PROGRAM & SCHEDULE OF EVENTS
SATURDAY, 8 NOVEMBER

9:00-18:00  PRE-Congress SHORT COURSES  Short Course Registration Required

18:30-19:30  EDUCATIONAL SYMPOSIUM  Room: Forum (Ground Floor)
A Debate on Evidence Sources to Support Coverage and Reimbursement
Sponsored by ICON Commercialisation & Outcomes

SUNDAY, 9 NOVEMBER

8:00-17:00  PRE-Congress SHORT COURSES  Short Course Registration Required

17:30-18:30  EDUCATIONAL SYMPOSIUM  Room: Forum (Ground Floor)
Alternative and Early Access Schemes: Short-Term Gains and Long-Term Sustainability
Sponsored by CBPartners

18:45-19:45  EDUCATIONAL SYMPOSIUM  Room: Forum (Ground Floor)
Real-World Effectiveness Studies: Why Now & Now What?
Sponsored by Laser Analytica

MONDAY, 10 NOVEMBER

7:30-8:30  EDUCATIONAL SYMPOSIUM  Room: Elicium 1 (1st Floor)
Value Evidence Requirements and Access Procedures for Orphan Drugs in Europe
Sponsored by Xcenda

8:45-10:45  WELCOME & FIRST PLENARY SESSION  Room: Auditorium (Ground Floor) [Overflow Room: G104-105 (1st Fl)]

CONGRESS PROGRAM OVERVIEW
Carin A. Uyl-de Groot, PhD, Program Committee Co-Chair, Professor of Health Technology Assessment, Head of Health Economics & Director, Institute for Medical Technology Assessment/Institute of Health Care Policy and Management (IMTA/IBMG), Erasmus University Rotterdam, Rotterdam, The Netherlands
Finn Barlum Kristensen, MD, PhD, Program Committee Co-Chair, Professor, Health Services Research & Health Technology Assessment, University of Southern Denmark, and Director, EUnetHTA Secretariat, Danish Health and Medicines Authority, Copenhagen, Denmark

ISPOR 2014 AVEDIS DONABEDIAN OUTCOMES RESEARCH LIFETIME ACHIEVEMENT AWARD
Presented by: Mark J. Sculpher, MSc, PhD, Chair, ISPOR Avedis Donabedian Lifetime Achievement Award in Health Outcomes Committee and Professor of Health Economics, Centre for Health Economics, University of York, Heslington, York, UK
Awardee: Bengt Jönsson, PhD, Professor of Health Economics, Stockholm School of Economics, Centre for Health Economics, Stockholm, Sweden

FIRST PLENARY SESSION: Creating Sustainable Health Systems in Europe
Slow economic growth and high public debt levels have put pressure on all European Union (EU) health systems, with a number of them subject to “Troika” demands for structural reform and substantial cost savings. This is before account is taken of changing demographics; the increase in underlying demands for health and social care; and income disparities between Member States. During this session, moving to health systems across Europe in which health care delivery is both affordable and the highest possible quality will be addressed.
Moderator: Carin A. Uyl-de Groot, PhD, Professor of Health Technology Assessment, Head of Health Economics & Director, Institute for Medical Technology Assessment/Institute of Health Care Policy and Management (IMTA/iBMG), Erasmus University Rotterdam, Rotterdam, The Netherlands

DELIVERING AFFORDABLE CANCER CARE
Speaker: Richard Sullivan, MD, PhD, Director, Kings Health Partners Institute of Cancer Policy & Global Health, London, UK

HEALTH CARE REFORM IN EUROPE: MOVING TOWARDS INTEGRATED CARE AND MATCHING PERFORMANCE-BASED PAYMENT SYSTEMS
Speaker: Maureen P. M. H. Rutten-van Mölken, PhD, MSc, Professor of Economic Evaluations of Innovative Health Care for Chronic Diseases, Institute for Medical Technology Assessment/Institute of Health Care Policy and Management (IMTA/iBMG), Erasmus University Rotterdam, Rotterdam, The Netherlands

DIFFERENTIAL PRICING ACROSS EUROPE – ADDRESSING CENTRAL AND EASTERN EUROPEAN COUNTRY NEEDS
Speaker: Zoltán Kaló, MSc, MD, PhD, Professor of Health Economics, Department of Health Policy and Health Economics, Eötvös Loránd University (ELTE) and Founder & Chief Executive Officer, Syreon Research Institute, Budapest, Hungary

Respondent: Lieven Annemans, PhD, MMAn, MSc, Professor of Health Economics, Ghent University, Gent, Belgium

10:45-11:00 BREAK, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING - SESSION I Room: Hall 2-3 (Ground Floor)

11:00-12:00 ISSUE PANELS - SESSION I

HEALTH POLICY DEVELOPMENT USING OUTCOMES RESEARCH ISSUES
IP1: HOW CAN HTA BENEFIT FROM INCREASED DATA TRANSPARENCY? Room: Elicium 1 (1st Floor)
Moderator: Meinieart Boysen, MSc, HPPF, Director, Technology Appraisal Programme, Centre for Health Technology Evaluation, National Institute for Health and Care Excellence (NICE), Manchester, UK
Panelists: Lesley Stewart, PhD, Director, Centre for Reviews and Dissemination, University of York, Heslington, York, UK; Beth S Woods, MSc, Research Fellow, Centre for Health Economics, University of York, Heslington, York, UK; Jens Greuger, PhD, Vice President, Head of Global Health Economics & Pricing, Global Health Economics & Pricing, F. Hoffmann-La Roche, Basel, Switzerland

IP2: SUCCESS CRITERIA OF GENERIC AND BIOSIMILAR DRUG POLICIES: NOT AS EASY AS IT LOOKS Room: G104-105 (1st Floor)
Moderator: Anke-Peggy Holtorf, PhD, MBA, Managing Director, Health Outcomes Strategies, Basel, Switzerland
Panelists: Tomas Tesar, PharmD, PhD, MBA, Member, Reimbursement Committee of the Slovak Ministry of Health, Union Health Insurance Fund, Bratislava, Slovak Republic; Nick Haggar, MBA, Head, Western Europe, Middle East and Africa and President, European Generic Medicines Association (EGA), Brussels, Belgium; Zoltán Kaló, MD, MSc, PhD, Professor of Health Economics, Department of Health Policy and Health Economics, Eötvös Loránd University (ELTE), Budapest, Hungary

USE OF REAL WORLD DATA ISSUES
IP3: HOW DESIRABLE, FEASIBLE, AND ACCEPTABLE IS THE INCLUSION OF REAL-WORLD EVIDENCE IN HTA DECISION MAKING ACROSS EUROPE? Room: Elicium 2 (1st Floor)
Moderator: Sarah Garner, PhD, Associate Director for Research and Development, National Institute for Health and Care Excellence (NICE), London, UK
Panelists: Alexandre Joyeux, PhD, Director, Global Patient Access, Novartis Pharma AG, Basel, UK; Keith R Abrams, PhD, Professor of Medical Statistics & Head of Biostatistics Research Group, Department of Health Sciences, University of Leicester, Leicester, UK; Wim Goetttsch, PhD, Advisor, International Affairs and Academia, National Health Care Institute (ZIN) and EUnetHTA Partner, Diemen, The Netherlands

CLINICAL OUTCOMES RESEARCH ISSUES
IP4: SHOULD WE ADJUST OVERALL SURVIVAL ESTIMATES FOR TREATMENT SWITCHING IN ONCOLOGY? Room: G102-103 (1st Floor)
Moderator: Anke van Engen, MSc, Senior Director, Quintiles Consulting, Hoofddorp, The Netherlands
Panelists: Nicholas R Latimer, PhD, Professor of Health Economics, SchHARR, Health Economics and Decision Science, University of Sheffield, Sheffield, UK; Yvonne-Beatrice Böhler, MD, MBA, Professor for Pharmacoeconomics, Faculty of Applied Natural Sciences, Cologne University of Applied Sciences, Leverkusen, Germany; Stefan Holmstrom, MSc, Director, HEOR, Astellas Pharma Global Development, Leiden, The Netherlands

ECONOMIC OUTCOMES RESEARCH ISSUES
IP5: IT’S NOT SO LONELY ANYMORE: HOW ARE HEALTH SYSTEM PLAYERS ADAPTING VALUE DEMONSTRATION AND ACCESS PATHWAYS TO ADDRESS AN ECONOMIC OUTCOMES RESEARCH ISSUES Room: G106-107 (1st Floor)
Moderator: John J Doyle, DrPH, Managing Director & Practice Leader, Managed Markets, US, Market Access, Quintiles, Hawthorne, NY, USA
Panelists: Josie Godfrey, MAs, Associate Director, Highly Specialised Technologies, National Institute for Health and Care Excellence (NICE), London, UK; Donald Han, BA, Vice President, Payor Insights & Access Regional Lead, Pfizer, Collegeville, PA, USA; Eric C Faulkner, MPH, Practice Leader, Global Market Access, Quintiles, Executive Director, Genomics, Biotech, Emerging Medical Technology Institute, National Association of Managed Care Physicians, and Assistant Professor, Institute for Pharmacogenomics and Individualized Therapy, Eshelman School of Pharmacy, University of North Carolina, Chapel Hill, NC, USA

12:00-14:15 LUNCH, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING - SESSION I Room: Hall 2-3 (Ground Floor)
Lunch sponsored by BaseCase

