Challenging Times for Health Care Decisions in Europe: Changing Models of HTA, Price Referencing and Integrating Social Preferences
ISPOR 15TH ANNUAL EUROPEAN CONGRESS

CONGRESS AT-A-GLANCE

SATURDAY, 3 NOVEMBER
9:00-18:00 ALL DAY SHORT COURSES (Registration required)
Introduction to Health Economic / Pharmacoeconomic Evaluations Roof Garden
9:00-13:00 MORNING SHORT COURSES (Registration required)
Introduction to Retrospective Database Analysis Hall 10
Introduction to Patient-Reported Outcomes Assessment: Instrument Development & Evaluation Hall 8
Introduction to Modeling Hall 7
Statistical Methods for Pharmacoeconomics & Outcomes Research Hall 6
Cost-Effectiveness Analysis alongside Clinical Trials Hall 4/5
Elements of Pharmaceutical/Biotech Pricing Hall 9
Lunch – Attendees on their own
14:00-18:00 AFTERNOON SHORT COURSES (Registration required)
Introduction to Health Technology Assessment (HTA) Hall 4/5
Meta-Analysis & Systematic Literature Review Hall 9
Propensity Scores and Observational Studies of Treatment Effect Hall 7
Introduction to Patient Preference Methods Used for QALY’s Hall 6
Pharmacoeconomic Modeling – Applications Hall 10

SUNDAY, 4 NOVEMBER
8:00-12:00 MORNING SHORT COURSES (Registration required)
Bayesian Methods in Economic Evaluations – Introduction Hall 9
Discrete Event Simulation for Economic Analyses – Concepts Hall 4/5
Patient Registries Hall 10
Instrumental Variables Hall 8
Reimbursement Systems in Europe Roof Garden
Transferability of Cost-Effectiveness Data between Countries Hall 7
Conjoint Analysis – Theory & Methods Hall 6
Lunch – Attendees on their own
13:00-17:00 AFTERNOON SHORT COURSES (Registration required)
Bayesian Methods in Economic Evaluations – Advanced Hall 9
Discrete Event Simulation for Economic Analyses – Applications Hall 10
Advanced Retrospective Database Analysis Hall 6
Content Validity of PRO, ClinRO and ObsRO Assessments Hall 8
Network Meta-Analysis in Relative Effectiveness Research Hall 7
Risk-Sharing/Performance-Based Arrangements for Drugs and Other Medical Products Hall 4/5
Roof Garden
Cost Estimation and Assessing Financial (Budget) Impact of New Health Care Technologies Hall 4/5
17:15-18:15 EDUCATIONAL SYMPOSIUM ICC Lounge (Entrance Level)
Clinical Practice Data in Europe: Current and Future Opportunities for Research and Technology Assessment (Sponsored by OptumInsight)
18:30-19:30 EDUCATIONAL SYMPOSIUM ICC Lounge (Entrance Level)
Do We Need Innovative Measures to Measure Innovation? (Sponsored by GalbraithWight Market Access)

MONDAY, 5 NOVEMBER
7:30-8:30 EDUCATIONAL SYMPOSIUM Hall 3
Outcomes Research - A Total Health Care System Approach (Sponsored by CPRD)
8:45-14:15 RESEARCH POSTERS - I Poster Hall
8:45-10:45 WELCOME & 1ST PLENARY SESSION Hall 2
Converging or Diverging Models of HTA in Europe
10:45-11:00 BREAK, EXHIBITS & RESEARCH POSTERS - I Poster Hall & Lobby Areas
11:00-12:00 ISSUE PANELS - I
IP1: Roadmap of HTA in Europe – Moving HTA Forward or Just Stuck in Traffic? Hall 2
IP2: Is There Scope for More Harmonization of Procedures for Assessing Orphan Drugs in Europe? Hall 7
IP3: How Transferable Is Clinical Evidence: Does One-Size Fit All When Assessing the Relative Effectiveness of Pharmaceuticals in Europe? ICC Lounge (Entrance Level)
IP4: How is IQWG meeting the Challenges of the New German Health Care Reform? Hall 3

TUESDAY, 6 NOVEMBER
7:30-8:30 EDUCATIONAL SYMPOSIUM Hall 3
The Impact of European Collaboration on National Relative Effectiveness Assessment (Sponsored by EFPIA)
8:45-13:45 RESEARCH POSTERS - III Poster Hall
8:45-9:45 RESEARCH PODIUMS - III
Cancer Outcomes Research Hall 3
Clinical Outcomes Study Methodological Challenges Hall 4/5
Drug Use Research to Inform Policy Decision Making Hall 7
Drivers of Reimbursement Technology Hall 2
Vaccine Research ICC Lounge (Entrance Level)

12:00-14:15 LUNCH, EXHIBITS & RESEARCH POSTERS - II Poster Hall & Lobby Areas
12:15-13:15 EDUCATIONAL SYMPOSIUM Hall 3
New Research for Future Approaches to Measuring and Valuing Health (Sponsored by EuroQol Group)
13:15-14:15 POSTER AUTHOR DISCUSSION HOUR - II Poster Hall
14:15-15:15 RESEARCH PODIUMS - II
Diabetes Outcomes Research Hall 4/5
Everything You Wanted to Know about NICE Hall 2
Pricing, Access and Reimbursement Hall 7
Research on Quality of Life and Patient Preference Methods Hall 3
Resource Use Research ICC Lounge (Entrance Level)
15:15-15:30 BREAK & EXHIBITS VIEWING Poster Hall & Lobby Areas
15:30-19:30 RESEARCH POSTERS - II Poster Hall
15:30-16:30 RESEARCH PODIUMS - II
Cardiovascular Disease Outcomes Research ICC Lounge (Entrance Level)
Medication Adherence Research Hall 4/5
Research on Modeling Methods Hall 7
Patient Health Care Access Hall 3
Research on the Use of Utilities Hall 2
16:45-17:45 WORKSHOPS - II
W1: Using Decomposition Methods to Estimate Heterogeneity of Treatment Effects in Randomized Trials and Observational Studies Hall 7
W2: Meta-Analysis of Diagnostic Test Accuracy and Effectiveness Data: Are They Really the Same? ICC Lounge (Entrance Level)
W3: Fundamentals of Model Calibration: Theory & Practice Hall 4/5
W4: Drug Development Tool (DDT) Qualification by the EMA and FDA: Purpose, Procedures, Challenges, and Opportunities Hall 3
W5: Unplanned Evidence: Implications of Investigator-Initiated Trials (IIT) Hall 6
W6: The Art and Science of Experimental Design - Applying the Recommendations of the ISPOR Joint Analysis Experimental Design Task Force Hall 2
17:45-19:30 EXHIBITORS’ OPEN HOUSE RECEPTION & RESEARCH POSTERS - II Poster Hall & Lobby Areas
18:00-19:00 ISPOR FORUMS - II
Health Evidence for Decision Making: Assessment Tool for Prospective and Retrospective Observational Studies Hall 3
Economic Assessment in Spain: Lessons to be Learned and Possibilities for the Future Hall 6
The Socio-Economic Impact of Health Care Cost-Containment Measures during Economic Crisis in the European Union (EU) Hall 7
International HTA Experience and Possible HTA Models in Russia and Neighboring Countries ICC Lounge (Entrance Level)
18:30-19:30 POSTER AUTHOR DISCUSSION HOUR - III Poster Hall
### Wednesday, 7 November

<table>
<thead>
<tr>
<th>Time</th>
<th>Session/Event</th>
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<tbody>
<tr>
<td>7:30-8:30</td>
<td>Educational Symposium - Hall 3</td>
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<tr>
<td>8:45-14:45</td>
<td>Research Posters - V - Poster Hall</td>
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<td>8:45-9:45</td>
<td>Workshops - IV</td>
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<tr>
<td>W20: Meta-Analysis of Rare Events: Suggesting a Practical Guidance - Hall 6</td>
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<td>W21: Why, When and How to Conduct Economic Evaluations Using Comprehensive Decision Analytical Modelling - Hall 3</td>
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<td>W22: Using Time-Dependent Endpoints to Inform Reimbursement Decision of Cancer Drugs in the Absence of Mature Overall Survival Data - Hall 7</td>
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<td>9:45-10:00</td>
<td>Break, Exhibits &amp; Research Posters - V - Poster Hall &amp; Lobby Areas</td>
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<tr>
<td>10:00-11:00</td>
<td>Issue Panels - III</td>
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<tr>
<td>IP11: Can Value of Information Analysis Be Used Routinely to Inform Research Prioritization Decisions? - Hall 2</td>
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<td>IP13: Personalized Medicine from a Health Systems Perspective: How Can We Better Leverage Evidence to Address Multiple Stakeholder Needs? - Hall 4/5</td>
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<td>IP14: Will the EUnetHTA Model for Rapid Relative Effectiveness Assessment (REA) of Pharmaceuticals Work? - Hall 7</td>
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<td>IP15: Can There Be a Common Methodology for Comparative Effectiveness in the Absence of Randomized Controlled Trials (RCTs)? - Hall 6</td>
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<td>11:15-12:30</td>
<td>Welcome &amp; 3rd Plenary Session - Hall 2</td>
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<td>Fairness First? Social versus Individual Preferences</td>
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<td>12:30-12:45</td>
<td>ISPOR 15th Annual European Congress Research Presentation Awards - Hall 2</td>
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<td>12:45-13:45</td>
<td>Lunch, Exhibits &amp; Research Posters - V - Poster Hall &amp; Lobby Areas</td>
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<tr>
<td>12:45-13:45</td>
<td>Poster Author Discussion Hour - V - Poster Hall &amp; Lobby Areas</td>
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<td>13:45-14:45</td>
<td>Workshops - V</td>
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<td>W24: Survival Analysis in HTA: Is Current Practice Best Practice? - Hall 6</td>
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<td>W26: Heterogeneity in Cost Effectiveness Analysis: Implementing Methods to Realise Its Value - Hall 7</td>
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<td>W28: The Trade-Off between Quality and Costs of Primary Health Care: Their Impact in the Process of Decision-Making - Hall 3</td>
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<td>14:45-15:00</td>
<td>Break, Exhibits &amp; Research Posters - V - Poster Hall &amp; Lobby Areas</td>
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<td>15:00-16:00</td>
<td>Workshops - VI</td>
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<td>W29: Sample Size Estimation for Observational Studies - Hall 7</td>
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<td>W30: Demonstrating the Benefits of Oncology Treatments: Minimising Uncertainty and Bias - Hall 4/5</td>
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<td>W31: From Decision Point to Decision Window: Readiness for a Change of Paradigm - Hall 3</td>
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<td>W32: Listening to the Patient- Developing Strategies for Enhancing the Use of Data Relevant to Patients in Healthcare Decision Making - Hall 2</td>
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<td>W33: Increased Statistical Power for PRO Outcomes - Using Item Response Theory Methods to Develop Composite Scales - Hall 6</td>
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### ISPOR Registration Hours

