ISPOR 4th Asia-Pacific Conference

5-7 September 2010
Hilton Phuket
Phuket, Thailand

PROGRAM & SCHEDULE OF EVENTS

Bridging the Gap in Pharmacoeconomics and Outcomes Research Between Researchers, Policymakers, and Practitioners in Asia-Pacific

CO-ORGANIZED BY:
ISPOR Asia Consortium
Prince of Songkla University, Thailand
Thai Food and Drug Administration, Ministry of Public Health, Thailand
## PROGRAM COMMITTEE CHAIRS

**PROGRAM COMMITTEE CO-CHAIRS**

- **Surachat Ngorsuraches PhD, RPh**  
  Associate Professor, Faculty of Pharmaceutical Sciences,  
  Prince of Songkla University, Songkhla, Thailand

- **Vithaya Kulsoomboon PhD**  
  Associate Professor and Associate Dean for Planning and Development, Faculty of Pharmaceutical Sciences,  
  Chulalongkorn University, Bangkok, Thailand

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- **Isao Kamae MD, DrPH**  
  Professor and Chair, Graduate School of Health Management,  
  Keio University, Kanagawa, Japan

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- **Syed Mohamed Aljunid MD, MSc, PhD, FAMM**  
  Professor of Health Economics and Senior Research Fellow,  
  United Nations University-International Institute of Global Health (UNU-IIGH), National University of Malaysia,  
  Kuala Lumpur, Malaysia

**WORKSHOP REVIEW COMMITTEE CO-CHAIRS**

- **Yen-Huei (Tony) Tarn MS, PhD**  
  Executive Director of Center for Pharmaceutical Care Development, Taiwan Pharmacist Association, Taipei, Taiwan

- **Bong-Min Yang PhD**  
  Professor of Economics, School of Public Health,  
  Seoul National University, Seoul, South Korea

**ISSUE PANEL REVIEW COMMITTEE CO-CHAIRS**

- **Kenneth KC Lee JP, MPhil, PhD**  
  Professor of Pharmacy and Head of Pharmacy Program,  
  School of Medicine and Health Sciences, Monash University,  
  Kuala Lumpur, Malaysia

- **Eui-Kyung Lee PhD**  
  Professor, Graduate School of Clinical Pharmacy,  
  Sookmyung Women’s University, Seoul, South Korea

**SHORT COURSE COMMITTEE CO-CHAIRS**

- **Shu-Chuen Li PhD, MS, MBA**  
  Professor, Chair & Head, Discipline of Pharmacy & Experimental Pharmacology, School of Biomedical Sciences,  
  University of Newcastle, Callaghan, NSW, Australia, and Visiting Professor, Department of Pharmacy,  
  National University of Singapore, Singapore

- **Nathorn Chaiyakunapruk PharmD, PhD**  
  Director, Center of Pharmaceutical Outcomes Research and Associate Professor of Pharmacy, Department of Pharmacy Practice, Faculty of Pharmaceutical Sciences,  
  Naresuan University, Phitsanulok, Thailand
CONFERENCE CO-SPONSORS

Department of Medical Services, Ministry of Public Health, Thailand
The Medical Council of Thailand
The Pharmacy Council of Thailand
The Pharmacy Education Consortium of Thailand

The Association of Hospital Pharmacy (Thailand)
Health Intervention and Technology Assessment Program (HITAP), Thailand
National Health Security Office (NHSO), Thailand
Health System Research Institute (HSRI), Thailand

CONFERENCE SUPPORTERS

CORPORATE SUPPORTERS

PLATINUM LEVEL

Johnson & Johnson Pharmaceutical Services

GOLD LEVEL

Merck & Company

BRONZE LEVEL

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Johnson & Johnson

EVENT SUPPORTERS

Clinical Therapeutics
Clinical Therapeutics

Kantar Health

Eli Lilly

Pharmaceutical Research and Manufacturers Association of Thailand (PReMA)

i3 Innovus

Prince of Songkla University

Outcomes Research
ZRx Outcomes Research
CONFEREE OBJECTIVES
Participants will be able to:
• Learn new pharmacoeconomic methodologies and outcomes research techniques;
• Improve the quality of their decision making by better utilization of pharmacoeconomic studies; and
• Learn the latest about measuring quality of life and selecting appropriate survey instruments.

CONFERENCE LANGUAGES/TRANSLATION
The official Conference language is English. Plenary sessions on Monday will be presented in English, Thai, Chinese or Korean: Thai, Korean and Chinese presentations will be translated to English and English presentations translated to Thai. Korean and Chinese. Translated sessions are indicated with in the Program & Schedule of Events. Translation supported by Eli Lilly.

GUIDE TO THE PROGRAM AND SCHEDULE OF EVENTS
This program is divided into the following eight sections:
Section 1: Conference Overview (page 3-12)
Section 2: Short Course Program (page 13-16)
Section 3: Conference Program & Schedule of Events (page 17-26)
Section 4: Invited Speaker Biographical Information (page 45-51)
Section 5: Issue Panel, Workshop, Health Care Decision-Maker Case Studies & Symposium Descriptions (page 52-60)
Section 6: Research Presentation Abstracts (page 61-126)
Section 7: Exhibit Program (page 129-134)
Section 8: ISPOR Leadership Directory (page 135-139)

RESEARCH PODIUM & POSTER ABSTRACTS
Abstracts for all research podium and poster presentations given at the ISPOR 4th Asia-Pacific Conference will be published in Value in Health Volume 13, Issue 7. Value in Health Volume 13, Issue 7 will be available to ISPOR members and ISPOR 4th Asia-Pacific Conference registrants online at: http://www.ispor.org/valueinhealth_index in October 2010.

Research podium and poster abstracts are also included in this Program & Schedule of Events. See page 27 for a listing of Research Poster Presentations and the Schedule of Events for Research Podium Presentations. Page numbers to the left of the presentation code refer to the corresponding page of the abstract in this Program & Schedule of Events.

FINANCIAL DISCLOSURE INFORMATION
Research podium & poster presentation financial disclosure information will be available online after the Conference at: http://www.ispor.org/valueinhealth_index in October 2010 and in Value in Health Volume 13, Issue 7.

ABSTRACT SUBMISSION HISTORICAL INFORMATION

<table>
<thead>
<tr>
<th>Year</th>
<th>Research</th>
<th>Workshop</th>
<th>Issue Panel</th>
<th>Case Studies</th>
<th>Total</th>
<th>Not Accepted (%)</th>
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<tr>
<td>2003</td>
<td>92</td>
<td>12</td>
<td>-</td>
<td>-</td>
<td>104</td>
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<tr>
<td>2006</td>
<td>211</td>
<td>23</td>
<td>-</td>
<td>-</td>
<td>234</td>
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<tr>
<td>2008</td>
<td>280</td>
<td>14</td>
<td>4</td>
<td>-</td>
<td>298</td>
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<td>2010</td>
<td>381</td>
<td>17</td>
<td>9</td>
<td>6</td>
<td>413</td>
<td>5.8%</td>
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During the ISPOR 4th Asia-Pacific Conference, 300 research posters, 40 research podiums, 15 workshops, 9 issue panels and 4 case studies will be presented.

SPOKE INFORMATION
All speakers are requested to arrive at their presentation room 15 minutes prior to the session start time with their presentation on a USB/Flash Drive and required handouts (for podium, workshop and issue panel presentations). ISPOR staff will assist the presenter with loading their presentation. Please note that all presentations submitted to ISPOR by the specified advance deadline will be pre-loaded onto the computer in the session room.

HANDOUTS
• Plenary Sessions
Handouts for plenary sessions are available in the session room at the time of the presentation.

• Research Presentations, Workshops & Issue Panels
Handouts for Contributed Presentations (contributed research podiums and posters, workshops and issue panels) are the sole responsibility of the presenting author(s). ISPOR requires all contributed presenters to provide at least 200 copies of their handouts.

• Educational Symposia
Handouts for symposia are the sole responsibility of the host organization(s). ISPOR suggests all symposium organizations provide at least 100 copies of their handouts.

• All remaining & additional handouts will be available at the Handout Table near the ISPOR Registration Desk.

PLEASE NOTE: Following the conference, subject to author's permission, released research presentations are available in the ISPOR Outcomes Research Digest:

A searchable database of over 13,500 research papers presented at ISPOR's meetings worldwide from 1998 to date available at www.ispor.org
RESEARCH POSTER PRESENTATIONS
Poster presentations will be on view in Grand Ballroom A

Poster Display Hours:
Monday, 6 September: 8:00AM-9:00PM
Tuesday, 7 September: 8:00AM-6:00PM
Poster Set-Up: Monday, 6 September, 7:30AM-8:00AM
Poster Author Discussion Hour: Monday, 6 September: 7:00PM-8:00PM
Poster Dismantle: Tuesday, 7 September, 6:00PM-6:30PM

Presenters are required to be with their posters during the Poster Author Discussion Hour. See pages 69-126 for Research Poster Presentation Abstracts.
Please note: Posters that are not removed during the scheduled dismantle time will be discarded.