12:15-13:15 EDUCATIONAL SYMPOSIUM Room: Auditorium (Ground Floor)
BIG DATA, ADVANCED ANALYTICS, AND THE TRANSFORMATION OF HEALTH CARE DELIVERY: PRACTICAL APPLICATIONS IN HEALTH CARE RESEARCH
Sponsored by IMS Health
Program & Schedule of Events: Monday, 10 November Continued

12:15-13:15 STUDENT RESEARCH SHOWCASE Room: G104-105 (1st Floor)
Outcomes Research Having a High Impact on New Challenges for Improving European Health Care
This session will feature four outcomes research studies, conducted by ISPOR student members and presented at the ISPOR 17th Annual European Congress. Each student author will present a brief summary of their research study, conclusions and will then discuss how their research will have a high impact on new challenges for improving European health care.
Moderators: Dennis Raisch PhD, Professor, University of New Mexico, College of Pharmacy, Albuquerque, NM, USA; Zeba M. Khan PhD, RPh, Vice President, Strategic Market Access & Policy, Celgene Corporation, Summit, NJ, USA,
Speakers: Jane Yc Chan, MA, Msc, London School of Economics, London, UK; Henk Broekhuizen, MSc, University of Twente; Enschede, The Netherlands; Carina Schey, PharmD, GMAS University of Groningen, St-Prix, Switzerland; Frank Moriarty, BSc (Pharm), MPHarm, Royal College of Surgeons in Ireland, Dublin, Ireland

13:15-14:15 POSTER AUTHOR DISCUSSION HOUR - SESSION I Room: Hall 2-3 (Ground Floor)

14:15-15:15 RESEARCH PODIUM PRESENTATIONS - SESSION I

Page numbers refer to Podium Abstracts in Value in Health 17(7)

CANCER OUTCOMES RESEARCH STUDIES Room: Auditorium (Ground Floor)
Moderator: Ursula Rochau, MSc, Senior Scientist, Institute of Public Health, Medical Decision Making and Health Technology Assessment, Department of Public Health and Health Technology Assessment, UMIST - University for Health Sciences, Medical Informatics and Technology, and Division of Health Technology Assessment and Bioinformatics, Oncotyrol - Center for Personalized Cancer Medicine, Hall I, Austria

Conceptual Papers Room: G104-105 (1st Floor)
Moderator: James D. Chambers, PhD, MPHarm, MSc, Assistant Professor, The Center for the Evaluation of Value and Risk in Health, Institute for Clinical Research and Health Policy Studies, Tufts Medical Center, Boston, MA, USA

Contribution 322
Long-term Impact of the Dutch Colorectal Cancer Screening Programme on Cancer Incidence: Exploration of the Serrated Pathway
Greuter MJ, Lew JF, Berkhof J, Canfell K, Dekker EJ, Meijer GA, Coupé VM, YU University Medical Center, Amsterdam, The Netherlands, 2University of New South Wales, Sydney, Australia, 3Academic Medical Center, Amsterdam, The Netherlands

Contribution 323
Primary Treatments for Intermediate-Risk Prostate Cancer: A Cost-effectiveness and Value-of-Information Analysis
Piena M, Izzemen M, Steuten LM, PANAEXA bv, Enschede, The Netherlands, 2University of Twente and MIRA institute for Biomedical Technology & Technical Medicine, Enschede, The Netherlands, 3University of Twente, Enschede, The Netherlands

Contribution 324
Early Stage Cost-effectiveness Analysis of a BRCA1-like Test to Detect Triple Negative Breast Cancers Responsive to High-Dose ALKYLATING CHEMOTHERAPY
Miguel Cases A, Steuten LM, Retell VP, van Haren WH, Netherlands Cancer Institute, Amsterdam, The Netherlands, 2University of Twente, Enschede, The Netherlands

Contribution 325
The Cost of Treating Limitations Incorrectly: Errors in the Application of Drug Prices in Economic Models Due to Differing PATIENT Weights
Hatswell AJ, Porter J, Hertel N, Lee D, 1BrexMed, Sheffield, UK, 2Bristol Myers Squibb, Uxbridge, UK

Diagnosis Research Studies Room: G106-107 (1st Floor)
Moderator: Laura T. Burgers, MSc, Researcher, Institute for Medical Technology Assessment/Institute of Health Care Policy and Management, Erasmus University Rotterdam, Rotterdam, The Netherlands

Contribution 324
Cost-effectiveness (CE) of Imaging-Guided Strategies for the Diagnosis of Coronary Artery Disease (CAD): Results from the EIVINCI Study
Lorenzoni V, Pierrotti F, Belloli S, Neglia D, Rovai D, Turchetti G, 1Scuola Superiore Sant’Anna, Pisa, Italy, 2National Research Council, Pisa, Italy

Contribution 325
The Value of Risk-stratified Information in the National Lung Cancer Screening Trial
Soeteman DI, Cohen JT, Neumann PJ, Wong JB, Kent DM, Tufts Medical Center/Tufts University School of Medicine, Boston, MA, USA, 2Tufts Medical Center, Boston, MA, USA

Contribution 326
Effect of Self-monitoring of Blood Glucose on Glycemic control, Clinical Outcomes, and Health Care Costs in Diabetic Patients Using Insulin: A Retrospective Analysis
Degli Esposti L, Saragoni S, Bini L, Buda S, ClIcon Srl, Ravenna, Italy

Contribution 327
Diagnosing Anxiety Disorders in Primary Care: A Systematic Review and Meta-analysis
Olaru E, Rodrigo M, Alvarez Lopez P, Castro-Rodriguez P, Martin-Lopez LM, Alonso J, Garcia Forero C, 1PRBB - IMIM Instituto Hospital del Mar de Investigaciones Medicas, Barcelona, Spain, 2Pompeu Fabra University, Barcelona, Spain, 3Institut de Neuropsiquiatria i Addiccions, Barcelona, Spain, 4IMIM Research Institute Hospital del Mar, Barcelona, Spain
WORKSHOPS - SESSION I

HEALTH CARE POLICY DEVELOPMENT USING OUTCOMES RESEARCH

W1: DECISION FRAMEWORKS AND THE ECONOMIC EVALUATION OF VACCINES  
**Room: G102-103 (1st Floor)**

**Discussion Leaders:** Richard J Pitman, PhD, Lead Health Economist & Epidemiologist, Health Economics, ICON Clinical Research, Oxford, UK; Maarten J Postma, PhD, Professor, Department of Pharmacy, University of Groningen, Groningen, The Netherlands; Elisabeth Fenwick, PhD, Director, Health Economics, ICON Clinical Research, Oxford, UK; Mark Sculpher, MSc, PhD, Professor of Health Economics, Centre for Health Economics, University of York, Heslington, York, UK

**W2: HEALTHY DECISIONS: TOWARDS UNCERTAINTY TOLERANCE IN OUTCOMES RESEARCH**  
**Room: G104-105 (1st Floor)**

**Discussion Leaders:** Manuela A. Joore, PhD, Researcher, Department of Clinical Epidemiology and Medical Technology Assessment, Maastricht University Medical Centre, Maastricht, The Netherlands; Jill Bindels, MSc, Postdoctoral Researcher, Clinical Epidemiology and Medical Technology Assessment, CAPHRI, Maastricht University Medical Centre, Maastricht University, Maastricht, The Netherlands; Thomas Wilkinson, MSc, Adviser, Health Economics, NICE International, National Institute for Health and Care Excellence (NICE), London, UK; Wim Goettsch, PhD, Advisor, International Affairs and Academia, National Health Care Institute (ZIN) and EUnetHTA Partner, Dienen, The Netherlands

USE OF REAL WORLD DATA

W3: GENERATING EVIDENCE FOR PHARMACOEPIDEMIOLOGY, HEALTH OUTCOMES, AND EPIDEMIOLOGY THROUGH DIRECT-TO-SUBJECT STUDY APPROACHES  
**Room: Elicium 1 (1st Floor)**

**Discussion Leaders:** Florian Eichmann, PhD, Senior Director, Real World Research & Value, Kantar Health, Munich, Germany; Susan Sinclair, PhD, Associate Professor, Epidemiologist, Clinical Research Program, UNCW College of Health and Human Services, Wilmington, NC, USA; Klaas Heinemans, MD, PhD, MSc, MBA, Managing Director, ZEG-Berlin, Berlin, Germany; Marco DiBonaventura, PhD, Vice President, Health Outcomes, Health Outcomes Practice, Kantar Health, New York, NY, USA

CLINICAL OUTCOMES RESEARCH

W4: PROGRESSION FREE SURVIVAL VERSUS OVERALL SURVIVAL AS IMPORTANT CLINICAL ENDPOINTS IN CANCER CLINICAL TRIALS: CAN IMPROVED VALIDATION OF SURROGATE ENDPOINTS IMPROVE THE UTILITY OF TRIAL EVIDENCE?  
**Room: Elicium 2 (1st Floor)**

**Discussion Leaders:** Edward J Mills, PhD, Associate Professor, Stanford University, Stanford, CA, USA; Heiner C. Bucher, MD, Professor, Internal Medicine, Basel Institute for Clinical Epidemiology & Biostatistics, Basel, Switzerland; Kalpana D'Oca, BSc, HTA & EBM Manager, Merck Sharp and Dohme Ltd., Hoddesdon, UK; Rachid Rafia, MSc, Research Fellow, Health Economics and Decision Science, University of Sheffield, Sheffield, UK