<table>
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<tr>
<th>Date</th>
<th>Time</th>
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<tr>
<td>Saturday, 3 November</td>
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<tr>
<td>Sunday, 4 November</td>
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<td>Monday, 5 November</td>
<td>7:00-18:00</td>
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<td>Tuesday, 6 November</td>
<td>7:00-18:00</td>
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<tr>
<td>Wednesday, 7 November</td>
<td>7:00-16:00</td>
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KEY INFORMATION

ANNUAL CONGRESS 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.

REGISTRATION MATERIALS

The following materials are included in your registration packet:

- Short Course ticket for each Short Course for which you are registered (you MUST bring your Short Course ticket to the room to collect your materials);
- One complimentary drink ticket to the Exhibitors’ Open House Reception: Monday, 5 November: 17:45-19:30;
- One complimentary drink ticket to the Exhibitors’ Wine & Cheese Reception: Tuesday, 6 November: 17:15-19:00;
- Social Event wristband (if pre-registered);
- Attendee list which includes attendee name, organization, and country, based on the data collected at the time of registration;
- Other promotional information

PLEASE NOTE: Registration bags and Value in Health Volume 15, Issue 7 are available for pick-up near ISPOR Registration.

CONGRESS REGISTRATION/SESSIONS

Separate registration is required for all Short Courses (Saturday, 3 November and Sunday, 4 November) and for the Social Event (Tuesday, 6 November). Please see ISPOR Registration for details. A schedule of ISPOR Group meetings, which are by invitation only, is provided on page 35.

Congress registration is inclusive of symposia on Sunday, 4 November and all sessions Monday-Wednesday, no pre-registration is required. We encourage use of the ISPOR Personal Scheduler (at http://ispor.confex.com/ispor/euro15/schedule/index.cgi or scan this QR code) which enables you to select the sessions you wish to attend and create a personal daily Congress itinerary.

ISPOR SOCIAL MEDIA

Follow ISPOR through:

ISPOR LinkedIn Discussion Group:
http://www.linkedin.com/groups?gid=4158822&trk=hb_side_g

ISPOR LinkedIn Company Page:
http://www.linkedin.com/company/international-society-for-pharmacoeconomics-and-outcomes-research

Twitter: Follow @ISPORorg

Be part of the live discussion! Tweet your comments during the Congress using #ISPORBerlin

RESEARCH PODIUM & POSTER ABSTRACTS

Abstracts for all podium and poster research presentations given at the ISPOR 15th Annual European Congress are published in Value in Health Volume 15, Issue 7. The page numbers to the left of the program items refer to the research abstract page number in this issue. Value in Health Volume 15, Issue 7 is available to ISPOR members and 15th Annual European Congress registrants on-line at: http://www.ispor.org/valueinhealth_index.asp. You can pick-up a hard copy of this issue of Value in Health adjacent to ISPOR registration.

FINANCIAL DISCLOSURE INFORMATION

Research podium & poster presentation financial disclosure information is available online at: http://www.ispor.org/valueinhealth_index.asp and in Value in Health Volume 15, Issue 7. Faculty and staff involved in the planning or presentation of this meeting are required to disclose all real or apparent commercial financial affiliations related to meeting content. This information is available on request at the ISPOR Registration desk.

HANDOUTS/PRESENTATION SLIDES/POSTERS

- **Handouts**
  - **Plenary Sessions** Handouts for the plenary session are available in the session room at the time of the presentations.
  - **Research Presentations, Workshops & Issue Panels** Handouts for 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.
  - **ISPOR Forums** Handouts for ISPOR Forums are available in the session room at the time of the presentations.
  - **Educational Symposia** Handouts for symposia are the sole responsibility of the host organization. ISPOR suggests all symposium hosts provide at least 500 copies of their handouts.
  - **All Remaining & Additional Handouts** All remaining or additional handouts will be made available at the Handout Table near the Central Lobby.

PRESENTATION SLIDES/POSTERS

Congress plenary session, issue panel, workshop, ISPOR forum, and symposia slides as PDFs will be available at www.ispor.org during/after the congress, subject to speaker approval.

Podium & poster presentation abstracts and released slide or poster PDFs are available at the ISPOR Outcomes Research Digest (a searchable database of over 20,000 research papers presented at ISPOR meetings) at: http://www.ispor.org/research_study_digest/index.asp or scan this QR code.

SPEAKER 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.

A speaker ready room is provided in Room 47 with the following opening hours:

- Sunday, 4 November: 12:00-17:00
- Monday, 5 November: 8:00-17:00
- Tuesday, 6 November: 8:00-17:00
- Wednesday, 7 November: 8:00-15:00

A copy service is available in the ICC Business Centre (Entrance Level) with the following opening hours:

- Saturday, 3 November: 8:00-18:00
- Sunday, 4 November: 8:00-18:00
- Monday, 5 November: 8:00-18:00
- Tuesday, 6 November: 8:00-18:00
- Wednesday, 7 November: 8:00-18:00
KEY INFORMATION CONTINUED

**ABSTRACT SUBMISSION)**

HISTORICAL INFORMATION

During the ISPOR 15th Annual European Congress, 1509 posters, 60 research podiums, 33 workshops and 15 issue panels will be presented.

<table>
<thead>
<tr>
<th>Year</th>
<th>Research</th>
<th>Workshop</th>
<th>Issue Panel</th>
<th>Case Studies</th>
<th>Total</th>
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**ISPOR RESEARCH PRESENTATION AWARDS**

Awards are given for the Best Research Presentations for podiums and posters in the categories of GENERAL, NEW INVESTIGATOR, and STUDENT (up to 3 in each category). All research podium presentations are considered for an award. Research poster presentations in the top 10%, based on abstract review score, are considered for a poster presentation award. These are identified with a rosette and will be judged during the meeting. ISPOR 15th Annual European Congress Research Presentation Awards will be presented immediately after the 3rd Plenary Session on Wednesday, 7 November at 12:30.

**EXHIBITS**

Exhibits will be on view in **Poster Hall & Lobby Areas**

Monday, 5 November: 8:30-19:30
Tuesday, 6 November: 8:30-19:00
Wednesday, 7 November: 8:30-15:00

**NEW! eJOBS EMPLOYMENT CENTER**

Interview rooms are available during the Congress as a feature of the new ISPOR eJOBS Employment Center. Employers must have a job position posted on ISPOR’s eJOBS to use the interview rooms (Room 48), and should access the online scheduler to schedule interviews. Access to a candidate’s database is included with the purchase of an eJOBS employment advert. For more information please see ISPOR.org/employment or scan this code.

**INTERNET ACCESS**

The ICC Berlin offers complimentary wireless in the lobby areas. Please note, however, that connection speeds will vary depending on the volume of users. For the convenience of Congress attendees, internet stations are provided in the **Poster Hall and Central Lobby.**

Sponsored by Pharmerit International.

**ACPE CONTINUING MEDICAL & CONTINUING PHARMACEUTICAL EDUCATION ACCREDITATION**

The ISPOR 15th Annual European Congress Short Course Program is co-sponsored by Purdue University College of Pharmacy, Continuing Education Division and ISPOR.

For pharmacists (CPE): Attendees can earn up 4 CPE credits per each accredited half-day short course session attendance, and up to 7.5 CPE credits per each accredited full day short course session attendance at the ISPOR 15th Annual European Congress. Purdue University College of Pharmacy is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. These are application-based, continuing education activities of Purdue University, an equal access/equal opportunity institution. Complete UAN, CPE/CME and disclosure information is listed within the Continuing Education Attendance and Evaluation Booklet. To receive the maximum number of credits for these continuing education activities, participant must attend entire sessions and complete all registration and evaluation requirements.

For physicians (CME): This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of Purdue University College of Pharmacy and ISPOR. Purdue University College of Pharmacy, an equal access/equal opportunity institution, is accredited by the ACCME to provide continuing medical education for physicians. Purdue University College of Pharmacy designates this live activity for a maximum of up to 4 AMA PRA Category 1 Credit(s) TM per each accredited half-day short course attendance, and up to 7.5 AMA PRA Category 1 Credit(s) TM per each accredited full day short course attendance, towards the AMA Physician’s Recognition Award. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Faculty Disclosure Statement: All faculty AND staff involved in the planning or presentation of continuing education activities sponsored/provided by Purdue University College of Pharmacy are required to disclose to the audience any real or apparent commercial financial affiliations related to the content of the presentation. All ISPOR and Purdue University College of Pharmacy staff have nothing to disclose.

