My ISPOR 17th Annual European Congress

Mahmood Ahmad, PhD

Dean, Faculty of Pharmacy and Alternative Medicine, The Islamia University of Bahawalpur, Bahawalpur, Pakistan

I appreciate and congratulate the organizers of ISPOR 17th Annual European Congress for providing an excellent scientific forum to the researchers. There was a successful and incredible commencement that was held on November 8-12, 2014 at Amsterdam, The Netherlands.

I highly appreciate the dedication and commitment of the ISPOR staff and Committees of the ISPOR 17th Annual European Congress for organizing a dynamic meeting. It is a great honor for me to receive a 2014 ISPOR International Meeting Travel Scholarship Award. This award afforded me an opportunity to present two research poster presentations: “Evaluating Prevalence of self-medication in Bahawalpur, Pakistan,” and “Evaluating relationship between white blood cells and platelets during recovery phase in dengue hemorrhagic fever cases in Punjab, Pakistan: a retrospective study.”

At this Meeting, I attended four short courses, the productive and informative plenary sessions, workshops, educational symposia, five poster sessions, as well as podium sessions. The short courses that I have attended includes: Introduction to Modeling, Pharmacoeconomic Modeling-Applications, Discrete Event Simulation for Economic Analyses–concepts and Discrete Event Simulation for Economic Analyses – Applications. The meeting provided me a very good opportunity to interact with skilled and experienced researchers in the area of pharmacoeconomics and outcomes research from around the world. I have realized the importance of outcomes research as a powerful tool for rational health care decision making in resource-limited countries like Pakistan.

The effective leanings in pharmacoeconomics would be highly contributing and supporting in developing countries like Pakistan. I also appreciate the financial support from ISPOR to researchers from developing countries.