ECONOMIC OUTCOMES RESEARCH

W5: VALUE-BASED ASSESSMENT FOR NICE: HOW TO DO THE CALCULATIONS  
**Room: Auditorium (Ground Floor)**

**Discussion Leaders:** Jeanette Kusel, MSci, Head of Health Technology Assessment and Health Economics, Costello Medical Consulting Ltd., Cambridge, UK; Meindert Boysen, MSc, HPPF, Director, Technology Appraisal Programme, Centre for Health Technology Evaluation, National Institute for Health and Care Excellence (NICE), Manchester, UK; Koonal K. Shah, MSc, Senior Economist, Office of Health Economics, London, UK; Anthony J Hatswell, MSc, Principle Consulting Economist, BresMed, Sheffield, UK

PATIENT-REPORTED OUTCOMES & PATIENT PREFERENCE RESEARCH

W6: CHOICE DEFINES VALUE: INTERPRETATION OF CRITERIA WEIGHTS IN MULTI-CRITERIA DECISION MAKING (MCDM)  
**Room: G106-107 (1st Floor)**

**Discussion Leaders:** Axel C. Mühlbacher, PhD, MBA, Professor of Health Economics and Health Care Management, Institute Health Economics and Health Care Management (IGM), Hochschule Neubrandenburg, Neubrandenburg, Germany; Juan Marcos González, PhD, Senior Research Economist, Health Preference Assessment, RTI Health Solutions, Research Triangle Park, NC, USA; Benjamin M. Craig, PhD, Associate Member, Health Outcomes & Behavior, Moffitt Cancer Center, Tampa, FL, USA
F4: RARE DISEASE: CHALLENGES IN ASSESSMENT AND APPRAISAL OF DIAGNOSTICS & TREATMENTS

Room: Elicium 2 (1st Floor)
Moderator: Chris L. Pashos, PhD, Vice President, Global Outcomes and Epidemiology Research, Takeda Pharmaceuticals International, Inc., Cambridge, MA, USA
Speakers: Ken Redekop, PhD, Associate Professor, HTA, Erasmus University Rotterdam, Rotterdam, The Netherlands; Mondher Toumi, MD, MSc, PhD, Professor & Chair of Decision Sciences, Department of Public Health and Market Access, University Claude Bernard Lyon 1, Lyon, France; Ruediger Gattemann, MA, MBA, Director, Health Policy & External Affairs Europe, CSL Behring, Marburg, Germany

F5: CAPACITY BUILDING IN PHARMAECONOMICS AND HTA IN CENTRAL & EASTERN EUROPE (CEE): OPPORTUNITIES IN EDUCATION AND TRAINING

Room: Elicium 1 (1st Floor)
Moderator: Olha Zaliska, PhD, DScSt (Pharm), President, ISPOR Ukraine Chapter and Professor, Danylo Haltsky Lviv National Medical University, Lviv, Ukraine
Speakers: Rok Hren, PhD, MSc IHP (HE), President, ISPOR Slovenia Chapter and Assistant Professor, University of Ljubljana, Ljubljana, Slovenia; Josip Culig, MD, MD, PhD, President, ISPOR Croatia Chapter and Professor, Pharmacology & Clinical Pharmacology & Head, Pharmacoepidemiology Department, Public Health Institute Zagreb, Zagreb, Croatia; Pavel Vorobiev, MD, MSc, PhD, President, ISPOR Russia Chapter and Professor & Head, Department of Hematology & Geriatrics and Faculty for Postgraduate Medical Education, First Sechenov Moscow State Medical University, Moscow, Russia; Vladimir Zah, Health Economics Consultant & Founder, Zx Outcomes Research Inc., Belgrade, Serbia; Mirela Sima, MD, MSc, Health Economics Specialist, Johnson & Johnson, Bucharest, Romania

F6: STANDARD TREATMENT GUIDELINES (STG’S) AND THE EFFECT OF A LACK OF IMPLEMENTATION

Room: G102-103 (1st Floor)
Moderator: Mahmoud Elmahdawy, PharmD, President, ISPOR Egypt Chapter and Head, Hospital Pharmacy Administration, Ministry of Health, Lecturer, Clinical and Hospital Pharmacy, Min International University, Cairo, Egypt
Speaker: Shelley McGee, BPharm, BCom, M Health Econ, Health Economist, MRC/Wits Rural Public Health and Health Transitions Unit, Wits University School of Public Health, Johannesburg, South Africa; Peter Agyei-Baffour, PhD, President, ISPOR Ghana Chapter and Health Economics Lecturer, Community Health Department, Kwame Nkrumah University of Science and Technology, Kumasi, Ghana; Ola G. Al Ahdab Albannay, PhD, PdG, RPh, President, ISPOR United Arab Emirates Chapter and Pharmaceutical Advisor & Project Manager, Registration and Drug Control Department, Ministry of Health, Abu Dhabi, United Arab Emirates; Anthony Waka Udezi, PhD, Assistant Dean of Pharmacy & Senior Lecturer, Department of Clinical Pharmacy, University of Benin, Benin City, Nigeria; Barbara Castelmnuovo, PhD, Director, Longitudinal Cohorts and Post-Doctoral Researcher, Infectious Diseases Institute, Makerere University College of Health Sciences, Kampala, Uganda

18:30-19:30 POSTER AUTHOR DISCUSSION HOUR - SESSION II Room: Hall 2-3 (Ground Floor)

19:30-20:30 STUDENT WELCOME RECEPTION Room: Café Amsterdam (Ground Floor)
All students and faculty are welcome to attend! One of the main goals of the ISPOR Student Reception is to increase the connection among student members and faculty. The 2013 European Congress was a great start in connecting peers and professionals during the reception. Please join us this year to continue the success and increase your networking connections!

19:30-21:00 ISPOR CENTRAL & EASTERN EUROPE (CEE) NETWORK RECEPTION Room: Topaz Lounge (1st Floor)
A great opportunity to meet & network with ISPOR colleagues from the CEE region!
All attendees interested in the Network, its operation, activities and current initiatives are welcome to attend. ISPOR CEE Network includes the following ISPOR Regional Chapters: Belarus Chapter, Bosnia & Herzegovina Chapter, Bulgaria Chapter, Croatia Chapter, Cyprus Chapter, Czech Chapter, Greece Chapter, Hungary Chapter, Poland Chapter, Republic of Macedonia Chapter, Romania Chapter, Russia Chapter, Russia-Far East Chapter, Russia HTA Chapter, Russia St. Petersburg Chapter, Serbia Chapter, Slovakia Chapter, Slovenia Chapter, Turkish SCP Chapter, and the Ukraine Chapter. For questions on ISPOR CEE Network and to find how to get involved, please send an email to: ceenet@ispor.org

TUESDAY, 11 NOVEMBER

7:30-8:30 EDUCATIONAL SYMPOSIUM Room: Elicium 1 (1st Floor)
A PRAGMATIC DECISION-MAKING FRAMEWORK FOR REIMBURSEMENT IN CENTRAL & EASTERN EUROPEAN (CEE) COUNTRIES
Sponsored by EFPIA

8:45-13:30 RESEARCH POSTER PRESENTATIONS - SESSION III Room: Hall 2-3 (Ground Floor)

9:00-10:00 WORKSHOPS - SESSION II

HEALTH CARE POLICY DEVELOPMENT USING OUTCOMES RESEARCH

W7: FROM EVALUATION TO IMPLEMENTATION: HOW TO ENSURE EFFICIENT INVESTMENT IN IMPLEMENTATION OF COST-EFFECTIVE TECHNOLOGIES IN CLINICAL PRACTICE
Room: G102-103 (1st Floor)
Discussion Leaders: Rita Faria, MSc, Research Fellow, Centre for Health Economics, University of York, Heslington, York, UK; Sophie Whyte, PhD, Research Fellow, HEDS, SchARR, University of Sheffield, Sheffield, UK; Ties Hoomans, PhD, Assistant Professor, Institute of Health Policy & Management, Erasmus University Rotterdam, Rotterdam, The Netherlands; Stephen Palmer, MSc, Professor, University of York, Heslington, York, UK

USE OF REAL WORLD DATA

W8: PATIENT REGISTRIES AS HTA TOOLS IN ECONOMIC OUTCOMES RESEARCH: REQUIREMENTS, BARRIERS, AND THE WAY FORWARD Room: Elicium 2 (1st Floor)
Discussion Leaders: Persephone Douli, MD, PhD, Senior Researcher, PARENT JA WP6 Leader, Information Department, National Institute for Health and Welfare (THL), Helsinki, Finland; Wim Goettsch, PhD, Advisor, International Affairs and Academia, National Health Care Institute (ZIN) and ELinNET HA Partner, Diermen, The Netherlands; Marianne Klemp, PhD, Director, The Norwegian Knowledge Centre for the Health Services (NOKC), Oslo, Norway; Matic Meglic, MD, PhD, MBA, Head of Healthcare Informatics Center, PARENT JA Coordinator, National Institute of Public Health, Slovenia, Ljubljana, Slovenia
ISPOR 17th Annual European Congress
8-12 NOVEMBER 2014, AMSTERDAM RAI, AMSTERDAM, THE NETHERLANDS