Research Poster Presentation Classification:
Poster Presentation Floor Plan: Page 28
Poster presentations are organized using the following codes:
PCN = CANCER
PCV = CARDIOVASCULAR DISORDERS (Stroke, Other Cardiovascular)
PDB = DIABETES/ENDOCRINE DISORDERS
PGI = GI DISORDERS
PHP = HEALTH CARE USE & POLICY STUDIES
PIH = INDIVIDUAL’S HEALTH (Children’s, Elderly’s, Men’s, Women’s)
PIN = INFECTION
PMC = METHODS & CONCEPTS
PMH = MENTAL HEALTH
PMS = MUSCULAR-SKELETAL DISORDERS (Arthritis, Osteoporosis, Other Muscular-Skeletal)
PND = NEUROLOGICAL DISORDERS
PRS = RESPIRATORY-RELATED DISORDERS (Allergy, Asthma, Smoking, Other Respiratory)
PSS = SENSORY SYSTEMS DISORDERS (Ear, Eye, Skin)
PSY = SYSTEMIC DISORDERS/CONDITIONS (Auto-Immune Disorders, Hematological Disorders, Metabolic Disorders, Obesity, Pain)
PUK = URINARY/KIDNEY DISORDERS

RESEARCH PRESENTATION AWARDS
Awards are given for the Best Research Podium Presentations (up to 6) and Best Research Poster Presentations (up to 6). All podium presentations are considered for an award. Poster presentations in the top 20%, based on abstract review score, are considered for a poster award. These are identified with a rosette.

ISPOR Research Presentation Awards will be presented immediately after Workshop Session V on Tuesday, 7 September 2010 at 5:15pm in Grand Ballroom B.
## CONFERENCE AT-A-GLANCE

### SUNDAY, 5 SEPTEMBER

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
<th>Notes</th>
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<tr>
<td>8:00AM-12:00PM</td>
<td><strong>PRE-CONFERENCE MORNING SHORT COURSES</strong> Short Course registration required</td>
<td>Arcadia Hall 2</td>
<td>INTRODUCTION TO MODELING</td>
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<td>Lagoon Hall B</td>
<td>INTRODUCTION TO PHARMACOECONOMICS</td>
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<td>Similan Room</td>
<td>RETROSPECTIVE DATA ANALYSIS</td>
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<td>INTRODUCTION TO QUALITY OF LIFE ASSESSMENT/PATIENT-REPORTED OUTCOMES</td>
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<td></td>
<td>PHARMACEUTICAL/BIOTECH PRICING &amp; REIMBURSEMENT METHODOLOGIES Arcadia Hall 1</td>
</tr>
<tr>
<td>12:00PM-1:00PM</td>
<td><strong>LUNCH</strong> (attendees on their own)</td>
<td>Arcadia Hall 2</td>
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<tr>
<td>1:00PM-5:00PM</td>
<td><strong>PRE-CONFERENCE AFTERNOON SHORT COURSES</strong> Short Course registration required</td>
<td>Lagoon Hall B</td>
<td>META-ANALYSIS AND SYSTEMATIC LITERATURE REVIEW</td>
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<td>Lagoon Hall A</td>
<td>APPLIED MODELING</td>
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<td>Similan Room</td>
<td>UTILITY MEASURES (PREFERENCE-BASED TECHNIQUES)</td>
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<td></td>
<td>BUDGET IMPACT AND COST ANALYSIS Arcadia Hall 1</td>
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<td></td>
<td>ADAPTING COST-EFFECTIVENESS DATA FROM OTHER COUNTRIES Arcadia Hall 2</td>
</tr>
<tr>
<td>5:15PM-6:15PM</td>
<td><strong>EDUCATIONAL SYMPOSIUM</strong> (Sponsored by Novartis) Grand Ballroom B</td>
<td>Grand Ballroom B</td>
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<tr>
<td>6:30PM-7:30PM</td>
<td><strong>EDUCATIONAL SYMPOSIUM</strong> (Sponsored by Pfizer) Grand Ballroom B</td>
<td>Grand Ballroom B</td>
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<tr>
<td>7:45PM-8:45PM</td>
<td><strong>EDUCATIONAL SYMPOSIUM</strong> (Sponsored by Bayer (South East Asia)) Grand Ballroom B</td>
<td>Grand Ballroom B</td>
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<tr>
<td>9:00PM-11:00PM</td>
<td><strong>WELCOME RECEPTION</strong> Arcadia Hall</td>
<td>Arcadia Hall</td>
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### MONDAY, 6 SEPTEMBER

<table>
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<td>8:30AM-9:10AM</td>
<td><strong>WELCOME</strong> Grand Ballroom B</td>
<td>Grand Ballroom B</td>
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<tr>
<td>9:10AM-9:30AM</td>
<td><strong>MINISTRY OF PUBLIC HEALTH PRESENTATION</strong> Grand Ballroom B</td>
<td>Grand Ballroom B</td>
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<tr>
<td>9:30AM-11:00AM</td>
<td><strong>FIRST PLENARY SESSION</strong> Grand Ballroom B</td>
<td>Grand Ballroom B</td>
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<tr>
<td>11:00AM-11:30AM</td>
<td><strong>BREAK, EXHIBITS, &amp; RESEARCH POSTER PRESENTATIONS VIEWING</strong> Grand Ballroom B</td>
<td>Grand Ballroom A</td>
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<tr>
<td>11:30AM-12:30PM</td>
<td><strong>ISSUE PANELS &amp; WORKSHOPS – SESSION I</strong></td>
<td>Grand Ballroom B</td>
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<tr>
<td></td>
<td>IP1: ISSUES IN DEVELOPING PHARMACOECONOMIC GUIDELINES IN ASIA Lagoon Hall A</td>
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<td></td>
<td>IP2: HEALTH ECONOMIC CONSIDERATIONS FOR PERSONALIZED MEDICINE IN ASIA: USING GENOMIC PROFILING TO GUIDE TREATMENT DECISIONS IN EARLY STAGE BREAST CANCER Arcadia Hall 2</td>
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<td></td>
<td>W1: ADVANTAGES AND DISADVANTAGES OF THE MIXED TREATMENT COMPARISONS FOR HEALTH TECHNOLOGY ASSESSMENT Similan Room</td>
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<td>W2: MEASUREMENT STRATEGIES FOR PRODUCTIVITY LOSS IN ECONOMIC EVALUATIONS Arcadia Hall 2</td>
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<td>W3: APPLICATION OF BUDGET IMPACT ANALYSIS IN THE DEVELOPMENT OF HEALTH CARE REIMBURSEMENT POLICY IN ASIA-PACIFIC Arcadia Hall 1</td>
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<tr>
<td>12:30PM-3:15PM</td>
<td><strong>LUNCH, EXHIBITS, &amp; RESEARCH POSTER PRESENTATIONS VIEWING</strong> Grand Ballroom A</td>
<td>Grand Ballroom A</td>
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<tr>
<td>12:45PM-1:45PM</td>
<td><strong>EDUCATIONAL SYMPOSIUM</strong> (Sponsored by Eli Lilly) Grand Ballroom B</td>
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<td>2:00PM-3:00PM</td>
<td><strong>EDUCATIONAL SYMPOSIUM</strong> (Sponsored by IMS Health) Grand Ballroom B</td>
<td>Grand Ballroom B</td>
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<tr>
<td>3:15PM-4:30PM</td>
<td><strong>WELCOME &amp; SECOND PLENARY SESSION</strong> Grand Ballroom B</td>
<td>Grand Ballroom B</td>
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<tr>
<td>4:30PM-4:45PM</td>
<td><strong>BREAK, EXHIBITS, &amp; RESEARCH POSTER PRESENTATIONS VIEWING</strong> Grand Ballroom A</td>
<td>Grand Ballroom A</td>
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<tr>
<td>4:45PM-5:45PM</td>
<td><strong>RESEARCH PODIUM PRESENTATIONS – SESSION I</strong></td>
<td>Grand Ballroom B</td>
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<td>COST-EFFECTIVENESS STUDIES Arcadia Hall 2</td>
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<td>CANCER STUDIES Arcadia Hall 1</td>
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<td>HEALTH TECHNOLOGY ASSESSMENT STUDIES Lagoon Hall A</td>
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<td>INFECTIOUS DISEASE STUDIES Similan Room</td>
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<td>RESEARCH ON METHODS Grand Ballroom B</td>
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## ISPOR 4th Asia-Pacific Conference

**5-7 September 2010 | Hilton Phuket | Phuket, Thailand**

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### Conference At-A-Glance

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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>6:00PM-7:00PM</td>
<td>Research Podium Presentations – Session II</td>
<td>Arcadia Hall 1</td>
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<tr>
<td></td>
<td>Cardiovascular Disease Studies</td>
<td>Arcadia Hall 2</td>
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<td>Diabetes Studies</td>
<td>Similan Room</td>
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<td></td>
<td>Database Studies</td>
<td>Lagoon Hall A</td>
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<td></td>
<td>Drug Use Studies</td>
<td>Grand Ballroom B</td>
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<tr>
<td>7:00PM-8:00PM</td>
<td>Poster Author Discussion Hour</td>
<td>Grand Ballroom A</td>
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<tr>
<td>7:00PM-9:00PM</td>
<td>Exhibitors’ Reception &amp; Research Poster Presentations Viewing</td>
<td>Grand Ballroom A</td>
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### Tuesday, 7 September

