



BRAZIL

## Brazil Regional Chapter Annual Report 2008

TO:

Board of Directors

International Society for Pharmacoeconomics and Outcomes Research

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PREPARED BY:

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### Background:

The Brazil Regional Chapter was accepted in January 2006. The chapter has 174 members.

The current Executive Board of the Brazil Regional Chapter is:

<b>President</b>	<b>Gabriela Tannus Branco de Araújo MBA, Health Economics</b> Director, Axia.Bio Consulting, São Paulo
<b>Vice-President</b>	<b>Stephen Stefani MD</b> Head of the Oncology Unit, UNIMED, São Paulo
<b>Secretary</b>	<b>Alessandra Marques BA</b> Health Economics Manager, Eli Lilly, São Paulo
<b>Treasurer</b>	<b>Carlos Eduardo Borges</b> Sales Manager Bayer Health Care, São Paulo

For more information on the Brazil Regional Chapter, please visit the ISPOR Regional Chapter website at [http://www.ispor.org/regional\\_chapters/Brazil/index.asp](http://www.ispor.org/regional_chapters/Brazil/index.asp).

Enclosure: ISPOR Brazil Regional Chapter Annual Report 2008

## ISPOR Brazil Regional Chapter Annual Report

(International Society for Pharmacoeconomics and Outcomes Research – Brazil)

Date	Agenda/Meeting	Speaker/Moderator/ Resource
February	<p>Held a Board of Directors Meeting where matters discussed were the following:</p> <ul style="list-style-type: none"> <li>• Annual Report 2007</li> <li>• Book “Health Care Cost, Quality and Outcomes: ISPOR Book of Terms” – Interfarma is providing Educational Support of R\$ 20,000.00 for translation and printing)</li> <li>• ISPOR Code of Ethics (translation)</li> <li>• Activities during the 2nd Brazilian Chapter Congress</li> </ul>	ISPOR Brazil Regional Chapter Executive Board; see attached for more details
April 07-09	Held ISPOR 2nd Brazilian Chapter Congress in São Paulo where we had the confirmation of 267 participants, and 21 of them participated in the courses only.	ISPOR Brazil Regional Chapter; see attached for more details
June	<p>Held a meeting with Stephen Stefani and Gabriela Tannus B. de Araújo where matters discussed were the following:</p> <ul style="list-style-type: none"> <li>• Many managerial decisions were shared about the acquisition of materials, resources application, payment of third parties services (including educational support – English – for the administration area) and consultancy support for marketing and planning development</li> <li>• The support to the Ministry of Health was formalized, in order to request that the international event of the HTAI is conducted in Brazil</li> <li>• Book "Book of Terms". Several editorial definitions were established (like two languages summary – Portuguese and English).</li> <li>• Definition of printer and distributor</li> <li>• Search for institutional support with the Ministry of Health</li> </ul> <p>Goals:</p> <ul style="list-style-type: none"> <li>• Second half-year 2008 – Book ready</li> <li>• First quarter 2009 – Launching</li> </ul>	ISPOR Brazil Regional Chapter Executive Board

	<ul style="list-style-type: none"> <li>• Meeting with ISPOR International Direction during the event in Athens (ISPOR European Conference): definition of aims and needs for the ISPOR Latin America Conference</li> <li>• Definition of date for an eventual complementary meeting at the headquarters (US) already in the beginning of 2009 to define the strategic planning and identify equivalent chapters to share experiences.</li> <li>• Definition of the agenda of a meeting with the student’s chapter, with the objective to assess the conditions to replicate the experience in Brazil.</li> <li>• Integration with the International Committee for the event ISPOR Latin America Conference</li> </ul>	
October	With the participation of Prof. Paul Kind, ISPOR Brazil presented the lecture “Application of Quality of Life Analysis in the Assessment of Technology in Health”, a recent and not yet well known matter in Brazil.	Prof. Paul Kind & ISPOR Brazil Regional Chapter
Throughout the year	<p>MARKET SURVEY TO IMPROVE THE DATA BASE</p> <p>We made a screening, through the web and telephone, to identify important people and of interest, related to the pharmacoeconomics area, comparing them with the list of participants of ISPOR events, to validate the existence of communication and disclosure failures of the events and courses.</p>	Gabriela Tannus, President of ISPOR Brazil
Throughout the year	<p>LAUNCHING OF THE BRAZIL TASK FORCE PROJECT – 2008 / 2009</p> <p>Translate into Portuguese the ISPOR International Task- Force forms and distribution to the Brazil Chapter members and local authorities.</p>	Wilson Follador, ISPOR Brazil Regional Chapter Executive Board
Throughout the year	<p>EDUCATIONAL PROGRAM – 2008 / 2009</p> <p>We made a search along the second congress about which matters will be priority in education for Brazil. Starting from these outcomes, jointly with the authorization of ISPOR to use the teaching material being already available in the site, we are designing an educational support program for the Brazilian chapter.</p>	Marcelo Fonseca, ISPOR Brazil Regional Chapter Executive Board