PROGRAM & SCHEDULE OF EVENTS: TUESDAY, 11 NOVEMBER CONTINUED

CLINICAL OUTCOMES RESEARCH

W9: RISK MODELING AND HETEROGENEITY OF TREATMENT EFFECT Room: G104-105 (1st Floor)
Discussion Leaders: David M Kent, MD, MS, Professor of Medicine, Predictive Analytics and Comparative Effectiveness Center, Institute for Clinical Research and Health Policy Studies, Tufts Medical Center/Tufts University School of Medicine, Boston, MA, USA; Ewout W Steyerberg, PhD, Professor of Medical Decision Making, Department of Public Health, Erasmus MC, University Medical Center Rotterdam, Rotterdam, The Netherlands

ECONOMIC OUTCOMES RESEARCH

W10: MAKING MODELS MORE ACCESSIBLE TO DECISION MAKERS Room: Auditorium (Ground Floor)
Discussion Leaders: Michael Drummond, DPhil, Professor of Health Economics, Centre for Health Economics, University of York, York, UK; Michael Barry, MD, PhD, National Clinical Lead, HSE Clinical Strategy and Programmes, HSE Medicines Management Programme, Dublin, Ireland; Laurie Fazio, BS, Vice President, Dymaxium, Inc., Toronto, ON, Canada; Amy O’Sullivan, PhD, Director, HEOR, Vertex, Boston, MA, USA

W11: THE APPLICATION OF HEALTH ECONOMIC GUIDELINES TO STRATIFIED MEDICINE Room: Elicium 1 (1st Floor)
Discussion Leaders: Mark J. C. Nuijten, PhD, MD, MBA, Founder, Ars Accessus Medica, Jisp, The Netherlands; Maarten J. Postma, Professor, Department of Pharmacy, Unit of Pharmacoeconomics & PharmacoEconomics (PE2), University of Groningen, Groningen, The Netherlands; W. Ken Redekop, PhD, Associate Professor, Institute for Medical Technology Assessment, Erasmus University Rotterdam, Rotterdam, The Netherlands; Uwe Siebert, MD, MPH, MSc, ScD, Professor of Public Health and HTA, Harvard University, Senior Scientist & Chair of the Department of Public Health, Medical Decision Making and Health Technology Assessment (HTA), UMIT - University for Health Sciences, Medical Informatics and Technology, and Director of the Division for Health Technology Assessment and Bioinformatics, ONCOTYROL, Hall i, Austria

PATIENT-REPORTED OUTCOMES & PATIENT PREFERENCE RESEARCH

W12: WHAT DO PEOPLE WANT TO KNOW AND NOT WANT TO KNOW? USING STATED-PREFERENCE METHODS TO EVALUATE NEW DIAGNOSTIC TECHNOLOGIES Room: G101-102 (1st Floor)
Discussion Leaders: F. Reed Johnson, PhD, Senior Research Scholar, Duke Clinical Research Institute, Duke University, Durham, NC, USA; Axel C. Mühlbacher, PhD, MBA, Professor of Health Economics and Health Care Management, Institute Health Economics and Health Care Management (IGM), Hochschule Neubrandenburg, Neubrandenburg, Germany; Deborah A. Marshall, PhD, Canada Research Chair, Health Services and Systems Research and Associate Professor, Department of Community Health Sciences, Faculty of Medicine, University of Calgary, Alberta Bone and Joint Health Institute, Calgary, AB, Canada; Franziska Severin, MPH, Research Associate, Helmholtz Zentrum München, Institute of Health Economics and Health Care Management (IGM), Neuherberg, Germany

10:00-10:15 BREAK, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING - SESSION III Room: Hall 2-3 (Ground Floor)

Coffee sponsored by Truven Health Analytics
Cookies sponsored by RTI Health Solutions

10:15-11:15 ISSUE PANELS - SESSION II

HEALTH POLICY DEVELOPMENT USING OUTCOMES RESEARCH ISSUES

IP6: WHAT VALUE DO WE PLACE ON A CURE? VALUE DEMONSTRATION CHALLENGES ASSOCIATED WITH INNOVATOR AND REGENERATIVE THERAPIES IN EUROPE, NORTH AMERICA, AND ASIA Room: G102-103 (1st Floor)
Moderator: Eric C Faulkner, MPH, Practice Leader, Global Market Access, Quintiles, Executive Director, Genomics, Biotech, Emerging Medical Technology Institute, National Association of Managed Care Physicians, and Assistant Professor, Institute for Pharmacogenomics and Individualized Therapy, Eshelman School of Pharmacy, University of North Carolina, Chapel Hill, NC, USA
Panelists: Adrian Towsie, MA, MPhil, Director, Office of Health Economics, London, UK; Don Husereau, MSc, Adjunct Professor, Faculty of Medicine, University of Ottawa and Senior Scientist, University for Health Sciences, UMIT, Ottawa, ON, Canada; Joshua J. Carlson, PhD, MPH, Consultant, VeriTech Corporation, Mercer Island, WA, USA
IP7: ARE WE MOVING TOWARDS COLLABORATIVE EUROPEAN RAPID RELATIVE EFFECTIVENESS ASSESSMENTS? INSIGHTS GLEANED FROM THE EUNETHTA JOINT ASSESSMENT OF CANAGLIFLOZIN Room: G104-105 (1st Floor)
Moderator: Diana Simone Warren, MSc, Assistant Project Manager, ELINERIHTA WP5 Lead, National Health Care Institute (ZIN), Dienen, The Netherlands
Panelists: François Meyer, MD, Advisor to the President, International Relations, Haute Autorité de Santé (HAS), Paris, France; Mirjam Huij, MD, PhD, Assistant Director, Department for Development, Research and HTA, Agency for Quality and Accreditation in Health Care and Social Welfare, Zagreb, Croatia; Adrian D. Griffin, MSc, Vice President, HTA & Market Access Policy, Johnson & Johnson, Buckinghamshire, UK

CLINICAL OUTCOMES RESEARCH ISSUES

IP8: DOES THE DATA SPEAK FOR ITSELF? A LOOK AT ADEQUATE DATA GENERATION TO MEET THE DIFFERING REQUIREMENTS OF MULTIPLE HTA AND REIMBURSEMENT BODIES IN EUROPE Room: Elicium 2 (1st Floor)
Moderator: Timothy R Auton, MSc, PhD, Director, Astellas, Leiden, The Netherlands
Panelists: Omar Dabbous, MD, MPH, Head of Quantitative Sciences, Payer Evidence Group, GlaxoSmithKline, King of Prussia, PA, USA; Friedhelm Leverkus, MS, Director, HTA&OR, Pfizer Deutschland GmbH, Berlin, Germany; Mira Pavlovic, DrPH, HTA&OR, Pfizer Deutschland GmbH, Berlin, Germany; Deborah A. Marshall, PhD, Canada Research Chair, Health Services and Systems Research and Associate Professor, Department of Community Health Sciences, Faculty of Medicine, University of Calgary, Alberta Bone and Joint Health Institute, Calgary, AB, Canada; Mirjam Huij, MD, PhD, Assistant Director, Department for Development, Research and HTA, Agency for Quality and Accreditation in Health Care and Social Welfare, Zagreb, Croatia; Adrian D. Griffin, MSc, Vice President, HTA & Market Access Policy, Johnson & Johnson, Buckinghamshire, UK

ECONOMIC OUTCOMES RESEARCH ISSUES

IP9: DOES BURDEN OF DISEASE FIT INTO OUR APPROACHES TO ASSESSMENT AND APPRAISAL? Room: Elicium 1 (1st Floor)
Moderator: Sylvia Vigen, PhD, Advisor, National Health Care Institute (ZIN), Dienen, The Netherlands
Panelists: Elly Stolk, PhD, Assistant Professor, Erasmus University Rotterdam, Rotterdam, The Netherlands; Morten Aaserud, PhD, Health Economist, NOMA, Oslo, Norway; Gert Jan van der Wilt, PhD, Professor of Health Technology Assessment, Department for Health Evidence, Radboud University Medical Centre, Nijmegen, The Netherlands

PATIENT-REPORTED OUTCOMES & PATIENT PREFERENCE RESEARCH ISSUES

IP10: HYPOTHETICAL VERSUS EXPERIENCE-BASED EQ-SD VALUATIONS: WHAT ARE THE IMPLICATIONS FOR HEALTH ECONOMIC EVALUATIONS? Room: G106-107 (1st Floor)
Moderator: Ulf Persson, PhD, Chief Executive Officer, The Swedish Institute for Health Economics (IHE), Lund, Sweden
Panelists: Gisela Kobelt, PhD, MS, MBA, President, European Health Economics, Mulhouse, France; Johanna Svensson, MSc, Research Manager, The Swedish Institute for Health Economics (IHE), Lund, Sweden; Lars-Åke Levin, PhD, Professor, Department of Medical and Health Sciences, IMH, Linköping University, Linköping, Sweden
ISPOR 17th Annual European Congress
8-12 NOVEMBER 2014, AMSTERDAM RAI, AMSTERDAM, THE NETHERLANDS

PROGRAM & SCHEDULE OF EVENTS: TUESDAY, 11 NOVEMBER CONTINUED

11:15-13:30  LUNCH, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING - SESSION III  Room: Hall 2-3 (Ground Floor)

11:30-12:00  EDUCATIONAL SYMPOSIUM  Room: Auditorium (Ground Floor)
END OF LIFE OR END OF THE ROAD: ARE RISING CANCER COSTS SUSTAINABLE?
Sponsored by Optum

12:15-13:15  ISPOR MEDICAL DEVICES & DIAGNOSTICS SPECIAL INTEREST GROUP MEETING  Room: G102-103 (1st Floor)
All ISPOR members interested or working in the area of medical devices and diagnostics are welcome to attend the ISPOR Medical Devices and Diagnostic Special Interest Group meeting. This meeting will provide an opportunity for participants to discuss issues and challenges within this field and develop projects to address them.