<table>
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<th>Time</th>
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<tr>
<td>7:30AM-8:30AM</td>
<td>Educational Symposium (Sponsored by Novartis)</td>
<td>Grand Ballroom B</td>
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<tr>
<td>8:45AM-10:30AM</td>
<td>Welcome, ISPOR Distinguished Service Awards Presentation &amp; Third Plenary Session</td>
<td>Grand Ballroom B</td>
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<tr>
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<td>Health Care Data in Asia: Collecting, Sharing, and Using</td>
<td>Grand Ballroom A</td>
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<td>10:30AM-11:00AM Break, Exhibits, &amp; Research Poster Presentations Viewing</td>
<td>Grand Ballroom A</td>
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<tr>
<td>11:00AM-12:00PM</td>
<td>Issue Panels &amp; Workshops – Session II</td>
<td>Grand Ballroom B</td>
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<td>IP3: How high is high of cost-effectiveness threshold in Asia: Value judgment of QALYS or how much we can spend</td>
<td>Grand Ballroom B</td>
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<td>IP4: Risk-sharing schemes in the Asian marketplace: What are the steps for success?</td>
<td>Lagoon Hall A</td>
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<td>W4: Challenges in adapting North American &amp; European Pharmacoeconomic Research to the Asia-Pacific Setting</td>
<td>Similan Room</td>
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<td>W5: Value-based pricing and reimbursement in Japan: Current methods and future potentials</td>
<td>Arcadia Hall 2</td>
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<td>W6: Assessment of use of Pharmacoeconomics and outcomes research in Asia: The ISPOR Asia Consortium needs survey report</td>
<td>Arcadia Hall 1</td>
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<tr>
<td>12:00PM-1:30PM</td>
<td>Lunch, Exhibits, &amp; Research Poster Presentations Viewing</td>
<td>Grand Ballroom A</td>
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<tr>
<td>12:15PM-1:15PM</td>
<td>Educational Symposium (Sponsored by Johnson &amp; Johnson Pharmaceutical Services)</td>
<td>Grand Ballroom B</td>
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<tr>
<td>1:30PM-2:30PM</td>
<td>Issue Panels &amp; Workshops – Session III</td>
<td>Grand Ballroom B</td>
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<td>IP5: Strengthening Health Technology Assessment Capacity in Developing Countries: Contributions of International Organizations</td>
<td>Grand Ballroom B</td>
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<td>W7: Conducting outcomes research in Asia: Challenges of local adaptation of global outcomes research studies</td>
<td>Lagoon Hall A</td>
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<td>W8: The new German methods for economic evaluation and their applicability in Asia</td>
<td>Arcadia Hall 1</td>
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<td>W9: Using health economics and outcomes research to inform health policy in New Zealand</td>
<td>Similan Room</td>
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<td>Health Care Decision-maker’s Case Studies: A Panel Discussion</td>
<td>Arcadia Hall 2</td>
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<td>2:45PM-3:45PM</td>
<td>Issue Panels &amp; Workshops – Session IV</td>
<td>Grand Ballroom A</td>
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<td>IP6: Designing Clinical Trials: The challenges of meeting the needs of payers vs regulators</td>
<td>Arcadia Hall 1</td>
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<td>IP7: Application of economic evaluation tools from the United States and Europe toward pricing and reimbursement strategies in the Asia-Pacific region</td>
<td>Grand Ballroom B</td>
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<td>W10: Selecting the optimal target population for formulary coverage</td>
<td>Similan Room</td>
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<td>W11: Sharing experiences of using CaseMix Systems in Thailand</td>
<td>Lagoon Hall A</td>
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<td>W12: Using population-based data in outcomes research studies: Strengths, weaknesses and lessons learned</td>
<td>Arcadia Hall 2</td>
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<tr>
<td>3:45PM-4:00PM</td>
<td>Break, Exhibits, &amp; Research Poster Presentations Viewing</td>
<td>Grand Ballroom A</td>
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<td>4:00PM-5:00PM</td>
<td>Issue Panels &amp; Workshops – Session V</td>
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<td>IP8: Managing costs and quality of care in older adults – a tale of 3 countries</td>
<td>Grand Ballroom B</td>
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<td>IP9: Pharmaceutical reimbursement – to restrict or not to restrict: Lessons learnt from Australian experience</td>
<td>Arcadia Hall 1</td>
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<td>W14: Methodological issues on using the EQ-5D index in outcomes research</td>
<td>Lagoon Hall A</td>
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<td>Drug reimbursement policy and outcomes research in Korea</td>
<td>Arcadia Hall 2</td>
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<tr>
<td>5:15PM-6:00PM</td>
<td>ISPOR Research Awards Presentation, ISPOR 5th Asia-Pacific Conference Announcement &amp; Closing Remarks</td>
<td>Grand Ballroom B</td>
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## PROGRAM & SCHEDULE OF EVENTS

### SUNDAY, 5 SEPTEMBER

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<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:00AM-5:00PM</td>
<td><strong>PRE-CONFERENCE SHORT COURSES</strong> <em>(See page 13 for Short Course descriptions)</em> Short Course registration required</td>
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<tr>
<td>5:15PM-6:15PM</td>
<td><strong>EDUCATIONAL SYMPOSIUM</strong> <em>(See page 58 for Symposium description)</em> <strong>Grand Ballroom B</strong></td>
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<td>MEETING PAYER AND HTA REQUIREMENTS: THE VALUE OF INNOVATIVE BIOLOGIC THERAPY IN THE TREATMENT OF NEOVASCULAR AGE-RELATED MACULAR DEGENERATION (AMD) <em>(Sponsored by Novartis)</em></td>
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<td>6:30PM-7:30PM</td>
<td><strong>EDUCATIONAL SYMPOSIUM</strong> <em>(See page 58 for Symposium description)</em> <strong>Grand Ballroom B</strong></td>
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<td>WHAT IS THE “RIGHT” COST PER QALY FOR INNOVATIVE AND LIFE-SAVING ONCOLOGY OR END-OF-LIFE THERAPIES? <em>(Sponsored by Pfizer)</em></td>
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<tr>
<td>7:30PM-9:00PM</td>
<td><strong>ISPOR MEETING (BY INVITATION ONLY)</strong> <strong>Thai Thai Restaurant</strong></td>
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<td><strong>ISPOR ASIA-PACIFIC CONFERENCE PROGRAM COMMITTEE CHAIRS MEETING</strong></td>
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<tr>
<td>7:45PM-8:45PM</td>
<td><strong>EDUCATIONAL SYMPOSIUM</strong> <em>(See page 58 for Symposium description)</em> <strong>Grand Ballroom B</strong></td>
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<td></td>
<td>VALUE-BASED PRICING AND PATIENT ACCESS TO ONCOLOGY DRUGS IN ASIA <em>(Sponsored by Bayer (South East Asia))</em></td>
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<td>9:00PM-11:00PM</td>
<td><strong>WELCOME RECEPTION</strong> <strong>Arcadia Hall</strong></td>
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<td>Featuring Thai Traditional Cultural Performance</td>
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<td>Reception and performance supported by Prince of Songkla University</td>
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### MONDAY, 6 SEPTEMBER

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>7:00AM-8:15AM</td>
<td><strong>ISPOR MEETINGS (BY INVITATION ONLY)</strong></td>
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<td><strong>ISPOR ASIA CONSORTIUM HEALTH TECHNOLOGY PRODUCERS (INDUSTRY) COMMITTEE BUSINESS MEETING</strong> <strong>Lagoon Hall B</strong></td>
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<td><strong>ISPOR ASIA CONSORTIUM HEALTH SERVICE PROVIDERS (CLINICIANS) COMMITTEE BUSINESS MEETING</strong> <strong>Lagoon Hall A</strong></td>
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<td><strong>ISPOR ASIA CONSORTIUM HEALTH TECHNOLOGY ASSESSMENT AGENCIES (HTA) COMMITTEE AND HEALTH CARE POLICYMAKERS &amp; PAYERS (POLICYMAKERS &amp; PAYERS) COMMITTEE JOINT BUSINESS MEETING</strong> <strong>Similan Room</strong></td>
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<td>8:30AM-9:10AM</td>
<td><strong>WELCOME Grand Ballroom B</strong></td>
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<td><em>Thai, Korean &amp; Chinese presentations translated to English; English presentations translated to Thai, Korean &amp; Chinese</em></td>
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<td><strong>Moderator:</strong> Surachat Ngorsuraches PhD, RPh, Program Committee Co-Chair, and Associate Professor, Faculty of Pharmaceutical Sciences, Prince of Songkla University, Songkhla, Thailand</td>
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<td><strong>WELCOME FROM CONFERENCE PROGRAM CO-CHAIRS</strong></td>
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<tr>
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<td>Surachat Ngorsuraches PhD, RPh, Program Committee Co-Chair, and Associate Professor, Faculty of Pharmaceutical Sciences, Prince of Songkla University, Songkhla, Thailand</td>
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<td>Vithaya Kulsumboon PhD, Program Committee Co-Chair, Associate Professor and Associate Dean for Planning and Development, Faculty of Pharmaceutical Sciences, Chulalongkorn University, Bangkok, Thailand</td>
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<td>9:00AM-9:30AM</td>
<td><strong>WELCOME FROM ISPOR PRESIDENT</strong></td>
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<td>Scott D. Ramsey MD, PhD, 2010-2011 ISPOR President, and Full Member and Professor, Fred Hutchinson Cancer Research Center, University of Washington, Seattle, WA, USA</td>
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<td><strong>WELCOME FROM ISPOR ASIA CONSORTIUM EXECUTIVE COMMITTEE CHAIR</strong></td>
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<td>Bong-Min Yang PhD, 2010-2012 ISPOR Asia Consortium Executive Committee Chair, and Professor of Economics, School of Public Health, Seoul National University, Seoul, South Korea</td>
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<td><strong>WELCOME FROM PRINCE OF SONGKLA UNIVERSITY PRESIDENT</strong></td>
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<td>Boonso Siribumrungsukha PhD, President, Prince of Songkla University, Songkhla, Thailand</td>
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<td><strong>WELCOME FROM MINISTRY OF PUBLIC HEALTH</strong></td>
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<td>Representative of Ministry of Public Health, Bangkok, Thailand</td>
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<tr>
<td>9:10AM-9:30AM</td>
<td><strong>MINISTRY OF PUBLIC HEALTH PRESENTATION</strong> <strong>Grand Ballroom B</strong></td>
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<td><em>Thai presentation translated to English</em></td>
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<td></td>
<td><strong>FUTURE THAI PHARMACEUTICAL ECONOMICS AND POLICY</strong></td>
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<td>Representative of Ministry of Public Health, Bangkok, Thailand</td>
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ISPOR 4th Asia-Pacific Conference
5-7 September 2010 | Hilton Phuket | Phuket, Thailand