**Upcoming Activities for ISPOR Brazil Regional Chapter 2008**  
**(International Society for Pharmacoeconomics and Outcomes Research – Brazil)**

**Tentative Agenda**

<b>Date</b>	<b>Agenda</b>
Tentative	• Direction Meeting – First quarter of 2009
Tentative	Launching of the terms book from ISPOR “Book of Terms” (waiting for ISPOR approval)
Tentative	Donation of 100 units of the “Book of Terms” to the Brazilian Ministry of Health
May 11-13	Institutional support and participation at the Event “Pharmacoeconomics at the SUS” in Belo Horizonte MG, being this event being organized by technicians of the Federal Government
September	Execution, together with the Latin American Consortium of the 3rd ISPOR Brazilian Chapter Congress
Tentative	Task-forces development – conclusion of the scheduled steps and project conclusion.
Tentative	Educational Activities in Portuguese, based on the material made available by ISPOR at the site of the Society (waiting for ISPOR authorization to translate the material)

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**ISPOR BRAZIL**

**BOARD**

Board President *Gabriela Tannus Branco de Araújo (ISPOR Member)*

President-elect *Stephen Stefani (ISPOR Member)*

Secretary *Alessandra Marques*

Treasurer *Carlos Eduardo Borges*

Directors *Alessandra Amaral*

*Denizar Vianna*

*Marcos Bosi Ferraz*

*Marcelo Cunio Machado Fonseca (ISPOR Member)*

*Marcelo Liebhardt*

*Wilson Follador (ISPOR Member)*

**FISCAL BOARD**

Effective *Maria Lucia Orlandi Martins Pereira*

*Roberta Dyonísio C. Monteiro*

Delegate *Kennedy Kirk*

**STAFF**

Administration / Finances *Rachel Odette Wapf Fonseca*

External Consultant *Juliano Oliveira*

**CORPORATE MEMBERS**

AstraZeneca

Lilly

Novartis

Sanofi

Interfarma

Wyeth

Axia.Bio

## **INTRODUCTION**

Medicine presented many important progresses in the last years. Tests are more and more sophisticated and treatments brought substantial improvements to the patients. Some areas, particularly, presented a revolution in the last decades, with quality improvements, lifetime extension improvements and increased cure rates.

At the same time we are celebrating, some questions were included in the agenda of all scientific agendas: Are the added values compatible with the costs? How to pay for these costs?

Pharmacoeconomics is a science being able to answer these questions in a scientific way. Starting from the principle that resources in the healthcare area are sparse and finite, the public and private financing sources, both international and national, have tried to use proper studies to define a coherent resources allocation.

ISPOR - International Society for Pharmacoeconomics and Outcomes Research is an international organization, without profit objectives, promoting the pharmacoeconomics science and healthcare outcomes analysis, being represented in Brazil by a regional chapter.

ISPOR, in Brazil and in the world, is organized to act, disclose and deeper analyze the concepts of pharmacoeconomics research, healthcare outcomes analysis and issues related to public healthcare policies.

### **ISPOR BRAZIL MISSION**

To inform the professionals about better management of investments in the health care area.

### **AIMS**

To represent ISPOR International and promote ISPOR Brazil Chapter, joining professionals from all health care related segments looking for a joint objective.

### **OBJECTIVES**

To provide an environment where the investigators, professionals, decision makers and managers of the health care area can share their knowledge, at national level.