12:30-13:30  POSTER AUTHOR DISCUSSION HOUR - SESSION III  Room: Hall 2-3 (Ground Floor)

13:00-15:00  WELCOME & SECOND PLENARY SESSION  Room: Auditorium (Ground Floor)  [Overflow Room: G104-105 (1st Fl)]
WELCOME
Adrian Towse, MA, MPhil, 2014-2015 ISPOR President and Director, Office of Health Economics, London, UK

SECOND PLENARY SESSION: EARLIER ACCESS TO INNOVATION - IS IT WORTH IT?
Patients and manufacturers are keen to see early access for effective new therapies. However, regulators and health technology assessment (HTA) bodies/payors need enough evidence to be confident that benefit risk and value, respectively, meet their requirements. Proposals for “adaptive licensing” for use by the European Medicines Agency (EMA) would need to be matched by managed entry arrangements for payers if use was to occur whilst additional evidence was gathered. Is this workable given skepticism about risk sharing type arrangements? Is there a workable commercial model given that payers normally respond to greater uncertainty by seeking a lower price? During this session, adaptive licensing, coverage with evidence development, and other programs to deal with evidence uncertainty will be presented.
Moderator: Adrian Towse, MA, MPhil, Director, Office of Health Economics, London, UK

EARLIER ACCESS TO INNOVATION: REGULATORY AGENCY PERSPECTIVE
Speaker: Hans-Georg Eichler, MD, MSc, Senior Medical Officer, European Medicines Agency (EMA), London, UK

EARLIER ACCESS TO INNOVATION: INDUSTRY PERSPECTIVE
Speaker: Richard Bergström, MScPharm, Director General, European Federation of Pharmaceutical Industries and Associations (EFPIA), Brussels, Belgium

EARLIER ACCESS TO INNOVATION: HTA AGENCY PERSPECTIVE
Speakers: Alric Rüther, MD, PhD, Head, Department of Health Care Quality, International Affairs, Institute for Quality and Efficiency in Health Care (IQWiG), Cologne, Germany; Carole Longson, PhD, Director, Centre for Health Technology Evaluation and Executive Director, National Institute for Health Care & Excellence (NICE), London, UK

15:00-15:30  BREAK & EXHIBITS VIEWING  Room: Hall 2-3 (Ground Floor)
Coffee sponsored by Truven Health Analytics
Cookies sponsored by RTI Health Solutions

15:30-19:30  RESEARCH POSTER PRESENTATIONS - SESSION IV  Room: Hall 2-3 (Ground Floor)

15:30-16:30  ISSUE PANELS - SESSION III

HEALTH POLICY DEVELOPMENT USING OUTCOMES RESEARCH ISSUES
IP11: DECISION MAKING IN HEALTH CARE BASED ON ECONOMIC EVALUATION: REALITY OR JUST WISHLFUL THINKING? EXPERIENCES FROM FOUR EUROPEAN COUNTRIES  Room: G102-103 (1st Floor)
Moderator: Andreas Uwe Gerber-Grote, MD, PhD, Head, Department of Health Economics, Institute for Quality and Efficiency in Health Care (IQWiG), Cologne, Germany
Panelists: James P Raftery, PhD, Professor, NIHR Evaluation Trials and Studies Coordinating Centre (NETSCC), University of Southampton, Southampton, UK; Margreet Franken, MSc, Researcher, Institute for Medical Technology Assessment, Erasmus University Rotterdam, Rotterdam, The Netherlands; Emelie Heintz, PhD, Researcher, SBU, Stockholm, Sweden

IP12: INTEGRATED CARE MODELS AS A POTENTIAL ROUTE FOR MARKET ACCESS OF INNOVATIVE MEDICAL DEVICES IN GERMANY? STAKEHOLDER PERSPECTIVES ON THE CONCEPT  Room: G104-105 (1st Floor)
Moderator: Stefan Walzer, PhD, MA, General Manager, MA’s Market Access & Pricing Strategy GmbH, Weil am Rhein, Germany
Panelists: Daniel Dreeschel, BSc, Health Economist, MA’s Market Access & Pricing Strategy GmbH, Weil am Rhein, Germany; Detlef Parow, MD, Head of Health Care Management, DAK Gesundheit, Hamburg, Germany; Mathias Flume, PhD, Head of Health Care Management, Kassenärztliche Vereinigung Westfalen-Lippe, Dortmund, Germany
IP13: HOW DO THE VIEWS ON THE USE OF VALUE OF INFORMATION ANALYSES DIFFER BETWEEN POLICY MAKERS, INDUSTRY, AND RESEARCHERS?

**Room: G106-107 (1st Floor)**

**Moderator:** Manuela A. Joore, PhD, Researcher, Department of Clinical Epidemiology and Medical Technology Assessment, Maastricht University Medical Centre, Maastricht, The Netherlands

**Panelists:** Andrew Briggs, DPhil, MSc, William R. Lindsay Professor of Health Economics, Department of Health Economics & Health Technology Assessment, Institute of Health & Wellbeing, University of Glasgow, Glasgow, UK; Meindert Boysen, MSc, HPPF, Director, Technology Appraisal Programme, Centre for Health Technology Evaluation, National Institute for Health and Care Excellence (NICE), Manchester, UK; Robin de Vries, PhD, Pharmacoconomics Manager, Roche, Woerden, The Netherlands

**USE OF REAL WORLD DATA ISSUES**

IP14: REAL-WORLD COST-EFFECTIVENESS ANALYSIS: WHICH COMPARATOR HAS THE ULTIMATE X-FACTOR?

**Room: Elicium 1 (1st Floor)**

**Moderator:** Carin A Uyl-De Groot, PhD, Director, Institute for Medical Technology Assessment (iMTA), Erasmus University Rotterdam, Rotterdam, The Netherlands

**Panelists:** Peter C. Huizingh, PhD MD, Director, The Comprehensive Cancer Centers The Netherlands (IKKNI), Amsterdam, The Netherlands; Jolanda de Boer, MD, Department Secretary, Scientific Advisory Committee, National Health Care Institute (ZIN), Diemen, The Netherlands; Elisabeth Maria van Rooljin, MD, Junior Researcher, Institute for Medical Technology Assessment (iMTA), Erasmus University Rotterdam, Rotterdam, The Netherlands

**ECONOMIC OUTCOMES RESEARCH ISSUES**

IP15: HOW SHOULD A SOCIETAL PERSPECTIVE IN ECONOMIC EVALUATION BE IMPLEMENTED?

**Room: Elicium 2 (1st Floor)**

**Moderator:** Mark J. Sculpher, MSc, PhD, Professor of Health Economics, Centre for Health Economics, University of York, Heslington, York, UK; Thomas Wilkinson, BPharm, MSc, Adviser, Health Economics, NICE International, National Institute for Health and Care Excellence (NICE), London, UK; Aurelio Mejia, MSc, Deputy Director of Health Technology Assessment, Instituto de Evaluación Tecnológica en Salud (IETS), Bogota, Colombia

**16:45-17:45 WORKSHOPS - SESSION III**

**HEALTH CARE POLICY DEVELOPMENT USING OUTCOMES RESEARCH**

W13: ECONOMIC EVALUATION FOR LOW AND MIDDLE INCOME COUNTRIES: INTRODUCING THE BILL AND MELINDA GATES FOUNDATION GUIDELINES

**Room: G102-103 (1st Floor)**

**Discussion Leaders:** Paul Revill, MSc, Research Fellow, Centre for Health Economics, University of York, Heslington, York, UK; Mark J. Sculpher, MSc, PhD, Professor of Health Economics, Centre for Health Economics, University of York, Heslington, York, UK; Ansgar Hebborn, PhD, Head, Global Market Access Policy, F Hoffmann-La Roche AG, Basel, Switzerland

**W14: THE ETHICAL AND LEGAL ISSUES AROUND THE USE OF SOCIAL MEDIA TO GET TO THE “REAL WORLD”**

**Room: Elicium 1 (1st Floor)**

**Discussion Leaders:** Andrew Briggs, DPhil, MSc, William R. Lindsay Professor of Health Economics, Department of Health Economics & Health Technology Assessment, Institute of Health & Wellbeing, University of Glasgow, Glasgow, UK; Frederico Calado, PharmD, Associate Director, Global Patient Assess, Novartis, East Hanover, NJ, USA; Jean-Bernard Gruenberger, MPH, Global HEOR Director, GPC (Global Patient Access), Novartis, Basel, Switzerland; Xavier Fournie, MD, Executive Vice President, Global Medical Affairs, Global Medical Affairs RWE, Mapi, Lyon, France

**W15: MIXED METHODS RESEARCH WITHIN CLINICAL TRIALS: OPERATIONAL CONSIDERATIONS**

**Room: G106-107 (1st Floor)**

**Discussion Leaders:** Aleixa Marrel, BA, Associate Director, Health Economics and Outcomes Research, Mapi, Lyon, France; Frederico Calado, PharmD, Associate Director, Global Patient Assess, Novartis, East Hanover, NJ, USA; Jean-Bernard Gruenberger, MPH, Global HEOR Director, GPC (Global Patient Access), Novartis, Basel, Switzerland; Xavier Fournie, MD, Executive Vice President, Global Medical Affairs, Global Medical Affairs RWE, Mapi, Lyon, France

**W16: DO CLASS EFFECTS EXIST ACROSS MULTIPLE MEDICAL THERAPEUTICS OR DO THEY REDUCE PATIENT CARE?**

**Room: G104-105 (1st Floor)**

**Discussion Leaders:** Heiner C. Bucher, MD, Professor, Internal Medicine, Basel Institute for Clinical Epidemiology & Biostatistics, Basel, Switzerland; Edward J Mills, PhD, Associate Professor, Stanford University, Stanford, CA, USA; Christopher O’Regan, MSc, Head of Health Technology Assessment & Outcomes, Merck Sharp & Dohme Limited, Hertfordshire, UK

**ECONOMIC OUTCOMES RESEARCH**

W17: DYNAMIC SIMULATION MODELING TO EVALUATE COMPLEX SYSTEM INTERVENTIONS FOR HEALTH CARE DELIVERY RESEARCH – WHAT METHODS FOR WHAT PROBLEMS?