Instructions:

If you pre-registered: A Continuing Education materials ticket is included in your registration packet. Redeem this ticket at the on-site registration desk for the ISPOR 15th Annual European Congress Short Course Program Continuing Education Attendance and Evaluation Booklet.

To register: Please visit the onsite registration desk. The fee for this service is £76.

To receive continuing education credits: Complete the information requested in the Continuing Education Attendance and Evaluation Booklet, and return the entire booklet to the ISPOR registration desk at the end of the congress—OR—send to the ISPOR office within two weeks of the close of the congress. Certificates of participation will be sent 6 – 10 weeks after the completion of the program to participants who register and complete the program evaluation. Pharmacist’s ACPE credits will be directly reported to CPE Monitor within 4 weeks. This requires that the participant provide their NABP eprofile ID and MMDD of birth. If you have any questions regarding the NABP ID please visit http://www.nabp.net/programs/cpe-monitor/cpe-monitor-service/.
KEY INFORMATION CONTINUED

RESEARCH POSTER PRESENTATIONS

Research poster presentations will be on view in the Poster Hall.

Student Research Posters (all research posters where the first author is a student) are identified on the poster code.

**POSTER PRESENTATION SESSIONS**

<table>
<thead>
<tr>
<th>SESSION I: MONDAY, 5 NOVEMBER</th>
<th>POSTER DISPLAY HOURS</th>
<th>AUTHOR DISCUSSION HOUR*</th>
<th>PRESENTER SET UP TIME</th>
<th>PRESENTER DISMANTLE TIME**</th>
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<td><a href="http://www.ispor.org/congresses/Berlin1112/Posters1.aspx">http://www.ispor.org/congresses/Berlin1112/Posters1.aspx</a></td>
<td>8:45-14:15</td>
<td>13:15-14:15</td>
<td>8:30-8:45</td>
<td>14:15</td>
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<tr>
<td>PHP: HEALTH CARE USE &amp; POLICY STUDIES</td>
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<td>PGI: GASTROINTESTINAL DISORDERS</td>
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<td>PMH: MENTAL HEALTH</td>
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**SESSION II: MONDAY, 5 NOVEMBER**

http://www.ispor.org/congresses/Berlin1112/Posters2.aspx

| PMD: MEDICAL DEVICE/DIAGNOSTICS | 15:30-19:30 | 18:30-19:30 | 15:15-15:30 | 19:30 |
| PCV: CARDIOVASCULAR DISORDERS (Stroke, Other Cardiovascular) |
| PIN: INFECTION |

**SESSION III: TUESDAY, 6 NOVEMBER**

http://www.ispor.org/congresses/Berlin1112/Posters3.aspx

| PCASE: HEALTH CARE DECISION-MAKER’S CASE STUDIES | 8:45-13:45 | 12:45-13:45 | 8:30-8:45 | 13:45 |
| PSU: SURGERY |
| PCN: CANCER |
| PMS: MUSCULAR-SKELETAL DISORDERS |
| PUK: URINARY/KIDNEY DISORDERS |

**SESSION IV: TUESDAY, 6 NOVEMBER**

http://www.ispor.org/congresses/Berlin1112/Posters4.aspx

| PRM: RESEARCH ON METHODS | 15:00-19:00 | 18:00-19:00 | 14:45-15:00 | 19:00 |
| PDB: DIABETES/ENDOCRINE DISORDERS |
| PSY: SYSTEMIC DISORDERS/CONDITIONS |

**SESSION V: WEDNESDAY, 7 NOVEMBER**

http://www.ispor.org/congresses/Berlin1112/Posters5.aspx

| PHS: HEALTH SERVICES | 8:45-14:45 | 12:45-13:45 | 8:30-8:45 | 14:45 |
| PIH: INDIVIDUAL’S HEALTH |
| PND: NEUROLOGICAL DISORDERS |
| PRS: RESPIRATORY-RELATED DISORDERS (Allergy, Asthma, Smoking, Other Respiratory) |
| PSS: SENSORY SYSTEMS DISORDERS (Ear, Eye, Skin) |

*Presenters are required to be at their posters during the Poster Author Discussion Hour.

**Posters that are not removed during the scheduled dismantle time will be discarded.

ISPOR SOCIAL EVENT

**Tuesday, 6 November**

19:30-23:30

Wasserwerk

Hohenzollerndamm 208a, 10717 Berlin

Join us for a unique evening at Wasserwerk (a historic converted waterworks). Enjoy a taste of Berlin, DJ and dancing! Return transport to several central Berlin locations will also be provided. In addition Wasserwerk is less than 5 minutes walk from the Spichernstrasse U-Bahn Station (underground/subway on Line 3 and Line 9), and taxis will also be available.

Separate Registration Required: €80 per person.

Registration subject to availability, see ISPOR Registration desk for details.

For Social Event Registrants:

- If you have pre-registered for the Social Event there will be a wristband in your registration envelope which attendees **must** wear for entry to the buses & event.
- Buses will depart from the ICC Berlin between 19:15 and 20:00 for the 15 minute journey to Wasserwerk.

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ISPOR 15th Annual European Congress
3-7 November 2012
Berlin, Germany

Short Course Program
INTRODUCTION TO HEALTH ECONOMIC / PHARMACOECONOMIC EVALUATIONS  
**Roof Garden**

**TRACK:** Economic Methods  
**LEVEL:** Introductory. This course is suitable for those with little or no experience with pharmacoeconomics.  
**FACULTY:** Lieven Annemans, PhD, MMan, MSc, Professor of Health Economics, ICHER (Interuniversity Center for Health Economics Research), Ghent University – Brussels University, Ghent, Belgium  
**COURSE DESCRIPTION:** This course is designed to teach clinicians and new researchers how to incorporate pharmacoeconomics into study design and data analysis. Participants will first review the basic principles and concepts of health economic evaluations, then discuss how to collect and calculate the costs of different alternatives, determine the economic impact of clinical outcomes, and how to identify, track, and assign costs to different types of health care resources used. Different pharmacoeconomic models and techniques will be demonstrated, including cost-minimization, cost-effectiveness, cost-benefit, cost-utility and budget impact analysis. Decision analysis, sensitivity analysis, and discounting will all be demonstrated and practiced.

INTRODUCTION TO RETROSPECTIVE DATABASE ANALYSIS  
**Hall 10**

**TRACK:** Observational Data Methods  
**LEVEL:** Introductory  
**FACULTY:** Bradley C. Martin, PhD, RPh, PharmD, Professor and Head, Division of Pharmaceutical Evaluation and Policy, University of Arkansas for Medical Sciences College of Pharmacy, Little Rock, AR, USA  
**COURSE DESCRIPTION:** Retrospective studies require strong principles of epidemiologic study design and complex analytical methods to adjust for bias and confounding. This course will provide an overview of analytic techniques and specific best practices to improve causal inference in studies using retrospective databases. Specific topics to be covered include: measurement of exposure and outcome, causal graphs, the use of stratification analysis before multivariable modeling, multivariable regression including Cox proportional hazards survival analysis, propensity scoring, instrumental variable, stratification analysis before multivariable modeling, multivariable regression including Cox proportional hazards survival analysis, propensity scoring, instrumental variable, and structural modeling techniques including marginal structural models.

INTRODUCTION TO PATIENT-REPORTED OUTCOMES ASSESSMENT: INSTRUMENT DEVELOPMENT & EVALUATION  
**Hall 8**

**TRACK:** Patient-Reported Outcomes / Preference-Based Methods  
**LEVEL:** Introductory. This is an entry level course which assumes only a passing familiarity with patient-reported outcomes.  
**FACULTY:** Andrew Lloyd, DPhil, Vice President (Practice Lead), Oxford Outcomes, Oxford, UK; Sarah Acaster, MSc, Director, Patient Reported Outcomes, Oxford Outcomes, Oxford, UK; Annabel Nixon, PhD, Director, Patient Reported Outcomes, Oxford Outcomes, Oxford, UK  
**COURSE DESCRIPTION:** Patient-reported outcomes (PROs) are widely used to evaluate the impact of health technologies, practice innovations or changes in health policy from the patients’ perspective. This course is designed to familiarize people with the range and scope of what PROs are used for, how they are developed and evaluated, what they measure and how PRO data can be used to support licensing and reimbursement applications. This includes generic and disease-specific measures of health-related quality of life (HRQL) as well as measures of patient preference, systems, functioning, utility, and treatment satisfaction. We will describe the steps that researchers generally go through in order to develop and test a new PRO. This will include qualitative work, item generation and testing and then validation. Finally, in the last hour, we will frame this in terms of what the FDA and EMEA expect to see when PROs form an important part of a licensing submission. In addition, we will describe the approach of bodies such as NICE and how they review PRO data and use it to guide reimbursement decisions.

STATISTICAL METHODS FOR PHARMACOECONOMICS & OUTCOMES RESEARCH  
**Hall 6**

**TRACK:** Economic Methods  
**LEVEL:** Introductory. This course is intended for participants with little (or rusty!) statistical training.  
**FACULTY:** Neil Hawkins, PhD, CStat, Research Fellow, University of York and Director of Health Outcomes, Oxford Outcomes, Oxford, UK; Lindsay Govan, PhD, Research Associate, Health Economics and Health Technology Assessment, Institute of Health and Wellbeing, University of Glasgow, Glasgow, UK  
**COURSE DESCRIPTION:** This course will provide an introduction to statistical concepts with an emphasis on the use of techniques commonly employed in pharmacoeconomics and outcomes research. We will begin by introducing the concept of random variables and will then proceed to discuss the foundations of statistical estimation and testing of hypotheses. We will go on to discuss the importance of correlation between variables and the use of regression techniques. The differences between a classical (frequentist) approach to statistics and a Bayesian view of probability will also be outlined.