To encourage the cooperation and collaboration in pharmacoeconomics and to assess the outcomes between all interested organizations: hospitals, institutions, universities, providers, pharmaceutical companies and of medical-hospital supplies as well as government entities.

## ACTIVITIES DEVELOPED ALONG 2008

### MEETINGS

February / 2008      Board of Directors Meeting

Matters discussed:

- Annual Report 2007
- Book “Health Care Cost, Quality and Outcomes: ISPOR Book of Terms” - Interfarma is providing Educational Support of R\$ 20,000.00 for translation and printing)
- ISPOR Code of Ethics (translation)
- Activities during the 2<sup>nd</sup> Brazilian Chapter Congress

June / 2008      Meeting with Stephen Stefani and Gabriela Tannus B. de Araújo

Matters discussed:

- Many managerial decisions were shared about the acquisition of materials, resources application, payment of third parties services (including educational support - English - for the administration area) and consultancy support for marketing and planning development
- The support to the Ministry of Health was formalized, in order to request that the international event of the HTAI is conducted in Brazil;
- Book "Book of Terms". Several editorial definitions were established (like two languages summary - Portuguese and English).
  - Definition of printer and distributor
  - Search for institutional support with the Ministry of Health
  - Aims:
    - Second half-year 2008 - Book ready
    - First quarter 2009 - Launching
- Meeting with ISPOR International Direction during the event in Athens (ISPOR European Conference): definition of aims and needs for the ISPOR Latin America Conference

- Definition of date for an eventual complementary meeting at the headquarters (US) already in the beginning of 2009 to define the strategic planning and identify equivalent chapters to share experiences.
- Definition of the agenda of a meeting with the student's chapter, with the objective to assess the conditions to replicate the experience in Brazil.
- Integration with the International Committee for the event ISPOR Latin America Conference

#### **MARKET SURVEY TO IMPROVE THE DATA BASE**

We made a screening, through the web and telephone, to identify important people and of interest, related to the pharmacoeconomics area, comparing them with the list of participants of ISPOR events, to validate the existence of communication and disclosure failures of the events and courses. Our objective is to promote an approximation of the people that are not yet ISPOR members, by means of the invitation to events, allowing in this way the growing, qualification of ISPOR data base and to disclose the knowledge in all the country looking for a future regionalization plan.

Project Leader: Gabriela Tannus

#### **LAUNCHING OF THE BRAZIL TASK FORCE PROJECT - 2008 / 2009**

Translate into Portuguese the ISPOR International Task- Force forms and distribution to the Brazil Chapter members and local authorities.

We are currently organizing groups among the members being interested in the terms handled by the ISPOR Task - Forces in order to conduct local meetings about these matters.

Project Leader: Wilson Follador

#### **EDUCATIONAL PROGRAM - 2008 / 2009**

We made a search along the second congress about which matters will be priority in education for Brazil. Starting from these outcomes, jointly with the authorization of ISPOR to use the teaching material being already available in the site, we are designing an educational support program for the

Brazilian chapter.

Project Leader: Marcelo Fonseca

#### **GOVERNMENT RELATIONSHIP**

Along the year of 2008, ISPOR maintained an ethic and respectful contact with the authorities of the Ministry of Health, resulting in large support and access to the main administrators. So being, ISPOR has currently in Brazil the attention and respect of them.

## EVENTS

### ISPOR 2<sup>nd</sup> Brazilian Chapter Congress, São Paulo, April 07-09, 2008

We have the confirmation of 267 participants, and 21 of them will participate of the courses only.

The participation was segmented as follows:

	2007	2008
Industry	42%	52%
Academics	26%	9%
Government	19%	17%
Complementary Health	13%	16%

The event is sponsored by Astrazeneca, Bayer Health Care, Eli Lilly, Janssen-Cilag Farmacêutica, Novartis, Laboratórios Pfizer, Sanofi-Aventis and Wyeth.

The institutional supporters are the Ministry of Health, ANVISA - National Agency of Sanitary Surveillance, APM - Medicine Association of the State of São Paulo, ABRES - Brazilian Association of Economics in Health, UNIDAS – National Union of Self Management Institutions of Health, ABAM - Brazilian Association of Medical Auditors, SBMF - Brazilian Association of Pharmaceutical Medicine, Grupemef and Hospital Alemão Oswaldo Cruz.