**Room: Elicium 2 (1st Floor)**

**Discussion Leaders:** Deborah A. Marshall, PhD, Canada Research Chair, Health Services and Systems Research and Associate Professor, Department of Community Health Sciences, Faculty of Medicine, University of Calgary, Alberta Bone and Joint Health Institute, Calgary, AB, Canada; Maarten J. IJzerman, PhD, Professor & Chair, Department of Health Technology & Services Research, University of Twente and MIRA Institute for Biomedical Technology & Technical Medicine, Enschede, The Netherlands; William Padula, PhD, MSc, Postdoctoral Fellow, University of Chicago, Chicago, IL, USA; William H. Crown, PhD, Professor, Institute for Health Technology & Services Research, University of Twente and MIRA Institute for Biomedical Technology & Technical Medicine, Enschede, The Netherlands; Jolanda de Boer, MD, Director, Institute for Medical Technology Assessment (iMTA), Erasmus University Rotterdam, Rotterdam, The Netherlands

**17:45-19:30 EXHIBITORS’ WINE & CHEESE RECEPTION & RESEARCH POSTER PRESENTATIONS VIEWING - SESSION IV**

**Room: Hall 2-3 (Ground Floor)**

Reception sponsored by Kantar Health
8-12 NOVEMBER 2014, AMSTERDAM RAI, AMSTERDAM, THE NETHERLANDS

PROGRAM & SCHEDULE OF EVENTS: TUESDAY, 11 NOVEMBER CONTINUED

18:00-19:00  ISPOR FORUMS - SESSION II

F7: COST-EFFECTIVENESS ANALYSIS ALONGSIDE CLINICAL TRIALS - GOOD RESEARCH PRACTICES  Room: Elicium 2 (1st Floor)
Moderator: Richard J. Willke, PhD, Vice President, Outcomes & Evidence Lead CV/Metabolic, Pain, Urology, Gender Health, Global Health & Value, Pfizer, Inc., New York, NY, USA
Speakers: Henry Glick, PhD, Associate Professor of Medicine, University of Pennsylvania, Division of Internal Medicine, Philadelphia, PA, USA; Bengt Jönsson, PhD, Professor of Health Economics, Stockholm School of Economics, Centre for Health Economics, Stockholm, Sweden; Shelby Reed, PhD, RPh, Associate Professor in Medicine, Duke Clinical Research Institute, Durham, NC, USA

F8: HEALTH STATE UTILITY VALUES: MEASURING, MODELLING, AND MAPPING  Room: Auditorium (Ground Floor)
Moderator: Sorrel Wolowacz, PhD, Head, European Health Economics, RTH Health Solutions, Manchester, UK
Speakers: Andrew Briggs, DPhil, MSc, Professor of Health Economics, Institute of Health & Wellbeing, University of Glasgow, Glasgow, UK; Allan J Wailoo, PhD, Professor of Health Economics, SchHARR, University of Sheffield and Director, NICE Decision Support Unit, Sheffield, UK; Andrea Manca, PhD, MSc, Professor, Centre for Health Economics, University of York, Heslington, York, UK

F9: VALUE IN HEALTH REGIONAL ISSUES: EXAMINING PRACTICAL ASPECTS OF MANUSCRIPTS SUBMISSIONS  Room: G106-107 (1st Floor)
Moderator: Imre Boncz, MD, MSc, PhD, Habil, Co-Editor, Value in Health Regional Issues (CEEWAA) and Professor, Faculty of Health Sciences, University of Pécs, Pécs, Hungary
Speakers: Mohamed Izham b. Mohamed Ibrahim, PhD, Co-Editor, Value in Health Regional Issues (CEEWAA) and Professor of Social & Administrative Pharmacy, College of Pharmacy, Qatar University, Doha, Qatar; Dan Greenberg, PhD, Co-Editor-in-Chief, Value in Health Regional Issues (CEEWAA) and Associate Professor & Chairman, Department of Health Systems Management, Ben-Gurion University of the Negev, Beer-Sheva, Israel; Federico Augustovski, MD, MSc, PhD, Co-Editor-in-Chief, Value in Health Regional Issues (Latin America), Director, Economic Evaluations & HTA Department; Institute for Clinical Effectiveness and Health Policy (IECS), Professor of Public Health, University of Buenos Aires, Buenos Aires, Argentina; Bong-Min Yang, PhD, Co-Editor-in-Chief, Value in Health Regional Issues (Asia) and Professor of Economics, School of Public Health and Executive Director, Institute of Health and Environment, Seoul National University, Seoul, South Korea

F10: THE BENEFITS OF INNOVATIVE MEDICINES IN CENTRAL AND EASTERN EUROPEAN (CEE) COUNTRIES  Room: G104-105 (1st Floor)
Moderator: Guenka Petrova, DSc, President, ISPOR Bulgaria Chapter and Professor of Pharmacy, Medical University of Sofia, Sofia, Bulgaria
Speakers: Dominik Tomek, PharmD, PhD, MPH, Senior Researcher, Faculty of Medicine, Slovak Medical University, Bratislava, Slovak Republic; Liubov Krasnova, PhD, Executive Director, The Russian Society for Pharmacoeconomics and Outcomes Research, Moscow, Russia; Joanna Lis, PhD, President, ISPOR Poland Chapter, Adjunct, Faculty of Pharmacy, Department of Pharmacoeconomics, Medical University of Warsaw, and Market Access Director, Sanofi, Warsaw, Poland; Viacheslav Tolubaiev, PharmD, PhD, Clinical Research Associate, Local Study Leader, AstraZeneca Ukraine, Kyiv, Ukraine; Zoran Sterjev, PharmD, PhD, Vice-Dean, Faculty of Pharmacy, UKIM-Skopje, Skopje, Macedonia

F11: THE POLICY CHALLENGES OF RARE DISEASES IN THE CENTRAL AND EASTERN EUROPEAN (CEE) REGION  Room: Elicium 1 (1st Floor)
Moderator: Malwina Holownia, MPharm, Director of Economics, The Russian Society for Pharmacoeconomics and Outcomes Research, Moscow, Russia
Speakers: Elena Verich, MSc, Regulatory Affairs Manager & Products Patrimony Manager, Quality Officer, Sanofi, Minsk, Belarus; Jan Hambalek, MSc, Head of Pharmacoeconomic Department, State Institute of Drug Control, Prague, Czech Republic; Maria Avksentyeva, MD, PhD, ScD, Deputy Director, HTA Centre at RANEPA (Russian Academy of National Economy and Public Administration), Moscow, Russia; Karina Jahz-Rozyk, MD, Professor & Head of Department of Immunology & Clinical Allergology, Military Institute of Medicine, Warsaw, Poland; Tarik Catic, MScPharm, President, ISPOR Bosnia and Herzegovina Chapter and Health Economics Consultant, Sarajevo, Bosnia and Herzegovina

F12: NEW DEVELOPMENTS IN HEALTH POLICY IN ITALY  Room: G102-103 (1st Floor)
Moderators: Lorenzo Mantovani, DSc, President, ISPOR Italy-Milan Chapter and Senior Researcher, Department of Clinical Medicine and Surgery, Federico II University of Naples, Naples, Italy; Francesco Saverio Mennini, MSc, President, ISPOR Italy - Rome Chapter, Professor of Health Economics and Research Director, CEIS Economic Evaluation and HTA (EEHTA), University Tor Vergata Roma, Rome, Italy
Speakers: Patrizia Berto, PharmD, MBA, Senior Vice-President, Business Development & Marketing, LA SER Group Italy, Milan, Italy; Filippo Buccella, MD, President, Parent Project - Onlus, Chairman, EUPATI National Liaison Team Italy, Rome, Italy; Paolo Angelo Cortesi, MD, Research fellow, Research Centre on Public Health (CEEP) - University of Milano-Bicocca, Monza, Italy; Matteo Ruggeri, MSc, PhD, Project Leader & Lecturer, ALTEMS, Università Cattolica del Sacro Cuore (UCSC), Graduate School in Health Economics and Management, Rome, Italy; Paolo Daniele Siviero, MSc, Director, Research Center, Italian Pharmaceutical Agency (AIFA) Drug Assessment, Rome, Italy