COST-EFFECTIVENESS ANALYSIS ALONGSIDE CLINICAL TRIALS  
**Hall 4/5**

**TRACK:** Economic Methods  
**LEVEL:** Introductory/intermediate. Familiarity with economic evaluations will be helpful.  
**FACULTY:** Scott D. Ramsey, MD, PhD, Member, Fred Hutchinson Cancer Research Center and Professor, Department of Medicine, University of Washington, Seattle, WA, USA; Richard J. Wilkie, PhD, Head, Global Health Economics & Outcomes Research, Global Market Access, Primary Care Business Unit, Pfizer Inc., Peapack, NJ, USA  
**COURSE DESCRIPTION:** The growing number of prospective clinical/economic trials reflects both widespread interest in economic information for new technologies and the regulatory and reimbursement requirements of many countries that now consider evidence of economic value along with clinical efficacy. This course will present the design, conduct, and reporting of cost-effectiveness analyses alongside clinical trials based on, in part, the Good Research Practices for Cost-Effectiveness Analysis alongside Clinical Trials: The ISPOR RCT-CEA Task Force Report. Trial design, selecting...
data elements (measures of cost and outcomes), database design and management, analysis, and reporting of results will be presented. Trials designed to evaluate effectiveness (rather than efficacy) as well as clinical outcome measures will be discussed. How to obtain health resource use and health state utilities directly from study subjects and economic data collection fully integrated into the study will also be discussed. Analyses guided by an analysis plan and hypotheses, an incremental analysis using an intention to treat approach, characterization of uncertainty, and standards for reporting results will be presented. Various case studies will be employed to guide participants through the elements listed above.

ELEMENTS OF PHARMACEUTICAL/BIOTECH PRICING  Hall 9  

TRACK: Use of Pharmacoeconomics / Economic / Outcomes Research Information

LEVEL: Introductory. This course is designed for those with limited experience in the area of pharmaceutical pricing and will cover topics within a global context.

FACULTY: Jack M. Mycka, Global President and CEO, MME LLC, Montclair, NJ, USA; Renato Dellamano, PhD, President, MME Europe & ValueVector (Value Added Business Strategies), Milan, Italy

COURSE DESCRIPTION: This course will give participants a basic understanding of the key terminology and issues involved in pharmaceutical pricing decisions. It will cover the tools to build and document product value including issues, information and processes employed (including pricing research), the role of pharmacoeconomics and the differences in payment systems that help to shape pricing decisions. These tools will be further explored through a series of interactive exercises.

NEW! PROPENSITY SCORES AND OBSERVATIONAL STUDIES OF TREATMENT EFFECT  Hall 7

TRACK: Observational Data Methods

LEVEL: Intermediate. This course is designed for those with little experience with this methodology but some knowledge of observational databases.

PREREQUISITE: Previous attendance at the short course “Introduction to Analysis of Retrospective Database Studies” — or equivalent knowledge — is recommended.

FACULTY: John Seeger, PharmD, DrPH, Lecturer in Medicine, Division of Pharmacoepidemiology and Pharmacoeconomics, Harvard Medical School/Brigham and Women’s Hospital, Boston, MA, USA

COURSE DESCRIPTION: In observational research, issues of bias and confounding relate to study design and analysis in the setting of non-random treatment assignment where compared subjects might differ substantially with respect to comorbidities. No control over the treatment assignment and the lack of balance in the covariates between the treatment and control groups can produce confounded estimates of treatment effect. We will explain how propensity scores can be used to mitigate confounding through standard observational approaches (restriction, stratification, modeling, matching, regression, or weighting). The advantages and disadvantages of standard adjustment relative to propensity score-based methods will be discussed. Details of propensity score methodology (variable selection, use, and diagnostics) and issues surrounding validation will also be discussed.

INTRODUCTION TO PATIENT PREFERENCE METHODS USED FOR QALYS  Hall 6

TRACK: Patient-Reported Outcomes / Preference-Based Methods

LEVEL: Introductory/Intermediate. This course is for those with some experience with quality of life measures in health economic evaluation.

FACULTY: Jan Busschbach, PhD, Interim Director, Department of Medical Psychology & Psychotherapy, Erasmus MC, Rotterdam, The Netherlands

COURSE DESCRIPTION: During this course, faculty will evaluate the relevant aspects of validity and sensitivity of utility (QALY) assessments, review indirect utility measurement (EQ-5D, HUI and SF-36), direct utility measurement (standard gamble, time trade-off, and visual analogue scale) and disease-specific utility measurement. Utility measurement, however, is not only about mastering these techniques; it is about using them in such a way that health care decision-makers can apply the results, for instance in QALY-analyses. For this purpose, one needs to be aware of shortcomings of the available utility measures and potential solutions. Furthermore, one should be aware of the decision-making context and the way results are interpreted. To equip participants with expertise in the field of utility measurement, the most important issues will be discussed. For instance, we will consider potential insensitivity of generic instruments for particular disease-specific problems and discuss to what extent adaptation of generic- or disease-specific quality of life instruments may offer a solution. This will be demonstrated with practical exercises. Also, the issue of “whose values count: patient values or values from the general public?” will be discussed. Finally, we turn to the interpretation in the context of resource allocation.

SATURDAY MORNING COFFEE BREAK

Coffee sponsored by Alliance Life Sciences
PHARMACOECONOMIC MODELING – APPLICATIONS  
**Hall 10**

**TRACK:** Modeling Methods  
**LEVEL:** Intermediate.  
**PREREQUISITE:** Attendance at (or familiarity with the topics discussed in) the short course “Introduction to Modeling” is required.  
**FACULTY:** Mark S. Roberts, MD, MPP, Professor and Chair, Department of Health Policy and Management, University of Pittsburgh Graduate School of Public Health, Pittsburgh, PA, USA; Shelby Corman, PharmD, MS, BCPS, Senior Clinical Outcomes Scientist, Phr arm International, Bethesda, MD, USA  
**COURSE DESCRIPTION:** During this course, students will have hands-on experience in constructing and analyzing a decision analysis tree using TreeAge Pro software including Markov models and one-way, two-way and probabilistic sensitivity analysis. Instructors will provide a series of short lecture-based sessions followed by modeling exercises in the software. Sessions will demonstrate how to build a simple decision tree; extend a decision model to incorporate costs and utilities; and replace terminal nodes with state-transition (Markov) models to represent time-varying events. Other more advanced topics will be covered if time permits. Participants are required to bring laptops equipped with software as provided when registering for the course.

Saturday Afternoon Coffee Break  
Coffee sponsored by PharmaQuest

SUNDAY, 4 NOVEMBER  
(MORNING COURSES) 8:00-12:00

BAYESIAN METHODS IN ECONOMIC EVALUATIONS – INTRODUCTION  
**Hall 9**

**TRACK:** Modeling Methods  
**LEVEL:** Introductory. This course is for those with a basic appreciation of statistics and probability.  
**FACULTY:** Christopher S. Hollenbeak, PhD, Associate Professor, Surgery and Public Health Sciences, Penn State College of Medicine, Hershey, PA, USA  
**COURSE DESCRIPTION:** This course is designed to provide an overview of the Bayesian approach and its application to health economics and outcomes research. The course will cover basic elements of Bayesian statistics, discuss differences between Bayesian and classical (frequentist) approaches, and demonstrate how to apply the Bayesian approach to clinical trials and cost-effectiveness analyses. Available software will be discussed and examples of studies will be presented.

DISCRETE EVENT SIMULATION FOR ECONOMIC ANALYSES – CONCEPTS  
**Hall 11/5**

**TRACK:** Modeling Methods  
**LEVEL:** Introductory. This course is designed for those with some familiarity with modeling.  
**FACULTY:** J. Jaime Caro, MDCM, FRCPC, FACP, Adjunct Professor of Medicine, Adjunct Professor of Epidemiology and Biostatistics, McGill University, Montreal PQ and Senior Vice-President, Research, United BioSource Corporation, Lexington, MA, USA; Jörgen Möller, MSc Mech Eng, Vice-President, Modeling, United BioSource Corporation, Eslov, Sweden  
**COURSE DESCRIPTION:** This course will provide a basic understanding of the key concepts of discrete event simulation. Topics to be covered are: how does it work; what are the components; where is it used; for which problems is DES well suited; what are the advantages and disadvantages of DES; PSA as a simple task. The focus will be on the use of these simulation models to address pharmacoeconomic (and device-related) problems. Faculty will also discuss the recently published ISPOR-SMDM guidelines on DES.

REIMBURSEMENT SYSTEMS IN EUROPE  
**Roof Garden**

**TRACK:** Use of Pharmacoeconomics / Economic / Outcomes Research Information  
**LEVEL:** Intermediate. This course is designed for individuals with intermediate experience within a single health care system wishing to broaden their appreciation of other reimbursement systems.  
**FACULTY:** James Furniss, Vice President, GIK Bridgehead, Melton Mowbray, UK  
**COURSE DESCRIPTION:** Unlike market access which is mostly regulated at the European level by either EMA for pharmaceuticals or EC for devices, reimbursement decisions in Europe is the responsibility of each country. European health care systems are primarily government payer models. Therefore, based on each country’s set of laws and values, wide variations exist in health technologies (drugs, diagnostics, devices). Using the ISPOR Global Health Care Systems Roadmap, this course will discuss health economics and outcomes research in the context of each country’s health care system, with a special emphasis on the concept of cost-effectiveness and the role of cost-effectiveness analysis in decision-making.