PROGRAM & SCHEDULE OF EVENTS: MONDAY, 6 SEPTEMBER

9:30AM-11:00AM FIRST PLENARY SESSION Grand Ballroom B
HEALTH CARE REIMBURSEMENT DECISION-MAKING IN ASIA: POLICYMAKER PERSPECTIVES
Thai, Korean & Chinese presentations translated to English; English presentations translated to Thai, Korean & Chinese
(See page 45 for biographical information)
This session focuses specifically on the following points: 1) current practices in Asia; 2) benefits and barriers of using HTA and pharmacoconomics; 3) availability of necessary and relevant information; and 4) major difficulties faced as a result of current practices. Policymakers from Thailand, China Mainland, South Korea, and Taiwan will share their insights in health care reimbursement decision-making.
Moderator: Vithaya Kulsomboon PhD, Program Committee Co-Chair, Associate Professor and Associate Dean for Planning and Development, Faculty of Pharmaceutical Sciences, Chulalongkorn University, Bangkok, Thailand
Speakers:
Ammar Siamwalla PhD, Distinguished Scholar, Thailand Development Research Institute, Bangkok, Thailand
Wei Meng MA, Deputy Director, Health Insurance Department, Ministry of Human Resources and Social Security, Beijing, China
Bo-Yeon Kim MPH, MPH, Division Director, Health Insurance Review and Assessment Service (HIRA), Seoul, South Korea
Cheng-Hua Lee PhD, Deputy Director General, Bureau of National Health Insurance, Department of Health, Taipei, Taiwan

11:00AM-11:30AM BREAK, EXHIBITS, & RESEARCH POSTER PRESENTATIONS VIEWING Grand Ballroom A
Coffee/tea supported by Kantar Health
KANTAR-HEALTH

11:30AM-12:30PM ISSUE PANELS & WORKSHOPS – SESSION 1 (See pages 52-56 for Issue Panel and Workshop Descriptions)
IP1: ISSUES IN DEVELOPING PHARMACOECONOMIC GUIDELINES IN ASIA Grand Ballroom B
English presentations translated to Thai, Korean & Chinese
Moderator: Michael Drummond PhD, Professor of Health Economics, Centre for Health Economics, University of York, York, UK
Panelists:
Gordon L. Liu PhD, Professor of Economics, The Health Economics and Management Institute, Guanghua School of Management, Peking University, Beijing, China; Isao Kamae MD, DrPH, Professor of Pharmacoconomics, JPMA Research and Education Project, Keio University, Graduate School of Health Management, Fujisawa-City, Kanagawa, Japan; Bong-Min Yang PhD, Professor, School of Public Health, Seoul National University, Seoul, South Korea
IP2: HEALTH ECONOMIC CONSIDERATIONS FOR PERSONALIZED MEDICINE IN ASIA: USING GENOMIC PROFILING TO GUIDE TREATMENT DECISIONS IN EARLY STAGE BREAST CANCER Lagoon Hall A
Moderator: Calvin Chao MD, MBA, Director of Medical Affairs, Medical Affairs, Genomic Health, Inc., Redwood City, CA, USA
Panelists:
Gilberto de Lima Lopes MD, MBA, Assistant Director for Clinical Research, Johns Hopkins Singapore International Medical Centre, John Hopkins University, Singapore; Beth O’Leary MPH, Senior Director, Health Economics, Covance, North Ryde, NSW, Australia
W1: ADVANTAGES AND DISADVANTAGES OF THE MIXED TREATMENT COMPARISONS FOR HEALTH TECHNOLOGY ASSESSMENT Similan Room
Discussion Leaders: Jeonghoon Ahn PhD, MA, Director, National Evidence-based Health Care Collaborating Agency, Seoul, South Korea; SungJu Kim, PhD Student, Health Economics Project Manager, Market Access, Novartis Korea, Seoul, South Korea
W2: MEASUREMENT STRATEGIES FOR PRODUCTIVITY LOSS IN ECONOMIC EVALUATIONS Arcadia Hall 2
Discussion Leaders: Bruce Crawford MA, MPH, General Manager, Asia, Mapi Values, Tokyo, Japan; Somali Misra Burgess PhD, Director, Global Health Outcomes Strategy & Research, Allergan, Inc, Irvine, CA, USA; Christopher Evans PhD, MPH, Development Director – US, Mapi Values, Boston, MA, USA
W3: APPLICATION OF BUDGET IMPACT ANALYSIS IN THE DEVELOPMENT OF HEALTH CARE REIMBURSEMENT POLICY IN ASIA-PACIFIC Arcadia Hall 1
Discussion Leaders: Shanlian Hu MD, MSC, Professor, School of Public Health, Fudan University, and Director, Center for Health Development Research, Shanghai Bureau of Health, Shanghai, China; Raoh-Fang Pwu PhD, Acting Director, Center for Drug Evaluation, Division of Health Technology Assessment, Taipei, Taiwan; YaQin Zhang MSc, MEd, PhD, Director of Health Policy Research Department, Health Development Research Center, Shanghai Medical Health Bureau, Shanghai, China; Mingliang Zhang PhD, MBA, Senior Director, Health Economics and Pricing, Johnson and Johnson Pharmaceutical Sciences, Horsham, PA, USA

12:30PM-1:15PM LUNCH, EXHIBITS, & RESEARCH POSTER PRESENTATIONS VIEWING Grand Ballroom A
(See pages 69-126 for Research Poster Presentations)

12:45PM-1:45PM EDUCATIONAL SYMPOSIUM Grand Ballroom B
HTA CHALLENGES IN ASIA: PROGRESS THROUGH PARTNERSHIPS
(Sponsored by Eli Lilly)
English presentations translated to Thai, Korean & Chinese

1:00PM-2:30PM ISPOR MEETING (BY INVITATION ONLY) Lagoon Hall B
ISPOR Asia Consortium Publication Committee Business Meeting

2:00PM-3:00PM EDUCATIONAL SYMPOSIUM Grand Ballroom B
OPPORTUNITIES AND CHALLENGES IN THE EMERGING MARKETS OF ASIA: IMPLICATIONS FOR PRICING, MARKET ACCESS AND HEALTH ECONOMICS AND OUTCOMES RESEARCH
(Sponsored by IMS Health)
We refer to the Program & Schedule of Events page for details on the sessions and speakers. However, I can provide a summary of the session focusing on national drug policies to local formulary decisions in Asia-Pacific: Drug Listing Challenges and Opportunities.

**Moderator:** Shanlian Hu MD, MSc, Professor, School of Public Health, Fudan University, and Director, Center for Health Development Research, Shanghai Bureau of Health, Shanghai, China

**Speakers:**
- Suwit Wibulpolprasert MD, Senior Advisor on Disease Control, Ministry of Public Health, Nonthaburi, Thailand
- Huixue Han PhD, Deputy Chief, Department of Drug Policy and Essential Medicines, Ministry of Health, Beijing, China
- Paul Sufcham PhD, PGDip (Arts), Professor and Chair in Health Economics, School of Medicine, Griffith University, Meadowbrook, QLD, Australia

**Respondents:**
- Sheldon Kong PhD, Head, Global Outcomes Research, Merck & Company, Inc., Whitehouse Station, NJ, USA
- Hong Li PhD, MPH, Group Director, Global Health Economics and Outcomes Research, Asia Pacific, Bristol-Myers Squibb Company, Wallingford, CT, USA

This session will discuss the process of translating national drug policies to local formulary decisions. It will highlight examples of new drugs recently listed in these countries and the use of pharmacoeconomics and outcomes research in this process. Criteria for drug listing at the national, provincial, and institutional levels in Thailand, China, and Australia will be discussed.
PROGRAM & SCHEDULE OF EVENTS: MONDAY, 6 SEPTEMBER

HEALTH TECHNOLOGY ASSESSMENT STUDIES Lagoon Hall A
Moderator: Bhash M. Parasuraman PhD, Senior Director, Health Economics and Outcomes Research, AstraZeneca, Wilmington, DE, USA

pg 62 CN4: CAN WE CORRECTLY TARGET HIGH COST THERAPIES? THE DIAGNOSTIC ACCURACY OF HISTOLOGY IN DIFFERENTIATING BETWEEN SQUAMOUS AND NON-SQUAMOUS NON-SMALL CELL LUNG CANCER
Paech D., Weston A, Health Technology Analysts Pty Ltd, Sydney, NSW, Australia

pg 62 HT1: EASY ALERT SYSTEMS FOR NEW PHARMACEUTICALS – DO THEY HAVE AN IMPACT ON PHARMACEUTICAL REIMBURSEMENT DECISIONS? A CROSS-NATIONAL COMPARISON
Hiller JE, Mundy L, University of Adelaide, Adelaide, South Australia, Australia

pg 62 HT2: COST-EFFECTIVENESS OF INTERVENTIONS FOR REDUCING ROAD TRAFFIC INJURIES RELATED TO DRIVING UNDER THE INFLUENCE OF ALCOHOL
Ditsungwin S*, Veerman JI*, Bertram M*, Vos T†, The University of Queensland, Brisbane, Queensland, Australia

pg 62 HT3: COST-EFFECTIVENESS OF BLOOD PRESSURE LOWERING WITH A FIXED COMBINATION OF PERINDOPRIL AND INDAPAMIDE IN TYPE 2 DIABETES MELLITUS: A TRIAL-BASED ANALYSIS USING THE ADVANCE STUDY
Clarke PM, Glassiou P*, Alexander J†, Chalmers J†, Patel A†, University of Sydney, Sydney, NSW, Australia, †University of Oxford, Oxford, Oxfordshire, UK, ‡University of Queensland, Brisbane, Australia, *George Institute, Sydney, Australia, Australia

