access to health care technology in Europe. During this plenary session, a) an overview of methods to elicit patient preference and their challenges, b) the role of "citizens' juries" in health technology coverage, and c) the role of patient advocacy groups in health care policy decisions will be presented and debated.

\*5 Issue Panels \* 5 ISPOR Group Forums \* 14 Workshops \* Educational Symposia \* Exhibits \* 300 Poster Presentations – Session III

Over 1900  
attendees  
in 2008!

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NAME		DEGREES		MEMBER ID#	
POSITION		ORGANIZATION			
MAILING ADDRESS					
CITY		STATE	ZIP	COUNTRY	
TELEPHONE		FAX		EMAIL	

## ISPOR SHORT COURSE REGISTRATION

### SATURDAY 24 OCTOBER | ALL DAY (9:00 - 18:00)

- Pharmacoeconomics for Decision-Makers
- Discrete Event Simulation for Economic Analyses

### SATURDAY 24 OCTOBER | MORNING (9:00 - 13:00)

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- Elements of Pharmaceutical/Biotech Pricing
- Pharmacoeconomic Modeling – Introduction
- Introduction to Statistics
- Patient Registries: Overview & Application

### SATURDAY 24 OCTOBER | AFTERNOON (14:00 - 18:00)

- European Databases & Retrospective Database Analysis
- Meta-Analysis & Systematic Literature Review
- Bayesian Methods in Economic Evaluations
- Utility Measurements (Preference-Based Techniques)
- Cost Estimation & Assessing Financial (Budget) Impact of New Health Care Technologies

### SUNDAY 25 OCTOBER | MORNING (8:00 - 12:00)

- Reimbursement Systems in Europe
- Transferability of Cost-Effectiveness Data between Countries
- Cost-Effectiveness Analysis alongside Clinical Trials
- Pharmacoeconomic Modeling – Advanced
- Advanced Patient-Reported Outcomes Assessment: Psychometric Methods
- Propensity Scores & Comorbidity Risk Adjustment

### HALF DAY SHORT COURSE FEES

Registration Before September 8: REGULAR:  €115  US\$150 / STUDENT:  €55  US\$75  
 Registration After September 8: REGULAR:  €150  US\$200 / STUDENT:  €75  US\$100

### ALL DAY SHORT COURSE FEES

Registration Before September 8: REGULAR:  €230  US\$300 / STUDENT:  €115  US\$150  
 Registration After September 8: REGULAR:  €300  US\$400 / STUDENT:  €150  US\$200

## ISPOR CONGRESS REGISTRATION

	ISPOR Member	Non-Member*
<b>Standard</b>		
Registration Before 8 September	<input type="checkbox"/> €500 <input type="checkbox"/> US\$660	<input type="checkbox"/> €608 <input type="checkbox"/> US\$800
Registration After 8 September	<input type="checkbox"/> €600 <input type="checkbox"/> US\$790	<input type="checkbox"/> €706 <input type="checkbox"/> US\$930
<b>Clinical Practitioners (Clinical Practice, Hospital)</b>		
Registration Before 8 September	<input type="checkbox"/> €350 <input type="checkbox"/> US\$460	<input type="checkbox"/> €456 <input type="checkbox"/> US\$600
Registration After 8 September	<input type="checkbox"/> €450 <input type="checkbox"/> US\$595	<input type="checkbox"/> €558 <input type="checkbox"/> US\$735
<b>Full-Time Government and Academia</b>		
Registration Before 8 September	<input type="checkbox"/> €250 <input type="checkbox"/> US\$330	<input type="checkbox"/> €357 <input type="checkbox"/> US\$470
Registration After 8 September	<input type="checkbox"/> €350 <input type="checkbox"/> US\$460	<input type="checkbox"/> €456 <input type="checkbox"/> US\$600
<b>Full-Time Students (must provide current enrollment documentation)</b>		
Registration Before 8 September	<input type="checkbox"/> €100 <input type="checkbox"/> US\$130	<input type="checkbox"/> €125 <input type="checkbox"/> US\$165
Registration After 8 September	<input type="checkbox"/> €150 <input type="checkbox"/> US\$200	<input type="checkbox"/> €179 <input type="checkbox"/> US\$235
<b>One Day Registration (per day)** (One Day registrations cannot be combined)</b>		
<input type="checkbox"/> 25 Oct <input type="checkbox"/> 26 Oct <input type="checkbox"/> 27 Oct	<input type="checkbox"/> €300 <input type="checkbox"/> US\$400	<input type="checkbox"/> €400 <input type="checkbox"/> US\$530
<b>Continuing Education Accreditation</b> <input type="checkbox"/> €65 <input type="checkbox"/> US\$85 <input type="checkbox"/> €65 <input type="checkbox"/> US\$85		
<b>ISPOR Social Event</b> <input type="checkbox"/> €100 <input type="checkbox"/> US\$132 <input type="checkbox"/> €100 <input type="checkbox"/> US\$132		
Monday 26 Oct <small>Social Event Fee Subject to Change</small>		

Exchange rate as of January 2009 (1.32). The shaded boxes should be used as a reference. All credit card payments to ISPOR are charged in US \$ at the exchange rate prevailing at the time of the transaction. Due to this exchange, credit card statements may vary slightly.

## REGISTRATION FEES

	QTY	FEE	TOTAL
Short Course All Day Registration			
Short Course Half Day Registration			
ISPOR Social Event			
Continuing Education Accreditation			
Congress Registration			
<b>TOTAL REGISTRATION FEE:</b>			

## PAYMENT INFORMATION

Please enclose a check payable in US dollars or Euro € to: International Society for Pharmacoeconomics and Outcomes Research or ISPOR and send to the ISPOR address given below or charge to:  VISA  MasterCard  American Express Account Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

**Mail Details:** If not paying by credit card online, send registration form and payment to: International Society for Pharmacoeconomics and Outcomes Research, 3100 Princeton Pike, Building 3 Suite E, Lawrenceville, New Jersey 08648, USA Tel: 1-609-219-0773  
 Fax: 1-609-219-0774 • E-Mail: info@ispor.org • Internet: www.ispor.org

**Payment Details:** Payment may be made by check, travelers check, bank transfer (there is a USD \$40 charge) or credit card. VISA, MasterCard, or American Express will be charged in US dollars. Signature, account number and expiration date must be included. Non-US checks written in US\$ on banks with a US counterpart are at no charge. For Non-US checks written in US\$ on banks with NO US counterpart there is USD \$25 charge. Phone charges will NOT be accepted.

If payment is being made by your company, please make sure your name is indicated on

the check stub or correspondence. For bank transfers, please designate the registration name and/or registration number.

**Membership Details:** If ISPOR cannot verify your current membership, you will be charged the non-member registration rate. The Non-Member rate includes an annual ISPOR membership (\$140/\$35 Students), which includes a one year online subscription to Value in Health – The Journal of the International Society for Pharmacoeconomics and Outcomes Research. One day registration is excluded. The fees are adjusted accordingly.

\*The Non-Member rate includes an annual ISPOR membership (\$140/\$35 Students).

\*\*One day registration is excluded. The fees are adjusted accordingly.

**Cancellation Details:** Cancellation fee before 8 September 2009 is US \$145. No refunds given after 8 September 2009.