NEW! INSTRUMENTAL VARIABLES  
**Hall 8**

**TRACK:** Observational Data Methods  
**LEVEL:** Intermediate. This course is suitable for those with some knowledge of econometrics.  
**PREREQUISITE:** Previous attendance at the short course “Introduction to Analysis of Retrospective Database Studies” – or equivalent knowledge – is recommended.  
**FACULTY:** Benjamin M. Craig, PhD, Assistant Member, Health Outcomes and Behavior, Moffitt Cancer Center & Associate Professor, Department of Economics, University of South Florida, Tampa, FL, USA; Antoine C. El Khoury, PhD, MS, Director, Market Access and Health Economics, Johnson and Johnson, Horsham, PA, USA and Adjunct Assistant Professor, Division of Pharmaceutical Evaluation and Policy, University of Arkansas for Medical Sciences College of Pharmacy, Little Rock, AR, USA; Bradley C. Martin, PharmD, RPh, Professor and Head, Division of Pharmaceutical Evaluation and Policy, University of Arkansas for Medical Sciences College of Pharmacy, Little Rock, AR, USA  
**COURSE DESCRIPTION:** In any non-randomized study, selection bias is a potential threat to the validity of conclusions reached. Failure to account for sample selection bias can lead to conclusions about treatment effectiveness or treatment cost that are not really due to the treatment at all, but rather to the unobserved factors that are correlated with both treatment and outcomes. Sample selection models provide a test for the presence of selection bias. These models also provide a correction for selection bias, enabling an investigator to obtain unbiased estimates of treatment effects. This course will discuss the various models and their applications and, in particular, will address instrument variables (two-stage least squares, intuition, RCTs), including an overview of examples from the current literature. Participants will benefit from interactive exercises using instrumental variables and sample selection techniques using STATA.

For those who have STA LA loaded on their laptops, you are encouraged to bring your laptop.

PATIENT REGISTRIES  
**Hall 10**

**TRACK:** Observational Data Methods  
**LEVEL:** Introductory. This course is designed for those with some or no experience with patient registries.  
**FACULTY:** Leanne Larson, MHA, Vice President, Evidence Development, PAREXEL International, Waltham, MA, USA; Caroline Parry, Project Director, PACE, PAREXEL International, Uxbridge, UK  
**COURSE DESCRIPTION:** This course is designed to provide an overview of patient registries and its applications in identifying real world clinical, safety, and patient-perspective issues. The advantages and disadvantages of patient registry versus other real world data collection will be presented. The course will address safety and clinical objectives as well as regulatory trends and requirements. Key operational components, challenges and measures of program success will be discussed. Management issues - including creating effective partnerships with patient-oriented organizations and facilitating long-term program operations within a changing organizational structure - will be addressed.
technology decision-making processes for coverage and reimbursement decisions in various European countries. Faculty will systematically describe the reimbursement systems across Western, Central & Eastern Europe and compare and contrast the key characteristics among them.

**TRANSFERABILITY OF COST-EFFECTIVENESS DATA BETWEEN COUNTRIES**  
**Hall 7**  
**TRACK:** Economic Methods  
**LEVEL:** Advanced. This course is for those with advanced understanding of economic evaluations of health care programs and experience in the critical assessment of cost-effectiveness studies.  
**FACULTY:**  
- JL (Hans) Severens, PhD, Professor of Evaluation in Health Care, Institute of Health Policy and Management, Erasmus University Rotterdam and Department of Health Organization, Policy, and Economics, CAPHRI, Maastricht University, Maastricht, The Netherlands;  
- Silvia Evers, PhD, LL.M, Chair, Public Health Technology, Maastricht University, Department of Health Services Research, Faculty of Health, Medicine and Life Science and at the School for Public Health and Primary Care (Caphri) and the Netherlands School of Primary Care Research (CRea) Maastricht, The Netherlands;  
- Manuela Joore, PhD, Associate Professor, Department of Clinical Epidemiology and Medical Technology Assessment, Maastricht University Medical Centre, Maastricht, The Netherlands;  
- Saskia Knies, MPhil, PhD, Advisor, Pharmacoeconomics/HTA, Dutch Healthcare Insurance Board, Dieren, The Netherlands.  
**COURSE DESCRIPTION:** Although the number of countries requiring an economic dossier as part of the submission dossier for public reimbursement of new drugs is growing, the pharmaceutical industry cannot conduct economic evaluations in every potential market. However, national decision makers require country-specific or region-specific data or estimates on health care costs and patient outcomes. More and more, they are only willing to accept foreign or international data when they are transferable to their own specific decision making context. However, little guidance on how to do this exists. This course starts with a discussion of factors that make economic data more difficult to transfer from one country to other countries than clinical data, and will focus on the report of the ISPOR Good Practices on Economic Data Transferability Task Force. Then we will review the methods that have been presented to assess the transferability of foreign cost, effects and cost-effectiveness estimates and their pros and cons. This topic will be practically covered in a case (working in small groups), that will be discussed subsequently. Methods available focus on trial-based economic evaluation. However, we will present transferring issues encountered when assessing model-based economic evaluations. Finally, we will discuss the transferability of health state valuation based on the EQ-5D instrument. The statistical methods to analyze multinational trial data and to transfer these data to a specific country are beyond the scope of this course.

**CONJOINT ANALYSIS – THEORY & METHODS**  
**Hall 6**  
**TRACK:** Patient-Reported Outcomes / Preference-Based Methods  
**LEVEL:** Intermediate. This course is designed for clinicians, policymakers, researchers, and patient advocates/researchers with some familiarity with conjoint analysis or other stated-preference methods.  
**FACULTY:**  
- A. Brett Hauber, PhD, Senior Economist and Vice President, Health Preference Assessment, RTI Health Solutions, Research Triangle Park, NC;  
- John F.P. Bridges, PhD, Assistant Professor, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD, USA  
**COURSE DESCRIPTION:** Course participants will learn the conceptual and empirical basis for using conjoint analysis to elicit preferences in outcomes research. The course will introduce participants to both the conceptual basis for quantifying decision-maker preferences for medical interventions and the practical design and analytical issues that must be addressed in order to obtain valid empirical preference estimates. The course will be structured following the good research practice guidelines and discussion being prepared by the ISPOR Good Research Practices for the Application of Conjoint Analysis in Health Task Force. The course will include lectures and interactive group exercises and group discussion.

**BAYESIAN METHODS IN ECONOMIC EVALUATIONS – ADVANCED**  
**Hall 9**  
**TRACK:** Modeling Methods  
**LEVEL:** Advanced.  
**PREREQUISITE:** Basic knowledge of a Bayesian approach will be assumed equivalent to attendance at the “Bayesian Methods in Economic Evaluations – Introduction” short course.  
**FACULTY:** Keith R. Abrams, PhD, Professor of Medical Statistics, Department of Health Sciences, University of Leicester, Leicester, UK  
**COURSE DESCRIPTION:** This course considers the use of a Bayesian approach to both with-trial and model-based economic evaluation. The specific use and advantages of a Bayesian approach to subgroup analyses and missing data analyses in trial-based economic evaluations is considered. The use of a Bayesian approach to probabilistic decision tree and Markov models is also presented, including the use of comprehensive decision modeling (involving the seamless integration of meta-analyses within an economic decision model). All methods are illustrated using examples implemented within the freely available WinBUGS software. [Details and downloads at www.mrc-bsu.cam.ac.uk/bugs]. Participants who wish to have hands-on experience must bring their laptops with software installed.

**DISCRETE EVENT SIMULATION FOR ECONOMIC ANALYSES – APPLICATIONS**  
**Hall 10**  
**TRACK:** Modeling Methods  
**LEVEL:** Intermediate. This course is designed for those with some understanding of discrete event simulation (equivalent to attendance at the short course “Discrete Event Simulation for Economic Analyses – Concepts”) and who wish to have more practical modeling experience.  
**PREREQUISITE:** Attendance at the short course “Discrete Event Simulation for Economic Analysis – Concepts” - or equivalent knowledge - is required.  
**FACULTY:**  
- J. Jaime Caro, MDCM, FRCP, FACP, Adjunct Professor of Medicine, Adjunct Professor of Epidemiology and Biostatistics, McGill University, Montreal PQ and Senior Vice-President, Research, United BioSource Corporation, Lexington, MA, USA;  
- Jörgen Möller, MSc Mech Eng, Vice-President, Modeling, United BioSource Corporation, Hammersmith, UK;  
- Tereza Lanitis, MSc, Research Associate, Modeling and Simulation, Health Economics, United BioSource Corporation, London, UK  
**COURSE DESCRIPTION:** This course is structured around practical discrete event simulation exercises. Topics to be covered are: components of a DES; how do you set up and run simulations; and how do you analyze the results. Simple animation will be demonstrated. We will use Arena to build entry level models. Instructions for downloading training version of Arena will be distributed prior to the course. Participants who wish to have hands-on experience should bring their personal laptops with Arena installed.

**ADVANCED RETROSPECTIVE DATABASE ANALYSIS**  
**Hall 6**  
**TRACK:** Observational Data Methods  
**LEVEL:** Advanced.  
**PREREQUISITE:** The short course “Introduction to Retrospective Database Analysis” is a prerequisite for this course. Participants must have knowledge of statistical methods through OLS regression and experience in the analysis of administrative claims databases.  
**FACULTY:** William H. Crown, PhD, President, HEOR and Late Phase Research, OptumInsight Life Sciences, Waltham, MA, USA  
**COURSE DESCRIPTION:** Large administrative claims databases provide an opportunity to examine retrospectively the effects of drug use on clinical and economic outcomes in...
real world settings. This course will describe analytic techniques for estimation of treatment effects and statistical properties of estimators including bias, efficiency, and mean square error. It will briefly review the assumptions underlying ordinary least squares regression (OLS) and the implications of violations (e.g., heteroscedasticity, multicollinearity, autocorrelation). Particular emphasis will be placed on model specification including structural equation models and alternative statistical estimators when OLS is not the appropriate methodology. Maximum likelihood estimation will be discussed along with the concepts of endogeneity and instrumental variables estimation.