pg 62 HT4: HEALTH TECHNOLOGY ASSESSMENT DATABASE IN THAILAND

INFECTIOUS DISEASE STUDIES Similar Room
Moderator: George Papadopoulos, President, Emerald Corporate Group, McMahan’s PT, NSW, Australia

pg 63 IN1: ECONOMIC AND CLINICAL BURDEN OF PNEUMOCOCCAL DISEASES AND ACUTE OTITIS MEDIA IN TAIWAN: A NATIONWIDE POPULATION-BASED DATABASE ANALYSIS
Chang CJ, Wang PC*, Huang YC†, Wu BS*, Chang Gung University, Taoyuan, Taiwan, †Cathay General Hospital, Taipei, Taiwan, *Chang Gung Memorial Hospital, Taoyuan, Taiwan, National Yang-Ming University, Taipei, Taiwan

pg 63 IN2: COST-EFFECTIVENESS OF DIFFERENT STRATEGIES FOR TUBERCULOSIS CONTROL PROGRAMMES IN THAILAND
Hunchansinth P*, Barendregt JJ, Vos T, Bertram M, The University of Queensland, Brisbane, Queensland, Australia

pg 63 IN3: ASSESSMENT OF KNOWLEDGE ABOUT TUBERCULOSIS AMONG LIBYAN POPULATION IN NORTHERN LIBYA
Solliman MM*, Hassali MA†, Al-Haddad M*, Hadidane MM*, Universiti Sains Malaysia, Minden, Penang, Malaysia, †Alfath Medical Sciences University, Tripoli, Libya

pg 64 IN4: HERPES ZOSTER-ASSOCIATED ILLNESSES, QUALITY OF LIFE AND HEALTH CARE COSTS AMONG 180 THAI PATIENTS
Aunhachoke K*, Bussaratid V*, Chirachanakul P†, Chua-Intra B*, Dhitavat J†, Jassathaporn K*, Keawkungwai J†, Karpiprapap K†, Khuakprema T*, Pairayayastakul K†, Pitsuttithum P†, Sindhavananda J†, Thaisudsutthukul Y†, Phramongkutklao Hospital, Bangkok, Thailand, †Mahidol University, Bangkok, Thailand, †Phramongkutklao, Thailand, ‡Ministry of Public Health, Bangkok, Thailand, ††Rajavithi Hospital, Bangkok, Thailand

RESEARCH ON METHODS Grand Ballroom B
Moderator: Alex Z. Fu PhD, Assistant Professor, Department of Quantitative Health Sciences, Cleveland Clinic, Cleveland, OH, USA

pg 64 ME1: METHODOLOGICAL ISSUES IN THE DEVELOPMENT OF AN AUSTRALIAN ALGORITHM FOR THE EQ-SD
Viney R*, Norman R*, King MF, Street DJ, Knox S*, Cronin P†, University of Technology, Sydney, NSW, Australia, †University of Sydney, Sydney, NSW, Australia

pg 64 ME2: VALIDATING THE ACCURACY OF A NOVEL METHOD FOR IDENTIFYING HEALTH CARE-ASSOCIATED INFECTIONS
Lee J, Imanaka Y, Sekimoto M, Nishikawa H, Ikai H, Motohashi T, Kyoto University, Kyoto, Japan

pg 64 ME3: COST METHOD: A SIMPLE FRAMEWORK AND WORKING TOOL FOR BUDGET IMPACT ANALYSIS
Lo PC*, Shau WY†, Chern HD†, Center for Drug Evaluation, Taipei, Taiwan, †Taiwan Pharmacist Association, Taipei, Taiwan

pg 64 ME4: DEVELOPMENT OF STANDARD COST LIST FOR ECONOMIC EVALUATION IN THAILAND
Riewpaiboon A*, Kooitapakkajorn T†, Kumluang S†, Chaikledkaew U†, Khiaocharoen O†, Mahidol University Faculty of Pharmacy, Bangkok, Thailand, †Division of Social and Administrative Pharmacy, Bangkok, Thailand, ††Naresuan University Faculty of Medicine, Pitsanuloke, Thailand

6:00PM-7:00PM RESEARCH PODIUM PRESENTATIONS – SESSION II

(CARDIOVASCULAR DISEASE STUDIES Arcadia Hall 1
Moderator: Ming-Chin Yang PhD, Associate Professor, Medical Administration Institute, National Taiwan University, Taipei, Taiwan

pg 65 CV1: USING REAL WORLD DATA TO CALCULATE THE COST-EFFECTIVENESS OF PATIENTS WITH Atherosclerotic DISEASE IN AUSTRALIAN GENERAL PRACTICE
Ademi Z*, Liew D*, Hollingsworth B*, Steg PG†, Bhatt D*, Reid C†, Monash University, Melbourne, Australia, †The University of Melbourne, Fitzroy, Victoria, Australia, ‡Université Paris VII - Denis Diderot, Paris, France, ††Harvard Medical School, Boston, MA, USA

pg 65 CV2: ATTRIBUTABLE COST AND LENGTH OF STAY FOR PATIENTS WITH EXENOAPARIN-ASSOCIATED BLEEDING
Khaiobtamb N*, Soakaw S‡, Chaikaphumpruk N?, Nithasitruwan S†, †Mahidol University, Bangkok, Thailand, ‡Naresuan University Phayao, Muang, Phaya, Thailand, ††Naresuan University, Muang, Phitsanulok, Thailand

pg 65 CV3: COST-EFFECTIVENESS OF RIVAROXABAN VERSUS ENOXAPARIN FOR PREVENTION OF VENOUS THROMBOEMBOLISM (VTE) AFTER TOTAL KNEE REPLACEMENT (TKR) IN CHINA
Chen XB*, Wang CY†, Eggington S†, Zhu M†, †School of Public Health, Fudan University, Shanghai, China, †IMS China, Beijing, China, ††IMS Health, London, UK, ‡Bayer Healthcare Company Ltd, Beijing, China

pg 65 CV4: THE CLINICAL EFFECTIVENESS OF 64-SLICE OR HIGHER COMPUTED TOMOGRAPHY ANGIOGRAPHY AS AN ALTERNATIVE TO INVASIVE CORONARY ANGIOGRAPHY IN THE INVESTIGATION OF SUSPECTED CORONARY ARTERY DISEASE
Paech D, Weston A, Health Technology Analysts Pty Ltd, Sydney, NSW, Australia
PROGRAM & SCHEDULE OF EVENTS: MONDAY, 6 SEPTEMBER

DIABETES STUDIES  Arcadia Hall 2
Moderator: Nan Luo PhD, Assistant Professor, Department of Epidemiology and Public Health, National University of Singapore, Singapore

- **DB1:** EVALUATING THE COST-EFFECTIVENESS OF THERAPY CONVERSION FROM BASAL INSULIN TO BIPHASIC INSULIN ASPAR 70/30 IN PATIENTS WITH TYPE 2 DIABETES IN CHINA: A MODELLING STUDY OF LONG-TERM COSTS AND HEALTH OUTCOMES
  - Chang J 1, Sun F 1, Li H 1 ‘Novo Nordisk (China) Pharmaceuticals Co., Ltd., Beijing, China, 1’China Pharmaceutical University, Nanjing, Jiangsu, China

- **DB2:** TRANSLATION AND VALIDATION OF MICHIGAN DIABETES KNOWLEDGE SCALE INTO MALAYSIAN VERSION
  - Al-Qazzaz A 1, Hassali MA 1, Shafie AA 1, Sulaiman SA 1, Sundram S 2 1Univertisiti Sains Malaysia, Minden, Penang, Malaysia, 1Hospital Balik Pulau, Balik Pulau, Penang, Malaysia

- **DB3:** LIFETIME CLINICAL PROJECTIONS FOR OVERWEIGHT OR OBSESE SUBJECTS WITH IMPAIRED GLUCOSE INTOLERANCE BASED ON THE LONG TERM RESULTS OF THE DIABETES PREVENTION PROGRAM AND DIABETES PREVENTION PROGRAM OUTCOMES STUDY
  - Palmer AJ, Tucker DM, Menzies Research Institute, University of Tasmania, Hobart, Tasmania, Australia

- **DB4:** ECONOMIC EVALUATION OF THIAZOLIDINEDIONES AS ADD-ON THERAPY FOR TREATMENT OF TYPE 2 DIABETIC PATIENTS IN THE TAIWANESE NATIONAL HEALTH INSURANCE SYSTEM
  - Hsiao FY 1, Mullins CD 1, Huang WF 1 1University of Maryland School of Pharmacy, Baltimore, MD, USA, 1Institute of Health & Welfare Policy, National Yang-Ming University, Taipei, Taiwan

DATABASE STUDIES  Similair Room
Moderator: Mingliang Zhang PhD, MBA, Senior Director, Worldwide Economics & Pricing, Johnson and Johnson Pharmaceutical Services, Horsham, PA, USA

- **DS1:** ESTIMATING ADHERENCE AND PERSISTENCY OF ANTIDEPRESSANTS USING THE KOREA NATIONAL HEALTH INSURANCE CLAIMS DATABASE
  - Jung SY 1, Song H 1, Shin S 1, Park J 1, Ahn JN 1 1National Evidence-based Healthcare Collaborating Agency (NECA), Seoul, South Korea

- **DS2:** TREND OF ANTI-HYPERTENSIVE MEDICATIONS AND RISK OF STROKE AMONG HYPERTENSIVE PATIENTS IN TAIWAN: BASED ON THE NHI DATABASE
  - Chu NF 1, Shuang-Ho Hospital, TMU, School of Public Health, NDMC, Taipei, Taiwan