18:30-19:30  POSTER AUTHOR DISCUSSION HOUR - SESSION IV  Room: Hall 2-3 (Ground Floor)

20:00-23:30  ISPOR SOCIAL EVENT  Separate Registration Required
Network with colleagues and discover a world of science and technology at the NEMO Science Center!
Approximately 15 minutes from the RAI to the NEMO Science Center
To register: Please see ISPOR Registration, onsite registration is subject to availability
Social Event registrants: Please see Key Information for further information

You can engage in ISPOR activities in the Central & Eastern European (CEE) region via the ISPOR CEE Network! For details: http://www.ispor.org/ceenetwork/index.asp or scan this QR code
WEDNESDAY, 12 NOVEMBER

7:30-8:30 EDUCATIONAL SYMPOSIUM Room: G102-103 (1st Floor)
DURABLE LONG-TERM SURVIVAL IN CANCER PATIENTS – DEFINING NOVEL VALUE METRICS AND METHODOLOGIES IN AN ERA OF IMMUNO-ONCOLOGY MEDICINES
Sponsored by Bristol-Myers Squibb

8:45-14:45 RESEARCH POSTER PRESENTATIONS - SESSION V Room: Hall 2-3 (Ground Floor)

8:45-9:05 WORKSHOPS - IV
HEALTH CARE POLICY DEVELOPMENT USING OUTCOMES RESEARCH
W19: USING MULTI-CRITERIA DECISION ANALYSIS TO EVALUATE THE POTENTIAL OF BIOSIMILARS TO LOWER COSTS IN ONCOLOGY Room: G102-103 (1st Floor)
Discussion Leaders: Dennis W Raisch, PhD, MS, RPh, Professor & Chair, PEPPOR Graduate Program, University of New Mexico College of Pharmacy, Albuquerque, NM, USA; Maarten J. Iizerman, PhD, Professor of Clinical Epidemiology & Health Technology Assessment (HTA) and Head, Department of Health Technology & Services Research, MIRA Institute for Biomedical Technology & Technical Medicine, University of Twente, Enschede, The Netherlands; Charles Bennett, MD, PhD, MPP, CoE
Endowed Chair in Medication Safety and Efficacy & Frank P. and Josie M. Fletcher Professor of Pharmacy, University of South Carolina, Columbia, SC, USA; Martin van der Graaf

W20: THE NUMBER TO TREAT PRINCIPLE AS ALTERNATIVE METHOD TO DETERMINE EFFECTIVENESS AND EFFICIENCY OF MEDICINAL PRODUCTS
Room: G102-103 (1st Floor)
Discussion Leaders: Marja H Pronk, MD, Managing Director, Policy, Pronk & Van Woudenbergh Health Care Consultancy, Woerden, The Netherlands; Mark J. C. Nuijten, PhD, MD, MBA, Founder, Ars Accessus Medica, Jisp, The Netherlands; Carla Schoonderbeek, Master of Law, Partner, Hoyng Monegier LLM, Amsterdam, The Netherlands

9:05-9:20 BREAK, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING - SESSION V Room: Hall 2-3 (Ground Floor)

9:45-10:00 BREAK, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING - SESSION V Room: Hall 2-3 (Ground Floor)
Coffee sponsored by RTI Health Solutions

10:00-11:00 ISSUE PANELS - SESSION IV
HEALTH POLICY DEVELOPMENT USING OUTCOMES RESEARCH ISSUES
IP16: MULTICRITERIA FOR REAL LIFE DECISION MAKING? PERSPECTIVES AND EXPERIENCE FROM THE FIELD Room: G106-107 (1st Floor)
Moderator: Mireille Goethbeque, PhD, MEng, Global Scientist, LASER Analytica, Montreal, QC, Canada
Panelists: François Meyer, MD, Advisor to the President, International Affairs, Haute Autorité de Santé (HAS), Paris, France; Sarah Garner, PhD, BPharm, Associate Director, Research and Development, National Institute for Health and Care Excellence (NICE), London, UK; Michele Tringali, MD, Deputy Officer, HTA Program, Direzione Generale Salute, Regione Lombardia, Milan, Italy
IP17: CAN WE ALLEVIATE NEGATIVE CONSEQUENCES OF EXTERNAL PHARMACEUTICAL PRICE REFERENCING IN MIDDLE EAST COUNTRIES? Room: G102-103 (1st Floor)
Moderator: Panos Kanavos, PhD. Reader in International Health Policy, Medical Technology Research Group, London School of Economics and Political Science, London, UK
Panelist: Ola Ghaileb Al Ahdab, Pharm, PGD, PhD, Pharmaceutical Advisor, Drug Department, Ministry of Health, Abu Dhabi, United Arab Emirates; Mahmoud Elmahdawy, PharmD, Director, Hospital Pharmacy Administration, Central Administration for Pharmaceutical Affairs, Egyptian Ministry of Health, Cairo, Egypt; Kaseem Akhras, PharmD, Head of Market Access MENA Region, Pharma Service, Novartis, Dubai, United Arab Emirates
IP18: IS THERE ROOM FOR MULTI-CRITERIA DECISION MAKING IN CENTRAL & EASTERN EUROPEAN COUNTRIES WITH SEVERE FINANCIAL CONSTRAINTS?
**Room: G104-105 (1st Floor)**
**Moderator:** Vladimir Zah, Health Economist and Founder, ZRx Outcomes Research Inc., Belgrade, Serbia and Montenegro
**Panelists:** Katarzyna Kolasa, PhD, Senior Research Fellow, Department of Pharmacoeconomics, Medical University of Warsaw, Warsaw, Poland; Zoltan Kalo, MD, MSc, PhD, Professor of Health Economics, Department of Health Policy and Health Economics, Eötvös Loránd University (ELTE), Budapest, Hungary; Pavel Vorobiev, MD, PhD, President, Russian Society for Pharmacoeconomics and Outcomes Research, Moscow, Russia

CLINICAL OUTCOMES RESEARCH ISSUES
IP19: EARLY ACCESS TO THERAPIES THROUGH ADAPTIVE LICENSING: HOW DO YOU MAKE IT WORK FOR ALL KEY STAKEHOLDERS?
**Room: Auditorium (Ground Floor)**
**Moderator:** Francois Lucas, PhD, Principal, Pope Woodhead and Associates, St. Ives, UK
**Panelists:** Omar Ali, DipClinPharm, MRPharmS, ACPP, Formulary Development Pharmacist, Surrey & Sussex NHS Trust, Redhill, UK; Bruno Flamion, MD, PhD, Pharmacological and Medical Expert, Federal Agency for Medicines and Health Products, Brussels, Belgium; Sanda Rocak, PhD, Global Value Strategy Lead, Global Market Access, Shire, Eysins, Switzerland

PATIENT-REPORTED OUTCOMES & PATIENT PREFERENCE RESEARCH ISSUES
IP20: CAN MIXED METHODS RESEARCH BE THE SOLUTION TO THE CHALLENGES OF PATIENT-CENTERED OUTCOME RESEARCH IN THE CONTEXT OF RARE DISEASES?
**Room: Emerald Room (1st Floor)**
**Moderator:** Antoine Regnault, PhD, Research Director, HEOR & Strategic Market Access, Mapi, Lyon, France
**Panelists:** Benoît Arnould, PhD, Senior Director, HEOR & Strategic Market Access, Mapi, Lyon, France; François Houyez, MSc, Treatment Information and Access Director & Health Policy Advisor, European Organisation for Rare Diseases (Eurordis), Paris, France; Tara Symonds, PhD, Head of PRO Centre of Excellence, Global Market Access, Global Health and Value, Pfizer Ltd., Tadworth, UK

11:15-12:30 WELCOME & THIRD PLENARY SESSION **Room: Auditorium (Ground Floor)**

**WELCOME**
Adrian Towse, MA, MPhil, 2014-2015 ISPOR President and Director, Office of Health Economics, London, UK

THIRD PLENARY SESSION: HEALTH CARE EVIDENCE: CAN WE GET TO THE ‘REAL WORLD’?
Pressure for “real world” evidence from many health technology assessment (HTA) bodies and payers as well as from the European Medicines Agency (EMA) for post-authorisation efficacy studies has run up against several obstacles: can we generate “real world” observational data? Can we analyse it in a way that addresses bias and confounding? How are health care databases used in outcomes research? Can we make experimental studies more “real world”? This session will address a core ISPOR area that has experienced an impressive renaissance.
**Moderator:** Finn Børlum Kristensen, MD, PhD, Professor, Health Services Research & Health Technology Assessment, University of Southern Denmark and Director, EUnetHTA Secretariat, Danish Health and Medicines Authority, Copenhagen, Denmark

THE NORDIC HEALTHCARE REGISTRIES – REAL IMPROVEMENT TO OUTCOMES RESEARCH?
**Speaker:** Lars Pedersen, MSc, PhD, Professor, Department of Clinical Epidemiology, Aarhus University, Aarhus, Denmark

PILLS, PEOPLE, AND PREFERENCES: EVALUATING REAL-LIFE PRACTICE IN PRAGMATIC TRIALS
**Speaker:** Hilary Pinnock, MB ChB, MD, MRCGP, Reader, Asthma UK Centre for Applied Research, Centre for Population Health Sciences, University of Edinburgh and General Practitioner, Whitstable Medical Practice, Whitstable, Kent, UK