CONTENT VALIDITY OF PRO, CLINRO AND OBSRO ASSESSMENTS

**Hall 8**

**TRACK:** Patient-Reported Outcomes / Preference-Based Methods

**LEVEL:** Advanced. This course assumes attendees have a basic understanding of qualitative interview methods and measurement properties of PRO instruments.

**FACULTY:** Donald L. Patrick, PhD, MSPH, Professor, University of Washington, Seattle Quality of Life, Seattle, WA, USA; Mona L. Martin, RN, MPA, Executive Director, Health Research Associates, Inc, Seattle, WA, USA; Chad Gwaltney, PhD, Senior Scientist, PRO Consulting, Pittsburgh, PA, USA and Assistant Professor (Research), Department of Community Health, Brown University, Providence, RI, USA; Nancy Kline Leidy, PhD, Senior Vice President, Scientific Affairs, United BioSource Corporation, Bethesda, MD, USA

**COURSE DESCRIPTION:** This course will focus on establishing the content validity of patient-reported outcomes, clinical outcomes and caregiver reported outcomes assessments that are intended for use as the basis for medical product claims in the US and Europe. The evidences for supporting content validity take into account the recommendations of the FDA Guidance for Industry – Patient-Reported Outcome Measures: Use in Medical Product Development to Support Labeling Claims, and the EMA Reflection Paper on the Regulatory Guidance on the Use of Health-Related Quality of Life (HRQOL) Measures in the Evaluation of Medicinal Products. After this course, participants will be able to: define the essential evidences needed for establishing and documenting content validity of assessments planned for use in applications for regulatory approval of desired medical product claims. Examples will be given throughout on each evidence requirement. Participants will take part in several practical exercises that are part of the iterative process for determining and establishing evidence of content validity for instruments. Faculty will also reference The ISPOR Good Research Practices for Evaluating and Documenting Content Validity for the Use of Existing Instruments and Their Modifications PRO Task Force Report.

NETWORK META-ANALYSIS IN RELATIVE EFFECTIVENESS RESEARCH

**Hall 7**

**TRACK:** Outcomes Research Methods

**LEVEL:** Intermediate

**FACULTY:** Jeroen P. Jansen, PhD, MSc, Vice President, Health Economics & Outcomes Research, MAPI Consultancy, Boston, MA, USA

**COURSE DESCRIPTION:** For several medical questions of interest, many treatment options exist for the same indication. To release a new treatment, many treatment may have been compared against placebo or against each other in clinical trials. Knowing whether one specific treatment is better than placebo or some other specific comparator is only a fragment of the big picture, which should incorporate all available information. Ideally, one would like to know how all the different treatment options rank against each other and how big the differences are in effect size between all the available options. Network meta-analysis offers a quantitative method of integrating all the data from all the available comparisons. Based in part on two ISPOR Task Force reports, the fundamentals and concepts of network meta-analysis will be presented, which is especially useful when there is little or no evidence from direct comparisons. Network meta-analysis provides an integrated and unified analysis that incorporates all direct and indirect comparative evidence about treatments. The material in this course is motivated by instructive and real examples. Instructors will highlight the value of network meta-analysis and indirect treatment comparisons for decision-making; the concepts and assumptions of network meta-analysis (indirect and missed treatment comparisons); and the statistical models for network meta-analysis of different types of outcomes (i.e. dichotomous, continuous and time-to-event) and how heterogeneity and inconsistency can be captured.

RISK-SHARING/PERFORMANCE-BASED ARRANGEMENTS FOR DRUGS AND OTHER MEDICAL PRODUCTS

**Hall 4/5**

**TRACK:** Use of Pharmacoeconomics / Economic / Outcomes Research Information

**LEVEL:** Intermediate

**PREREQUISITE:** It would be helpful for individuals taking this course to have completed the short course “Elements of Pharmaceutical/Biotech Pricing I – Introduction” or to be familiar with both the key determinants of pharmaceutical pricing and the main international health systems.

**FACULTY:** Lou Garrison, PhD, Professor, Pharmaceutical Outcomes Research & Policy Program, Department of Pharmacy, University of Washington, Seattle, WA, USA; Adrian Towse, MA, MPH, Director, Office of Health Economics, London, UK; Josh Carlson, PhD, Research Assistant Professor, Pharmaceutical Outcomes Research & Policy Program, Department of Pharmacy, University of Washington, Seattle, WA, USA

**COURSE DESCRIPTION:** There is significant and growing interest among both the payers and producers of medical products for arrangements that involve a “pay-for-performance” or “risk-sharing” element. These payment schemes involve a plan by which the performance of the product is tracked in a defined patient population over a specified period of time and the level of reimbursement is tied by formula to the outcomes achieved. Although these agreements have an intrinsic appeal, there can be substantial barriers to their implementation. The theory and practice, including incentives and barriers, will be analyzed along with several examples of performance-based schemes from Europe, the United States, and Australia. A hypothetical case study will be used in an interactive session to illustrate a systematic approach to weighing their applicability and feasibility.

COST ESTIMATION AND ASSESSING FINANCIAL (BUDGET) IMPACT OF NEW HEALTH CARE TECHNOLOGIES

**Hall 4/5**

**TRACK:** Economic Methods

**LEVEL:** Intermediate. This course is designed for those with some experience with pharmacoeconomic analysis.

**PREREQUISITE:** The short course “Statistical Methods for Pharmacoeconomics & Outcomes Research” is recommended as a precursor to this course

**FACULTY:** Josephine Mauskopf, PhD, Vice President, Health Economics, RTI Health Solutions, Research Triangle Park, NC, USA; C. Daniel Mullins, PhD, Professor and Chair of Pharmaceutical Health Services Research, University of Maryland, School of Pharmacy, Baltimore, MD, USA; Stephanie R. Earnshaw, PhD, MS, Vice President, Health Economics, RTI Health Solutions, Research Triangle Park, NC, USA

**COURSE DESCRIPTION:** This course will guide participants through a 6-step process for budget impact analysis, describing the methods to determine costs associated with a health condition and the budget impact of new technologies for that condition. Instructors will also present incidence- and prevalence-based costing strategies. Treatment algorithms and event-based approaches will be demonstrated for disease-specific costs from different decision-maker perspectives. Both static and dynamic methods for estimating the budget impact of adding a new drug to a health plan formulary will be presented, and issues related to imputing missing data will also be discussed. Discussions will conclude with a summary of the ISPOR Principles of Good Practice for Budget Impact Analysis Report.

Sunday Afternoon Coffee Break

Coffee sponsored by ZRx Outcomes Research
SATURDAY, 3 NOVEMBER

9:00-18:00  PRE-CONGRESS SHORT COURSES  Short Course registration required
Lunch – Attendees on their own

SUNDAY, 4 NOVEMBER

8:00-17:00  PRE-CONGRESS SHORT COURSES  Short Course registration required
Lunch – Attendees on their own

17:15-18:15  EDUCATIONAL SYMPOSIUM  ICC Lounge (Entrance Level)
(See full Program & Schedule of Events available at the Congress for Symposium description)
CLINICAL PRACTICE DATA IN EUROPE: CURRENT AND FUTURE OPPORTUNITIES FOR RESEARCH AND TECHNOLOGY ASSESSMENT
Sponsored by OptumInsight

18:30-19:30  EDUCATIONAL SYMPOSIUM  ICC Lounge (Entrance Level)
(See full Program & Schedule of Events available at the Congress for Symposium description)
DO WE NEED INNOVATIVE MEASURES TO MEASURE INNOVATION?
Sponsored by GalbraithWight Market Access

MONDAY, 5 NOVEMBER

7:30-8:30  EDUCATIONAL SYMPOSIUM  Hall 3
(See full Program & Schedule of Events available at the Congress for Symposium description)
Breakfast available prior to the presentation for Symposium attendees
OUTCOMES RESEARCH - A TOTAL HEALTH CARE SYSTEM APPROACH
Sponsored by CPRD

8:45-14:15  RESEARCH POSTER PRESENTATIONS VIEWING - SESSION I  Poster Hall
(See http://www.ispor.org/congresses/Berlin1112/Posters1.aspx for Research Poster Presentations)

8:45-10:45  WELCOME & FIRST PLENARY SESSION  Hall 2
WELCOME & PRESIDENTIAL ADDRESS
(See full Program & Schedule of Events available at the Congress for Biographical Information)
Deborah Marshall, PhD, MHSA, 2012-2013 ISPOR President and Associate Professor, University of Calgary and University of McMaster, Director, HTA, Alberta Bone and Joint Health Institute & Canada Research Chair, Health Services and Systems Research Centers, Calgary, AB, Canada
OPENING SPEECH
(See full Program & Schedule of Events available at the Congress for Biographical Information)
Andrzej Rys, MD, Director of Health Systems and Products, European Commission, Brussels, Belgium
CONGRESS PROGRAM OVERVIEW
(See full Program & Schedule of Events available at the Congress for Biographical Information)
Wolfgang Greiner, PhD, MSc, Professor & Director, Department of Health Economics and Health Management, University of Bielefeld, Bielefeld, Germany
Michael Schlander, MD, PhD, MBA, Professor, Health Care and Innovation Management, University of Heidelberg and Chairman & Scientific Director, Institute for Innovation & Valuation in Health Care (InnoVal), Wiesbaden, Germany
FIRST PLENARY SESSION
CONVERGING OR DIVERGING MODELS OF HTA IN EUROPE

The role of health technology assessment (HTA) in reimbursement decisions in European health systems is still in transition. In Germany, the introduction of a new regulation for reimbursement (AMNOG) will minimize the significance of health economic analysis for pricing because a consensus could not be reached on basic methodological issues regarding cost-effective analysis. The clinical evidence provided in ‘value dossiers’ is now the basis for price negotiations between the German statutory health insurance and the pharmaceutical industry. In the UK and France, the changes in regulations are not as dramatic, but criteria for reimbursement decisions (apart from cost-effectiveness analysis) are still actively debated. In this session, the current state of these discussions will be outlined, and future trends and methodological requirements will be discussed by key leaders of health authorities and HTA agencies in Germany, France, and the UK.