- **DS3:** A COMPARISON OF SIGNAL DETECTION PERFORMANCE BETWEEN REPORTING ODDS RATIO AND BAYESIAN CONFIDENCE PROPAGATION NEURAL NETWORK METHODS ON ADVERSE DRUG REACTION SPONTANEOUS REPORTING DATABASE OF THE THAI FDA
  - Bunchuailua W 1, 1Zuckerman I, Kutsoomboon V 1, Suwankasawong W 1, Singhaiwanon P 1, Kaewkungwal J 1 1Faculty of Pharmacy Silpakorn University, Muang, Nakhon Pathom, Thailand, 1University of Maryland, Baltimore, MD, USA, 1Chulalongkorn University, Bangkok, Thailand, 1Food and Drug Administration, Muang, Nonthaburi, Thailand, 1Faculty of Tropical Medicine Mahidol University, Ratchawithi, Bangkok, Thailand, 1Mahidol University, Bangkok, Thailand

- **DS4:** HERBAL PRODUCTS SAFETY: AN APPLICATION OF HEALTH PRODUCT VIGILANCE CENTER DATABASE
  - Saokaew S 1, Suwankesawong W 1, Permsuwann 1, 1Chaiyakunapruk N 1, 1Naresuan University Phayao, Muang, Phayao, Thailand, 1Food and Drug Administration, Muang, Nonthaburi, Thailand, 1Chiang Mai University, Muang, Chiang Mai, Thailand, 1Naresuan University, Muang, Phitsanulok, Thailand

DRUG USE STUDIES  Lagoon Hall A
Moderator: Ahmad Fuad Afdhal PhD, Chief Executive Officer, Center for Socio-Economic Studies in Pharmacy, Jakarta, Indonesia

- **DU1:** THE IMPACTS OF ABUSE OF ANTIBIOTIC THERAPIES IN CHINA
  - Yang L 1, Peking University, Beijing, China

- **DU2:** THE UTILIZATION OF PROPHYLACTIC ANTITHROMBOTIC AGENTS AFTER MAJOR ORTHOPEDIC SURGERIES- A POPULATION-BASED STUDY IN TAIWAN
  - Yu YF 1, Chen LC 1, Cheng LJ 1 1Kaohsiung Medical University, Kaohsiung, Taiwan, 1University of Macau, Macau, China

- **DU3:** ASSESSMENT OF THE KNOWLEDGE AND PERCEPTIONS OF THE MALAYSIAN COMMUNITY PHARMACISTS REGARDING PHARMACOVIGILANCE: FINDINGS FROM AN INTERVENTIONAL STUDY
  - Elkalmi RM 1, Hassali MA 1, Itham M 1 1Univertisiti Sains Malaysia, Minden, Penang, Malaysia, 1Univertisiti Sains Malaysia, Pinang, Palau Pinang, Malaysia

- **DU4:** COST-EFFECTIVENESS ANALYSIS OF TRAVAPROST FOLLOWED BY FIXED COMBINATION TRAVAPROST/TIMOLOL TREATMENT SEQUENCE (T-TTFC) COMPARED TO LATANOPROST FOLLOWED BY LATANOPROST/TIMOLOL FIXED COMBINATION (L-LTFC) FOR PATIENTS WITH OPEN ANGLE GLAUCOMA OR OCULAR HYPERTENSION IN MALAYSIA AND INDIA
  - Taylor M 1, Tan R 1 1York Health Economics Consortium, York, UK, 1Alcon Laboratories R&D International, Singapore

HEALTH EXPENDITURE STUDIES  Grand Ballroom B
Moderator: Eui-Kyung Lee PhD, Professor, Graduate School of Clinical Pharmacy, Sookmyung Women’s University, Seoul, South Korea

- **HE1:** A CROSS-COUNTRY COMPARISON OF HEALTH PERFORMANCE BETWEEN TAX-FUNDED AND SOCIAL HEALTH INSURANCE SYSTEM- THE CHANNEL VIA PREVENTIVE CARE
  - Chen Q 1, Li L 1, Peking University, Beijing, China

- **HE2:** NEW DRUGS AND THE GROWTH OF HEALTH EXPENDITURE: EVIDENCE FROM DIABETIC PATIENTS IN TAIWAN
  - Liu YM 1, Hsieh CR 1 1National Cheng Kung University, Tainan, Taiwan, 1Academia Sinica, Taipei, Taiwan

- **HE3:** ANALYSIS OF AN AFFORDABLE PRICE FOR PERFORMANCE-BASED RISK SHARING SCHEME: OMALIZUMAB ADAPTATION IN KOREA
  - Kim S 1, Kim J 1, Kim C 1, Shin K 1, Kim K 1, Novartis Korea, Seoul, South Korea

- **HE4:** THE EFFECT OF PRICE CONTAINMENT ON THE TREND OF PHARMACEUTICAL EXPENDITURE FROM 1999 TO 2007 IN TAIWAN
  - Lang HC 1, 1National Yang-Ming University, Taipei, Taiwan, 1National Taiwan University, Taipei, Taiwan

7:00PM-8:00PM  POSTER AUTHOR DISCUSSION HOUR  Grand Ballroom A
(See pages 69-126 for Research Poster Presentations)

7:00PM-9:00PM  EXHIBITORS’ RECEPTION & RESEARCH POSTER PRESENTATIONS VIEWING  Grand Ballroom A
(See pages 69-126 for Research Poster Presentations)

ISPOR MEETINGS (BY INVITATION ONLY)

7:00PM-9:00PM  ISPOR ASIA CONSORTIUM EXECUTIVE COMMITTEE BUSINESS MEETING  Lagoon Hall B

9:15PM-10:30PM  ISPOR 5th ASIA-PACIFIC CONFERENCE PROGRAM COMMITTEE BUSINESS MEETING  Coconut Grove
ISPOR 4TH ASIA-PACIFIC CONFERENCE
5-7 September 2010 | Hilton Phuket | Phuket, Thailand

PROGRAM & SCHEDULE OF EVENTS: TUESDAY, 7 SEPTEMBER

TUESDAY, 7 SEPTEMBER

7:00AM-8:15AM ISPOR MEETING (BY INVITATION ONLY)

ISPOR ASIA CONSORTIUM EDUCATION COMMITTEE BUSINESS MEETING Lagoon Hall B

7:30AM-8:30AM EDUCATIONAL SYMPOSIUM (See page 60 for Symposia descriptions) Grand Ballroom B

7:45AM-8:15AM ESTIMATING THE HUMANISTIC AND COST BURDEN OF CHRONIC OBSTRUCTIVE PULMONARY DISEASE (COPD)
(Sponsored by Novartis)

8:45AM-10:30AM WELCOME, ISPOR DISTINGUISHED SERVICE AWARDS PRESENTATION & THIRD PLENARY SESSION Grand Ballroom B

WELCOME
Surachat Ngorsuraches PhD, RPh, Program Committee Co-Chair, and Associate Professor, Faculty of Pharmaceutical Sciences, Prince of Songkla University, Songkhla, Thailand

PRESENTATION OF ISPOR DISTINGUISHED SERVICE AWARDS
Presented by: Scott D. Ramsey MD, PhD, 2010-2011 ISPOR President, and Full Member and Professor, Fred Hutchinson Cancer Research Center, University of Washington, Seattle, WA, USA

Awardees:
Surachat Ngorsuraches PhD, RPh, Program Committee Co-Chair, and Associate Professor, Faculty of Pharmaceutical Sciences, Prince of Songkla University, Songkhla, Thailand

Vithaya Kulsomboon PhD, Program Committee Co-Chair, Associate Professor and Associate Dean for Planning and Development, Faculty of Pharmaceutical Sciences, Chulalongkorn University, Bangkok, Thailand

Gordon G. Liu PhD, 2004-2006 Chair, ISPOR Asia Consortium Executive Committee, Professor of Economics, and Executive Director, The Health Economics and Management Institute, Guanghua School of Management, Peking University, Beijing, China

Kenneth KC Lee JP, MPhil, PhD, Professor of Pharmacy and Head of Pharmacy Program, School of Medicine and Health Sciences, Monash University, Kuala Lumpur, Malaysia

Shanlian Hu MD, MSc, 2008-2010 Chair, ISPOR Asia Consortium Executive Committee, Professor, School of Public Health, Fudan University, and Director, Center for Health Development Research, Shanghai Bureau of Health, Shanghai, China

HEALTH CARE DATA IN ASIA: COLLECTING, SHARING, AND USING
(See page 48 for biographical information)

Real world health care data presents a significant opportunity for health economists and outcomes researchers to conduct research that supports health technology assessment and health policy-making. The availability, transparency and proper use of data would encourage decision making based on real world evidence. In this session, speakers from Thailand, Taiwan, China Mainland, South Korea, Japan and Malaysia will present what and how data is collected, shared and used, and what mechanism can be adopted to improve data quality.