STRATEGIES TO REDUCE BIAS AND INCREASE MEANINGFULNESS OF FINDINGS FROM REAL WORLD DATA
**Speaker:** Sebastian Schneeweiss, MD, ScD, Professor of Medicine and Epidemiology, Harvard Medical School, Boston, MA, USA

12:30-12:45 ISPOR 17th ANNUAL EUROPEAN CONGRESS RESEARCH PRESENTATION AWARDS
**Moderator:** Adrian Towse, MA, MPhil, 2014-2015 ISPOR President and Director, Office of Health Economics, London, UK

ISPOR BEST PODIUM PRESENTATIONS
Presented by: Kostas Athanasakis, PhD, Research Fellow, National School of Public Health and President of the Hellenic Association of Pharmacoeconomics, Athens, Greece

ISPOR BEST POSTER PRESENTATIONS
Presented by: Phil McEwan, PhD, Director, Health Economics and Outcomes Research Ltd., Monmouth, Wales, UK

12:45-13:45 LUNCH, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING - SESSION V **Room: Hall 2-3 (Ground Floor)**

12:45-13:45 POSTER AUTHOR DISCUSSION HOUR - SESSION V **Room: Hall 2-3 (Ground Floor)**
HEALTH CARE POLICY DEVELOPMENT USING OUTCOMES RESEARCH

W24: A TALE OF TWO AUDIENCES: OPTIMISING YIELD FROM EARLY ADVICE CONSULTATION WITH HTA AND REGULATORY ORGANISATIONS

Room: Emerald Room (1st Floor)

Discussion Leaders: Cyrus A. Chowdhury, MS, Chief Executive Officer and Managing Director, CBPartners, New York, NY, USA; Matthieu R. Cuche, PharmD, MBA, Director HCE & Reimbursement, Covadion AG, Zürich, Switzerland; Marije van Weldehn, MD, MBA, MSc, Director, Market Access & Pricing Europe, Ferring, Saint-Prem, Switzerland; Rachel Beckerman, PhD, Principal, Value Demonstration, CBPartners, New York, NY, USA

USE OF REAL WORLD DATA

W25: HOW CAN PATIENT COMMUNITIES INFORM INDUSTRY ABOUT BARRIERS TO MEDICATION ACCEPTANCE AND UNMET NEEDS? LESSONS LEARNED FROM A FRENCH MULTI-DISEASES STUDY USING A PATIENT ONLINE COMMUNITY

Room: G102-103 (1st Floor)

Discussion Leaders: H. Gilet, MSc, Senior Research Manager, HEOR & Strategic Market Access, Mapi, Lyon, France; Michael Chekroun, MSc, Chief Executive Officer, carenity.com, Paris, France; Benoit Arnould, PhD, Senior Director, HEOR & Strategic Market Access, Mapi, Lyon, France

CLINICAL OUTCOMES RESEARCH

W26: HOW CAN AN EARLY NETWORK META-ANALYSIS (NMA) HELPS INFORM CLINICAL TRIAL DESIGN AND TECHNOLOGY APPRAISAL (TA) SUBMISSIONS?

Room: G104-105 (1st Floor)

Discussion Leaders: Yingxin Xu, PharmD, PhD, Research Scientist, Meta Research, Evidera, Lexington, MA, USA; Kyle Fahrbach, PhD, Senior Biostatistician, Meta Research, Evidera, Lexington, MA, USA; Floorietje van Nootten, MSc, Associate Director, HEOR, Astellas, Leiden, The Netherlands; Grace Jennings, PhD, Technical Adviser, National Institute for Health and Care Excellence (NICE), Manchester, UK

ECONOMIC OUTCOMES RESEARCH

W27: CHANGING PERSPECTIVES, CHANGING VALUES: MOVING BEYOND COST-EFFECTIVENESS ANALYSIS

Room: Auditorium (Ground Floor)

Discussion Leaders: Josephine A. Mauskopf, PhD, Vice President, Health Economics, RTI Health Solutions, Research Triangle Park, NC, USA; Baudouin Standaert, MD, MSc, Head, Health Economics, GlaxoSmithKline Vaccines, Wavre, Belgium; Stephanie R. Earnshaw, PhD, Vice President, Health Economics US, RTI Health Solutions, Research Triangle Park, NC, USA; Mark Connolly, PhD, Managing Director, Global Market Access Solutions, Switzerland and United States and Guest Researcher, University of Groningen, Groningen, The Netherlands

PATIENT-REPORTED OUTCOMES & PATIENT PREFERENCE RESEARCH

W28: PATIENT-REPORTED OUTCOMES IN A PRODUCT’S LIFECYCLE: THE IDEAL AND THE REALISTIC STRATEGIES

Room: G106-107 (1st Floor)

Discussion Leaders: Brooke Witherspoon, BA, Associate Director, Endpoint Outcomes, Boston, MA, USA; Somali Misra Burgess, PhD, Chief Executive Officer & Research Director, Strategic Outcomes Services, Mission Viejo, AZ, USA; Kristina Fitzgerald, MPH, Global Head of PRO for Immunology, Infectious Disease & Ophthalmology, Genentech Inc., South San Francisco, CA, USA

13:45-14:45 WORKSHOPS - SESSION V

14:45-15:00 BREAK & EXHIBITS VIEWING

15:00-16:00 WORKSHOPS - SESSION VI

16:00-17:00 BREAK & EXHIBITS VIEWING

HEALTH CARE POLICY DEVELOPMENT USING OUTCOMES RESEARCH

W29: SUPPORTING DECISION MAKING WITH MCDA: RECOMMENDATIONS FOR DEALING WITH UNCERTAINTY

Room: Emerald Room (1st Floor)

Discussion Leaders: Maarten J. Uzerman, PhD, Professor of Health Technology & Services Research, Health Technology & Services Research, MIRA Institute for Biomedical Technology & Technical Medicine, University of Twente, Enschede, The Netherlands; Kevin Marsh, PhD, Director, Modelling and Simulation and Senior Research Scientist, Health Economics, Evidera, London, UK; Henk Broekhuizen, MSc, PhD, Student, Health Technology & Services Research, University of Twente, Enschede, The Netherlands; Karin Groothuis-Oudshoorn, PhD, Assistant Professor, Health Technology & Services Research, University of Twente, Enschede, The Netherlands

USE OF REAL WORLD DATA

W30: AS REAL AS IT GETS: CHALLENGES IN SETTING UP PATIENT REGISTRIES FOR THE COLLECTION OF REAL-WORLD DATA ON BEHALF OF POLICY MAKING

Room: G102-103 (1st Floor)

Discussion Leaders: Margreet Franken, MSc, Researcher, Institute for Medical Technology Assessment, Erasmus University Rotterdam, Rotterdam, The Netherlands; Hans Westgeest, MD, Medical Oncologist, Department of Medical Oncology, VU University Medical Center, Amsterdam, The Netherlands; Ruud Simons, MBA, MBI, Senior Project Manager, National IT Institute for Healthcare in The Netherlands (NICTIZ), The Hague, The Netherlands; Naomi van der Linden, MSc, Researcher, Institute for Medical Technology Assessment, Erasmus University Rotterdam, Rotterdam, The Netherlands

CLINICAL OUTCOMES RESEARCH

W31: CAN WE MAKE INDIRECT COMPARISONS AND NETWORK META-ANALYSIS USEFUL FOR CLINICIANS AND PATIENTS OR IS IT JUST FOR HEALTH TECHNOLOGY ASSESSMENTS?

Room: G104-105 (1st Floor)

Discussion Leaders: Brooke Witherspoon, BA, Associate Director, Endpoint Outcomes, Boston, MA, USA; Somali Misra Burgess, PhD, Chief Executive Officer & Research Director, Strategic Outcomes Services, Mission Viejo, AZ, USA; Kristina Fitzgerald, MPH, Global Head of PRO for Immunology, Infectious Disease & Ophthalmology, Genentech Inc., South San Francisco, CA, USA

ECONOMIC OUTCOMES RESEARCH

W32: EVALUATION OF RISK-SHARING AGREEMENTS – A REAL-OPTION APPROACH

Room: G106-107 (1st Floor)

Discussion Leaders: Olivier Ethgen, MSc, PhD, Adjunct Professor Health Economics, University of Liege, Liege, Belgium; Augustin Terlinden, Msc, Health Economist, Health Economics, Navigia, Tervuren, Belgium

PATIENT-REPORTED OUTCOMES & PATIENT PREFERENCE RESEARCH

W33: INTEGRATING THE PATIENT PERSPECTIVE IN THE ASSESSMENT OF BENEFITS AND RISKS OF MEDICINES

Room: Auditorium (Ground Floor)

Discussion Leaders: Benoit Arnould, PhD, Senior Director, HEOR & Strategic Market Access, Mapi, Lyon, France; Carla Dias Barbosa, MSc, Senior Research Manager, HEOR & Strategic Market Access, Mapi, Lyon, France; Kimberley Hockley, MPH, Research Postgraduate and Team Leader for Patients and Public Involvement Working Group of the IMI-PROTECT Work Package Five, School of Public Health, Imperial College London, London, UK; Donald L. Patrick, PhD, MSPH, Professor, Seattle Quality of Life Group and Biobehavioral Cancer Training Program, University of Washington, Seattle, WA, USA