For more information on these European country health care systems and health care decision processes, see the ISPOR Global Health Care Systems Road Map at: http://www.ispor.org/HTARoadMaps/Default.asp and http://www.ispor.org/PEguidelines/index.asp.

Moderator: Wolfgang Greiner, PhD, MSc, Professor & Director, Department of Health Economics and Health Management, University of Bielefeld, Bielefeld, Germany

Speakers:
Jürgen Windeler, MD, Director, 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 of Health & Clinical Excellence (NICE), London, UK

Jean-Luc Harousseau, MD, President and Chairman of the Board, Haute Autorité de Santé (HAS), Saint-Denis La Plaine, France

SCHEDULE OF EVENTS: MONDAY, 5 NOVEMBER CONTINUED

ISSUE PANELS - SESSION I

IP1: ROADMAP OF HTA IN EUROPE – MOVING HTA FORWARD OR JUST STUCK IN TRAFFIC? Hall 2

(Speakers for this Panel were invited, see full Program & Schedule of Events available at the Congress for Biographical Information)

Moderator: J.L. (Hans) Severens, PhD, Professor of Evaluation in Health Care, Institute of Health Policy and Management, Erasmus University Rotterdam, Rotterdam, The Netherlands

Panelists: Finn Borum-Kristensen, MD, PhD, Professor, Health Services Research & Health Technology Assessment, University of Southern Denmark and Director, EUneqHTA Secretariat, Danish Health and Medicines Authority, Copenhagen, Denmark; Andrzej Rys, MD, Director of Health Systems and Products, European Commission, Brussels, Belgium; Gordana Kakan Živcec, MD, Board Member, Standing Committee of European Doctors (CPME) and President of the Medical Chamber of Slovenia, Ljubljana, Slovenia

IP2: IS THERE SCOPE FOR MORE HARMONIZATION OF PROCEDURES FOR ASSESSING ORPHAN DRUGS IN EUROPE? Hall 7

(Speakers for this Panel were invited, see full Program & Schedule of Events available at the Congress for Biographical Information)

Moderator: Michael Drummond, PhD, Professor of Health Economics, Centre for Health Economics, University of York and Principal Consultant, OptumInsight, Heslington, York, UK

Panelists: Amy K. O’Sullivan, PhD, Director, Health Economics and Outcomes Research, OptumInsight, Medford, MA, USA; Michael Barry, MD, PhD, Clinical Director, National Centre for Pharmacoeconomics, St. James’ Hospital, Dublin, Ireland; Francis Pang, MSc, MPHil, Senior Director of Market Access and Public Affairs, Shire Human Genetic Therapies, Basingstoke, UK

IP3: HOW TRANSFERABLE IS CLINICAL EVIDENCE: DOES ONE-SIZE FIT ALL WHEN ASSESSING THE RELATIVE EFFECTIVENESS OF PHARMACEUTICALS IN EUROPE? ICC Lounge (Entrance Level)

(Speakers for this Panel were invited, see full Program & Schedule of Events available at the Congress for Biographical Information)

Moderator: Keith Abrams, MSc, PhD, Professor of Medical Statistics, Department of Health Sciences, University of Leicester, Leicester, UK

Panelists: Antje Behring, PhD, Desk Officer, Pharmaceuticals Department, Federal Joint Committee (G-BA), Berlin, Germany; Elisabeth George, PhD, Associate Director, Technology Appraisals, National Institute for Health and Clinical Excellence, London, UK; Clare McGrath, PhD, Global Head, HTA Policy, AstraZeneca, Greater Manchester, UK

IP4: HOW IS IQWIG MEETING THE CHALLENGES OF THE NEW GERMAN HEALTH CARE REFORM? Hall 3

(Speakers for this Panel were invited, see full Program & Schedule of Events available at the Congress for Biographical Information)

Moderator: Alric Ruether, MD, PhD, Head, Department of Health Care Quality, International Affairs, Institute of Quality and Efficiency in Health Care (IQWiG), Cologne, Germany

Panelists: Andreas Gerber, PhD, MD, Head, Department of Health Economics, Institute of Quality and Efficiency in Health Care (IQWiG), Cologne, Germany; Stefan Sauerland, MD, MPH, Head, Department of Non-Drug Interventions, Institute of Quality and Efficiency in Health Care (IQWiG), Cologne, Germany; Jos Kleijnen, MD, PhD, Professor, Systematic Reviews in Health Care, Maastricht University, Clinical Professor, Joanna Briggs Institute, Faculty of Health Sciences, University of Adelaide and Owner, Kleijnen Systematic Reviews, York, UK; Representative from German Ministry of Health – TBD

IP5: POLICY STRATEGIES UNDER AUSTERITY CONDITIONS IN EUROPEAN COUNTRIES - DOING LESS WITH LESS AT WHAT COST? Hall 4/5

(Speakers for this Panel were invited, see full Program & Schedule of Events available at the Congress for Biographical Information)

Moderator: Carolin Mittenburger, PhD, Senior Director, Global Health Economics & Reimbursement, Medtronic, Tolochenaz, Switzerland

Panelists: László Gulyács, MD, PhD, Professor of Health Economics, Health Economics and Health Technology Assessment Department, Corvinus University of Budapest, Hungary; Mary Geitona, MSc, PhD, Associate Professor, Health Economics and Social Policy, School of Social Policy, University of Peloponese, Corinth, Greece; Pedro Pita Barros, PhD, Professor of Economics, Nova School of Business and Economics, Lisbon, Portugal; Nieck S. Klazinga, MD, PhD, Professor & Chair, Department of Social Medicine, Academic Medical Centre, University of Amsterdam, Amsterdam, The Netherlands and Senior Policy Advisor & Head, Health Care Quality Indicator Programme, Organization for Economic Co-Operation and Development (OECD), Paris, France
### SCHEDULE OF EVENTS: MONDAY, 5 NOVEMBER CONTINUED

#### LUNCH, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING - SESSION I  
*Poster Hall & Lobby Areas*

(See [http://www.ispor.org/congresses/Berlin1112/Posters1.aspx](http://www.ispor.org/congresses/Berlin1112/Posters1.aspx) for Research Poster Presentations)

Lunch sponsored by Medaxial

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#### EDUCATIONAL SYMPOSIUM  
*Hall 3*

(See full Program & Schedule of Events available at the Congress for Symposium description)

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<td>12:15-13:15</td>
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#### NEW RESEARCH FOR FUTURE APPROACHES TO MEASURING AND VALUING HEALTH

Sponsored by EuroQol Group

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#### POSTER AUTHOR DISCUSSION HOUR - SESSION I  
*Poster Hall*

(See [http://www.ispor.org/congresses/Berlin1112/Posters1.aspx](http://www.ispor.org/congresses/Berlin1112/Posters1.aspx) for Research Poster Presentations)

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#### RESEARCH PODIUM PRESENTATIONS - SESSION I

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#### DIABETES OUTCOMES RESEARCH  
*Hall 4/5*

**Moderator:** Linus Jönsson, MD, MSc, PhD, Executive Vice President & Senior Scientist, OptumInsight, Brussels, Belgium

- **pgA277 DB1**  
  **Assessing the Relationship Between the Effect of Glycemic Control and Avoided Symptomatic Hypoglycemia on Quality of Life in Type 2 Diabetes**  
  14:15-14:30  
  Foes V, McEwan P, Lloyd A, Palmer JL, Lamotte M, Grant D, IMS Health, Basel, Basel-Stadt, Switzerland; HEOR Consulting, Monmouth, Monmouthshire, UK; IMS Health, London, UK; IMS Health, Alschwil, Basel-Landschaft, Switzerland; IMS Health, Vilvoorde, Belgium

- **pgA277 DB2**  
  **Economic Consequences of Severe Hypoglycaemia – Preliminary Findings from Five Central European Countries**  
  14:30-14:45  
  Niewada M, Jakubczyk M, Czech M, Paweska J, Barszcz E, HealthQuest Sp z o.o., Warsaw, Poland; Novo Nordisk Pharma Sp z o.o., Warsaw, Poland

- **pgA277 DB3**  
  **How Fear for Hypoglycaemia Influences Health-Related Quality of Life in Type 2 Diabetes Mellitus Patients in Spain? HIPOQOL-II Study**  
  14:45-15:00  
  Font B, Lahoz R, Roldán C, Jódar E, Alvarez P, Avila L, Palomares R, Lizar L, Novartis Farmacéutica, S.A., Barcelona, Spain; Hospital Universitario Quiron Madrid, Madrid, Spain; Centro de Salud La Calzada II, Gijón, Spain; Consorciuto Local Almashar, Melaga, Spain; Hospital Reina Sofia, Córdoba, Spain; Universitat Jaume I, Castellón de la Plana, Spain

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#### EVERYTHING YOU WANTED TO KNOW ABOUT NICE  
*Hall 2*

**Moderator:** Mark J. Sculpher, MSc, PhD, Professor of Health Economics, Centre for Health Economics, University of York, Heslington, York, UK