Moderator: Surachat Ngorsuraches PhD, RPh, Program Committee Co-Chair, and Associate Professor, Faculty of Pharmaceutical Sciences, Prince of Songkla University, Songkhla, Thailand

Speakers:
Samrit Sritthinongsawat PhD, Director, Health Insurance System Research Office, Nonthaburi, Thailand

Raoh-Fang Pwu PhD, Acting Director, Division of Health Technology Assessment, Center for Drug Evaluation, Taipei, Taiwan

Ling Xu MPhil, Director, Center for Health Statistics and Information, Ministry of Health, Beijing, China

Seungjin Bae ScD, Senior Researcher, Health Insurance Review and Assessment Service, Seoul, South Korea

Shunya Ikeda MD, MS, DMSc, Professor of Public Health and Pharmacoconomics, School of Pharmacy, International University of Health and Welfare, Tochigi, Japan

Syed Mohamed Aljunid MD, MSc, PhD, FAMM, Professor of Health Economics and Senior Research Fellow, United Nations University-International Institute of Global Health (UNU-IIGH), National University of Malaysia, Kuala Lumpur, Malaysia

Respondents:
Ashoke Bhattacharya PhD, Executive Director, Global Economic Affairs, Johnson & Johnson, New Brunswick, NJ, USA
Bruce Crawford MA, MPH, General Manager, Asia, Mapi Values, Tokyo, Japan
Jennifer Sung PharmD, MS, Executive Director, Global Health Economics & Outcomes Research, Novartis, Shanghai, China
10:30AM-11:00AM BREAK, EXHIBITS, & RESEARCH POSTER PRESENTATIONS VIEWING Grand Ballroom A

(See pages 69-126 for Research Poster Presentations)
Coffee/tea supported by ZRx Outcomes Research

11:00AM-12:00PM ISSUE PANELS & WORKSHOPS – SESSION II (See pages 52-56 for Issue Panel and Workshop Descriptions)

IP3: HOW HIGH IS HIGH OF COST-EFFECTIVENESS THRESHOLD IN ASIA: VALUE JUDGMENT OF QALYS OR HOW MUCH WE CAN SPEND Grand Ballroom B
Moderator: Mingliang Zhang PhD, Senior Director, Worldwide Market Access, Global Strategic Marketing and Market Access, Johnson and Johnson Pharmaceutical Services, Baritan, NJ, USA
Panelists: Nara Decharin PhD, Manager, AstraZeneca Thailand, Bangkok, Thailand; Yen-Huei (Tony) Tarn PhD, MS, Executive Director, Center for Pharmaceutical Care Development, National Union of Pharmacist Association, Taipei, Taiwan; Su-Kyong Ko PhD, Director, Head of Market Access, Market Access Division, Pfizer Korea, Seoul, South Korea
IP4: RISK-SHARING SCHEMES IN THE ASIAN MARKETPLACE: WHAT ARE THE STEPS FOR SUCCESS? Lagoon Hall A
Moderator: Lisbet Coulton, Director, International Pricing and Reimbursement, United BioSource Corporation - Europe, London, UK
Panelists: Nathorn Chaiyakunapruk PharmD, PhD, Associate Professor, Center of Pharmaceutical Outcomes Research, Department of Pharmacy Practice, Naresuan University, Muang, Phitsanulok, Thailand; Wen Chen PhD, Professor, Center for Pharmacoeconomic Research and Evaluation, Fudan University, Shanghai, China; Abdulkadir Keskinslan MD, MBA, MPH, Market Pricing Director Asia, Novartis Pharma AG, Basel, Switzerland

W4: CHALLENGES IN ADAPTING NORTH AMERICAN & EUROPEAN PHARMACOECONOMIC RESEARCH TO THE ASIA-PACIFIC SETTING Similan Room
Discussion Leaders: David Thompson PhD, Senior Vice President, Health Economics & Strategic Consulting, i3 Innovus, Medford, MA, USA; George Papadopoulos, President, Emerald CG, McMahon’s Point, NSW, Australia
W5: VALUE-BASED PRICING AND REIMBURSEMENT IN JAPAN: CURRENT METHODS AND FUTURE POTENTIALS Arcadia Hall 2
Discussion Leaders: Isao Kamae MD, DrPH, Professor of Pharmacoeconomics, JPMAs Research and Education Project, Graduate School of Health Management, Keio University, Fujisawa-City, Kanagawa, Japan; Makoto Kobayashi ME, Director, CRECON Research & Consulting Inc, Tokyo, Japan; Naohiro Nakahara, Research Scientist, Health Outcomes Research, Medical Science, Eli Lilly Japan K.K., Kobe, Japan
W6: ASSESSMENT OF USE OF PHARMACOECONOMICS AND OUTCOMES RESEARCH IN ASIA: THE ISPOR ASIA CONSORTIUM NEEDS SURVEY REPORT Arcadia Hall 1
Discussion Leaders: Jeff J. Guo PhD, RPH, Associate Professor of Pharmacoeconomics & Pharmacoepidemiology, University of Cincinnati Medical Center, Cincinnati, OH, USA; Shu-Chuen Li PhD, MBA, MSc, Professor, Chair & Head, University of Newcastle, School of Biomedical Sciences, Callaghan, NSW, Australia; Shuanli Hu MD, MSc, Professor, School of Public Health, Fudan University; and Director, Center for Health Development Research, Shanghai Bureau of Health, Shanghai, China; Kenneth KC Lee JP, MPhil, PhD, Professor of Pharmacy and Head of Pharmacy Program, School of Medicine and Health Sciences, Monash University, Kuala Lumpur, Malaysia

12:00PM-1:30PM LUNCH, EXHIBITS, & RESEARCH POSTER PRESENTATIONS VIEWING Grand Ballroom A
(See pages 69-126 for Research Poster Presentations)

12:15PM-1:15PM ISSUPE PANELS & WORKSHOPS – SESSION III (See pages 52-56 for Issue Panel and Workshop Descriptions)

IP5: STRENGTHENING HEALTH TECHNOLOGY ASSESSMENT CAPACITY IN DEVELOPING COUNTRIES: CONTRIBUTIONS OF INTERNATIONAL ORGANIZATIONS Grand Ballroom B
(Speakers at this panel were invited, see page 45 for biographical information)
Moderator: Yot Teerawattananon MD, PhD, Program Leader, Health Intervention and Technology Assessment Program (HITAP), Nonthaburi, Thailand
Panelists: Scott D. Ramsey MD, PhD, 2010-2011 ISPOR President, and Full Member and Professor, Fred Hutchinson Cancer Research Center, University of Washington, Seattle, WA, USA; Laura Sampietro-Colom MD, PhD, President, Health Technology Assessment International (HTAI), Edmonton, AB, Canada; Kalipso Chalkidou PhD, MD, Director - NICE International, National Institute for Health and Clinical Excellence, London, UK
W7: CONDUCTING OUTCOMES RESEARCH IN ASIA: CHALLENGES OF LOCAL ADAPTATION OF GLOBAL OR STUDIES Lagoon Hall A
Discussion Leaders: Bruce Crawford MA, MPH, General Manager, Asia, Magi Values, Tokyo, Japan; Lillian Yi Wang MA, Senior Market Access Manager, Novartis (Taiwan) Co., Ltd, Taipei, Taiwan; Jittarakul Leartsakulpanitch PhD, Outcomes Research Associate, United BioSource Corporation, Limited, Bangkok, Thailand
W8: THE NEW GERMAN METHODS FOR ECONOMIC EVALUATION AND THEIR APPLICABILITY IN ASIA Arcadia Hall 1
Discussion Leaders: J. Jaime Caro MD, Senior Vice President of Health Economics, United BioSource Corporation, Lexington, MA, USA; Charalabos-Markos Dintsios MPH, MA, Scientific Staff Department of Health Economics, Institute for Quality and Efficiency in Health Care (IQWiG), Cologne, Germany; Anja Schwalm MSc, Health Economist, Health Economics, Institute for Quality and Efficiency in Health Care (IQWiG), Cologne, Germany; Isao Kamae MD, DrPH, Professor of Pharmacoeconomics, JPMAs Research and Education Project, Graduate School of Health Management, Keio University, Fujisawa-City, Kanagawa, Japan
W9: USING HEALTH ECONOMICS AND OUTCOMES RESEARCH TO INFORM HEALTH POLICY IN NEW ZEALAND Similan Room
Discussion Leaders: Sarah Norris MPhil, PhD, Director, Health Technology Analysts Pty Ltd, Sydney, NSW, Australia; Ray Kirk PhD, MSc, Associate Professor, Health Sciences Centre, Christchurch, New Zealand; Paul Scuffham PhD, Professor of Health Economics, Griffith University, Meadowbrook, Australia

CONTROLING HEALTH CARE EXPENDITURES FROM NATIONAL TO HOSPITAL LEVEL: HEALTH CARE DECISION-MAKER’S CASE STUDY PANEL DISCUSSION Arcadia Hall 2
(See page 56 for Health Care Decision-Maker’s Case Study abstracts. Poster Presentations will be on display outside Arcadia Hall 2)
Moderators: Shuanli Hu MD, MSc, Professor, School of Public Health, Fudan University, and Director, Center for Health Development Research, Shanghai Bureau of Health, Shanghai, China; Syed Mohamed Aljunid MD, MSc, PhD, FAMM, Professor of Health Economics and Senior Research Fellow, United Nations University-International Institute of Global Health (UNU-IIGH), National University of Malaysia, Kuala Lumpur, Malaysia
Panelists: Vithaya Kulsomboon PhD, Program Committee Co-Chair, Associate Professor and Associate Dean for Planning and Development, Faculty of Pharmaceutical Sciences, Chulalongkorn University, Bangkok, Thailand; Sirdara Mahaphanta PharmD, MS, Director, Department of Pharmacy Practice, Faculty of Pharmaceutical Sciences, Naresuan University, Muang, Phitsanulok, Thailand; Hsiang-Wen Lin PhD, Assistant Professor, School of Pharmacy and Graduate Institute, China Medical University, Taichung, Taiwan

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ISPOR 4TH ASIA-PACIFIC CONFERENCE
5-7 September 2010 | Hilton Phuket | Phuket, Thailand

PROGRAM & SCHEDULE OF EVENTS: TUESDAY, 7 SEPTEMBER

2:45PM-3:45PM ISSUE PANELS & WORKSHOPS – SESSION IV (See pages 52-56 for Issue Panel and Workshop Descriptions)

IP6: DESIGNING CLINICAL TRIALS: THE CHALLENGES OF MEETING THE NEEDS OF PAYERS VS REGULATORS Arcadia Hall 1
Moderator: William Montgomery RPh, Senior Research Scientist, Eli Lilly and Company, West Ryde, NSW, Australia
Panelists: Rosalie Viney PhD, Associate Professor, Centre for Health Economics Research and Evaluation, University of Technology, Sydney, Broadway, NSW, Australia; Michael Drummond PhD, Professor of Health Economics, Centre for Health Economics, University of York, York, UK; Ruth Lopert, Principal Medical Adviser, Therapeutic Goods Administration, Canberra, Australia