And as institutional partners, Interfarma, Produtos Roche, Axia.Bio, Gquatro Turismo, Business Hall, Marketing Ware and Creative Design.

We have had two novelties in the program of the ISPOR 2<sup>nd</sup> Brazilian Chapter Congress, the short extension Courses, that were prepared to fulfill the expectations from the beginner in the area up to those who already managing pharmacoeconomics projects and the Government Forum where the Brazilian Guidelines of Economic Assessment of New Technologies in Health were presented.

These both differentials we managed to put together in this issue of the event are extremely relevant for the segment. We aim to promote the Science in Brazil and contribute for the improvement of the Health segment, starting from the absorption of new technologies and application of resources. The

fact to put these icons together and to start all this discussion is a mandatory factor in the process of change and maturity of pharmacoeconomics in the Country.

The courses were visited by 167 participants (51% industry, 26% government, 13% complementary health and 7% academics), with trainers of different Brazilian organizations and regions.

Introduction to modeling methods

Dr. Marcio Machado - University of Toronto

Dr. Marcelo Fonseca - Federal University of São Paulo

Introduction to the systematic review of the literature and meta-analysis to be used in ATS

Prof. Maria Eduarda Puga - Cochrane Center of Brazil

Prof. Regis Bruni Andriolo - Cochrane Center of Brazil

Dr. Marcio Machado - University of Toronto

How to manage pharmacoeconomics projects

Prof. Dra. Mariangela Leal Cherchiglia - Federal University of Minas Gerais

Prof. Dr. Wilson Follador - University of São Paulo / Pfizer

How to analyze pharmacoeconomics projects

Dra. Clarice Alegre Petramale - Sentinela Hospital Project Manager

Introduction to pharmacoeconomics

Prof. Dr. Giacomo Balbinotto - Federal University of Rio Grande do Sul

Prof. Dr. Ricardo Letizia - State University of Rio Grande do Sul and Federal University of do Rio Grande do Sul

Currently, ISPOR Brazil has 174 members.

Application of Quality of Life Analysis in the Assessment of Technology in Health, October, 30, 2008

With the participation of Prof. Paul Kind, ISPOR Brazil presented the lecture “Application of Quality of Life Analysis in the Assessment of Technology in Health”, a recent and not yet well known matter in Brazil.

The event was conducted as a benefit to ISPOR Brazil members.

The wide spreading and feedback of the event were highly positive, due to the perceived intense interaction of the participants with the lecturer at the time of questions.

This action generated requirements from the ISPOR members that couldn't participate of the event in order to allow them to have access to the content. In 2009, all members will receive the materials presenting the content discussed in this lecture.

Pictures of ISPOR 2<sup>nd</sup> Brazilian Chapter Congress



**PARTNER ASSOCIATIONS OF ISPOR IN BRAZIL**

AMCHAM - American Chamber of Commerce

Through Miss Gabriela Tannus Branco de Araújo, ISPOR Brazil participates as active member of the Health Committee of AMCHAM

APM - State of São Paulo Medicine Association

A partnership was established to disclose ISPOR at the medical class

SBMF - Brazilian Society of Pharmaceutical Medicine

A partnership was established to disclose ISPOR at the pharmaceutical products clinical research area

Grupemef - Group of the executive professionals of the Pharmaceutical Industry

A partnership was established to disclose ISPOR at the Pharmaceutical Industry

ABAM - Brazilian Association of Medical Auditors

A partnership was established to disclose ISPOR at the Auditors of medical accounts acting in the complementary health area

ABPC - Brazilian Association of Clinical Research

A partnership was established to disclose ISPOR at the professionals of the clinical research area

ACCOUNTING - FINANCIAL DEMONSTRATIONS

**Cash Flow - 2008**  
**ISPOR Brasil**

	Inflows	Outflows	Balance
2nd ISPOR Brasil	179.932,60		179.932,60
Corporate Association	57.702,21		57.702,21
Educational Support	20.000,00		20.000,00
Interest Earned Financial (investments or applications)	5.483,20		5.483,20
Expenses		200.426,48	(200.426,48)
<b>Totals</b>	<b>263.118,01</b>	<b>200.426,48</b>	<b>62.691,53</b>