IP7: APPLICATION OF ECONOMIC EVALUATION TOOLS FROM THE UNITED STATES AND EUROPE TOWARD PRICING AND REIMBURSEMENT STRATEGIES IN THE ASIA-PACIFIC REGION Grand Ballroom B
Moderator: Diana Brixner RPh, PhD, Professor and Chair, Department of Pharmacootherapy, College of Pharmacy, University of Utah, Salt Lake City, UT, USA
Panelists: Gordon G. Liu PhD, Professor of Economics and Executive Director, The Health Economics and Management Institute, Guanghua School of Management, Peking University, Beijing, China; Abdulkadir Keskinaslan MD, MBA, MPH, Market Pricing Director Asia, Novartis Pharma AG, Basel, Switzerland; Alan Haycox MA, PhD, Reader in Health Economics, University of Liverpool, Liverpool, UK

W10: SELECTING THE OPTIMAL TARGET POPULATION FOR FORMULARY COVERAGE Similan Room
Discussion Leaders: Eric Q. Wu PhD, Managing Principal, Analysis Group, Inc., Boston, MA, USA; Jipan Xie, MD PhD, Associate, Analysis Group, Inc., Boston, MA, USA; Dezhi Yu PhD, Director, China Ministry of Health, Beijing, China

W11: SHARING EXPERIENCES OF USING CASEMIX SYSTEMS IN THAILAND Lagoon Hall A
Discussion Leaders: Supasit Pannarunothai MD, PhD, Professor, Community Family and Occupational Medicine, Naresuan University, Muang, Phitsanulok, Thailand; Boonchai Kijsanayotin MD, PhD, Director, Bureau of Policy and Strategy, Ministry of Public Health, Muang, Nonthaburi, Thailand; Nilawan Upakdee PhD, Director, Naresuan University, Muang, Phitsanulok, Thailand; Orathai Khiaocharoen MEd, Phitsanulok Provincial Health Office, Muang, Phitsanulok, Thailand

W12: USING POPULATION-BASED DATA IN OUTCOMES RESEARCH STUDIES: STRENGTHS, WEAKNESSES AND LESSONS LEARNED Arcadia Hall 2
Discussion Leaders: Wen Chen PhD, Professor, Center for Pharmacoeconomic Research and Evaluation, Fudan University, Shanghai, China; Chao-Hsiun Tang PhD, Professor, School of Health Care Administration, Taipei Medical University, Taipei, Taiwan; Bruce Crawford MA, MPH, General Manager, Asia, Mapi Values, Tokyo, Japan; Jennifer Sung MS, PharmD, Executive Director, Health Economics & Outcomes Research, Global Health Economics & Outcomes Research, Novartis Pharmaceuticals Corporation, Shanghai, China

3:45PM-4:00PM BREAK, EXHIBITS, & RESEARCH POSTER PRESENTATIONS VIEWING Grand Ballroom A
(Clinical Therapeutics)

(See pages 69-126 for Research Poster Presentations)

Coffee/tea sponsored by Clinical Therapeutics

4:00PM-5:00PM ISSUE PANELS & WORKSHOPS – SESSION V (See pages 52-56 for Issue Panel and Workshop Descriptions)

IP8: MANAGING COSTS AND QUALITY OF CARE IN OLDER ADULTS – A TALE OF 3 COUNTRIES Grand Ballroom B
Moderator: Vithaya Kulsoomboon PhD, Associate Professor and Associate Dean for Planning and Development, Faculty of Pharmaceutical Sciences, Chulalongkorn University, Bangkok, Thailand
Panelists: Sang-Eun Choi MPh, PhD, Director Market Access, Abbott Australia, Sydney, Australia; Jeong-Hoon Ahn PhD, Executive Director, Health Economics & Outcomes Research, Global Health Economics & Outcomes Research, Novartis Pharmaceuticals Corporation, Shanghai, China; Eui-Kyung Lee PhD, Professor, College of Pharmacy, Seoul National University, Seoul, South Korea

IP9: PHARMACEUTICAL REIMBURSEMENT – TO RESTRICT OR NOT TO RESTRICT: LESSONS LEARNT FROM AUSTRALIAN EXPERIENCE Arcadia Hall 1
Moderator: Adele Weston PhD, Director, Health Technology Analysts Pty Ltd, Balmain NSW, Australia
Panelists: Paul Scuffham PhD, Professor of Health Economics, Griffith University, Meadowbrook, Australia; Rosalie Viney PhD, Associate Professor, Centre for Health Economics Research and Evaluation, University of Technology, Sydney, NSW, Australia; Cammy Yuen, Director Market Access, Abbott Australia, Sydney, Australia

W14: METHODOLOGICAL ISSUES ON USING THE EQ-5D INDEX IN OUTCOMES RESEARCH Lagoon Hall A
Discussion Leaders: Alex Z. Fu PhD, Assistant Professor, Department of Quantitative Health Sciences, Cleveland Clinic, Cleveland, OH, USA; Nan Luo PhD, Assistant Professor, Department of Epidemiology and Public Health & Centre for Health Services Research, National University of Singapore, Singapore

Drug Reimbursement Policy and Outcomes Research in Korea Arcadia Hall 2
Recently, there has been growing interest in health technology assessment of pharmaceuticals and its use in pricing and reimbursement in Korea. The new ISPOR Korea Chapter is becoming a coordination center for discussions among academics, researchers and industry on topics such as health care technology pricing and outcomes research in Korea. During this workshop, representatives of the ISPOR Korea Chapter will discuss the pricing system and policies, current trends of health technology assessment, and outcomes research in Korea.

Discussion Leaders: Eui-Kyung Lee PhD, ISPOR Korea Chapter President & Professor, Graduate School of Clinical Pharmacy, Sooambyung Women’s University, Seoul, South Korea; Jeong-Hoon Ahn PhD, ISPOR Korea Chapter Secretary and Director, National Evidence-based Healthcare Collaborating Agency (NECA), Seoul, South Korea; Sukyoung Ko PhD, Korea Chapter member and Director, Department of Market Access, Pfizer Korea, Seoul, South Korea

5:15PM-6:00PM ISPOR RESEARCH AWARDS PRESENTATION, ISPOR 5TH ASIA-PACIFIC CONFERENCE ANNOUNCEMENT & CLOSING REMARKS Grand Ballroom B
Moderated by: Bong-Min Yang PhD, 2010-2012 Chair, ISPOR Asia Consortium Executive Committee, and Professor of Economics, School of Public Health, Seoul National University, Seoul, South Korea

ISPOR RESEARCH AWARDS PRESENTATION
Presented by:
Surachat Ngorsuraches PhD, RPh, Program Committee Co-Chair, and Associate Professor, Faculty of Pharmaceutical Sciences, Prince of Songkla University, Songkhla, Thailand
Vithaya Kulsoomboon PhD, Program Committee Co-Chair, Associate Professor and Associate Dean for Planning and Development, Faculty of Pharmaceutical Sciences, Chulalongkorn University, Bangkok, Thailand
The goal of Value in Health Special Issues: Pharmacoeconomics and Outcomes Research in Asia, is to promote the science of pharmacoeconomic and outcomes research in the Asia region, by providing an additional publication opportunity to researchers, practitioners, and policy makers from Asian countries, where this science is being developed, and to share pharmaceutical and medical device outcomes research results from Asian countries with the rest of the world.

CALL FOR PAPERS COMING SOON!
Value in Health 3rd Special Issue: Pharmacoeconomics and Outcomes Research in Asia
Articles from ISPOR 4th Asia-Pacific Conference Plenary Sessions
Original Research from Asia
Please note: First author must reside in a country in Asia and original research must be on a study population in Asia.
Submission Deadline: 30 November 2010

PAST ASIA SPECIAL ISSUES
Value in Health 2nd Special Issue: Pharmacoeconomics and Outcomes Research in Asia
Volume 12 Issue s3, Pages S1 - S123 (November/December 2009)
This issue includes 24 articles selected mostly from the presentations at the ISPOR 3rd Asia Pacific Conference held in September 2008 in Seoul, South Korea. All articles were peer reviewed and are on the following topics: economic evaluation analysis, health policy analysis, and health outcomes analysis assessment (including clinical, patient-reported outcomes, quality of life or preference-based analysis). Papers include three multi-country papers, covering HTA policies in a total of ten Asian health care systems, and the articles cover a wide range of HTA related scientific issues such as societal burden of disease, cost effectiveness of various interventions, policy development, ICER (incremental cost effectiveness ratio) threshold, utility measurement tool, HTA attitudes among decision makers and researchers, pharmacoeconomic submission guidelines, and outcomes measurement.

Value in Health Special Issue: Pharmacoeconomics and Outcomes Research in Asia
Volume 11 Issue s1, Page S1-S165 (March/April 2008)
This issue includes selected articles presented from the ISPOR 2nd Asia Pacific Conference held in March 2006 in Shanghai, China, and other research articles studying a population in Asia. All articles were peer reviewed and are on the following topics: economic evaluation analysis, health policy analysis, and health outcomes analysis assessment (including clinical, patient-reported outcomes, quality of life or preference-based analysis). These articles represent an important milestone in the evolution of health economics and outcomes research and evidence-based medicine in Asia. Their significance lies in showcasing the growing Asian expertise in this area, as well as highlighting the challenges that still lie ahead. The selected articles include empirical and policy analyses from ten countries of south, southeast and northeast Asia. Many of the articles feature international collaborations among researchers, which can often wield in-depth institutional knowledge of the Asian context with a comparative analytical lens that brings methodological rigor to bear on questions of local and international policy relevance.