- **pgA278 N1**  
  **Three Years of Nice Scientific Advice: Comprehensive Analysis of Requests to the Programme**  
  14:15-14:30  

- **pgA278 N2**  
  **The Use of Off-Label Comparators in Nice Appraisals – an Indirect Endorsement?**  
  14:30-14:45  
  Kosel J, Wong GK, Costello Medical Consulting Ltd, Cambridge, UK

- **pgA278 N3**  
  **Patient Access Schemes in the New NHS**  
  14:45-15:00  
  Spoons J, Brown C, Johnson N, Rietveld A, RJW & Partners, Royston, Hertfordshire, UK

- **pgA278 N4**  
  **Analysis of Stakeholders Involved in HTA Decision Making Process in the United Kingdom**  
  15:00-15:15  

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#### PRICING, ACCESS AND REIMBURSEMENT  
*Hall 7*

**Moderator:** Lieven Annemans, MSc, PhD, Professor of Health Economics, Ghent University and Brussels University, Ghent, Belgium

- **pgA278 PR1**  
  **Comparison of Cancer Drug Prices in the United States and the United Kingdom**  
  14:15-14:30  
  Aggarwal S, Novel Health Strategies, Bethesda, MD, USA

- **pgA278 PR2**  
  **Guiding Principles for Providing Effective Access to Medicines in Emerging Markets**  
  14:30-14:45  
  Shankar R, Hickson S, IMS Consulting Group, Cambridge, UK

- **pgA278 PR3**  
  **Drivers of Pricing and Market Access Decisions - Examples in Selected Countries**  
  14:45-15:00  

- **pgA278 PR4**  
  **Trends in Pricing and Reimbursement Schemes from 1994-2011**  
  15:00-15:15  
  Sotak ML, Haig JK, Suizicky M, OptumInsight Life Sciences, Chicago, IL, USA; OptumInsight Life Sciences, Burlington, ON, Canada; OptumInsight Life Sciences, Newport Beach, CA, USA

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#### RESEARCH ON QUALITY OF LIFE AND PATIENT PREFERENCE METHODS  
*Hall 3*

**Moderator:** Mark Oppe, MSc, Researcher, Institute for Medical Technology Assessment, Erasmus University, Rotterdam, The Netherlands

- **pgA279 DL1**  
  **EQ-5D-5L Valuation Project for the Spanish Population – A Descriptive Overview and Preliminary Results**  
  14:15-14:30  
  Ramos-Góñi J, Errea M, Rivero-Arias O, Cabasés JM, Pinto JL, Fundación, S/C Tenerife, Canary Island, Spain; Public University of Navarra, Pamplona, Navarra, Spain; Oxford University, Oxford, UK; Universidad Pablo de Olavide, Sevilla, Andalucia, Spain
## ISPOR 15th Annual European Congress

### SCHEDULE OF EVENTS: MONDAY, 5 NOVEMBER CONTINUED

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<td>15:15-15:30</td>
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<td>15:30-15:45</td>
<td>BREAK &amp; EXHIBITS VIEWING</td>
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<td>15:45-16:00</td>
<td>RESOURCES PODIUM PRESENTATIONS</td>
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<td>CARDIOVASCULAR DISEASE OUTCOMES RESEARCH</td>
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<td>16:15-16:30</td>
<td>MEDICATION ADHERENCE RESEARCH</td>
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### RESOURCES USE RESEARCH

**MODERATOR:** Clément François, MSc, PhD, Divisional Director, Global Outcomes Research Division, Lundbeck SAS, Issy-les-Moulineaux, France

**pgA280 RU1**

**CHOLINESTERASE INHIBITORS: A POPULATION-BASED ASSESSMENT OF RESOURCE UTILIZATION AND COSTS FOR PATIENTS WITH ALZHEIMER’S DEMENTIA**

Fong RK, Gill SS, Johnson AP, Queen’s University, Kingston, ON, Canada

**pgA280 RU2**

**POTENTIAL TIME SAVINGS WITH TRASTUZUMAB SUBCUTANEOUS (SC) INJECTION VERSUS TRASTUZUMAB INTRAVENOUS (IV) INFUSION: RESULTS FROM INTERVIEWS CONDUCTED AS PART OF A TIME-AND-MOTION STUDY (T&M) ACROSS 17 SITES**

De Cock E, Tao S, Urspruch A, Knopp A, 1United BioSource Corporation, Barcelona, Spain, 2United BioSource Corporation, Dorval, QC, Canada, 3F Hoffmann-La Roche Ltd., Basel, Switzerland, 4Odense University Hospital, Odense, Denmark

**pgA280 RU3**

**SOME ISSUES WITH THE ICER IN TECHNOLOGY ASSESSMENTS OF SCREENING INTERVENTIONS FOR RARE CONDITIONS**

Teljeur C, O’Neill M, Harrington P Health Information and Quality Authority, Dublin, Ireland

**pgA280 RU4**

**UNIVERSAL VERSUS SELECTIVE SCREENING FOR DOWN’S SYNDROME: AN ECONOMIC EVALUATION OF RESOURCE USE AND COSTS BY SCREENING POLICY**

Lynn FA, McNeill IA, Doran J, Alderdice FA, Queen’s University Belfast, Belfast, County Antrim, UK

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### CARDIOVASCULAR DISEASE OUTCOMES RESEARCH

**MODERATOR:** Lorenzo G. Mantovani, MSc, ScD, Faculty of Pharmacy, Federico II University of Naples, Naples, Italy

**pgA281 CV1**

**COST-EFFECTIVENESS OF A NURSE FACILITATED SELF-MANAGEMENT PROGRAMME FOR HEART FAILURE**

Mejia A, Richardson G, Cockayne S, Pattenden J, Lewin R, 1University de Antioquia, Medellin, Antioquia, Colombia, 2University of York, York, UK

**pgA281 CV2**

**IS IT WORTH SPENDING ANY MONEY TO DEVELOP A BIOMARKER TEST TO OPTIMIZE STATIN TREATMENT FOR INDIVIDUALS WITH AN INTERMEDIATE CARDIOVASCULAR RISK?**

Burgers LT, Nauta ST, Deckers JW, Severens JL, Redepok WK, 1Erasmus University Rotterdam, Rotterdam, The Netherlands, 2Erasmus Medical Center, Rotterdam, The Netherlands

**pgA281 CV3**

**OUTCOMES AND COSTS OF CONCOMITANT AORTIC VALVE REPLACEMENTS ASSOCIATED WITH A NEW SUITABLE AND COLLAPSED VALVE IN ITALY, FRANCE, GERMANY, AND THE UNITED KINGDOM**

Pradelli L, Zanoli O, Giardina S, Ranucci M, 1AdRes HE&OR, Turin, Italy, 2Sorin Group, Saluggia, Italy, 3IRCSS Policlinico San Donato, San Donato Milanese, Italy

**pgA281 CV4**

**EVALUATION OF TELEMONITORING FOR HEART FAILURE PATIENTS WITH IMPLANTABLE DEFIBRILLATORS: THE EVOLVO (EVOLUTION OF MANAGEMENT STRATEGIES OF HEART FAILURE PATIENTS WITH IMPLANTABLE DEFIBRILLATORS) STUDY**

Zanaboni P, Marzegalli M, Landolina ME, Lunati M, Pereggi GB, Guenzati G, Curnis A, Borghetti F, Beccaguti G, Borghi G, Masella C, 1Politecnico di Milano/University Hospital of North Norway, Milan, Italy, 2San Carlo Borromeo Hospital, Milan, Italy, 3San Matteo Hospital, Pavia, Italy, 4Niguarda Hospital, Milan, Italy, 5S. Luca Hospital - Istituto Auxologico Italiano IRCCS, Milan, Italy, 6Spedali Civili, Brescia, Italy, 7Medtronic Italia, Sesto San Giovanni, Milan, Italy, 8CEFIRIE, Regione Lombardia, Milan, Italy, 9Politecnico di Milano, Milan, Italy

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### MEDICATION ADHERENCE RESEARCH

**MODERATOR:** Mickael Hilligsmann, PhD, Postdoctoral Researcher, Department of Internal Medicine & Department of Clinical Epidemiology and Medical Technology Assessment, CAPHRI School for Primary Care and Public Health, Maastricht University, Maastricht, The Netherlands

**pgA281 MA1**

**UTILIZATION OF DISEASE MODIFYING AGENTS IN MULTIPLE SCLEROSIS: ANALYSIS FROM AN ITALIAN ADMINISTRATIVE DATABASE**

Furneri G, Scalone L, Ciampichetti R, Cortesi PA, Fornari C, Madotto F, Chioldi V, Cesana G, Mantovani LG, 1Charta Foundation, Milan, Italy, 2University of Milano-Bicocca, Monza, Italy, 3Federico II University of Naples, Naples, Italy

**pgA282 MA2**

**OBSERVATION OF PERSISTENCE RATES AND POTENTIAL COST SAVINGS ASSOCIATED WITH CERTOLIZUMAB PEGOL TREATMENT FOR RHEUMATOID ARTHRITIS IN ENGLAND, WALES AND NORTHERN IRELAND CLINICAL PRACTICE**

Russell M, Timoshanko J, Smeets E, Duncan G, Spandley A, Roskell S, 1UCB Pharma, Slough, UK, 2UCB Pharma, Brussels, Belgium, 3Healthcare at Home Ltd, Burton on Trent, UK, 4Cannock Chase Hospital, Cannock, UK
pgA282 MA3
Paliperidone palmitate long-acting injection for Brazilian non-adherent schizophrenic patients: 5-year budget impact analysis
Moderator: Maarten J. Postma, PhD, Professor, Department of Pharmacy, University of Groningen, Groningen, The Netherlands
16:00-16:15
Vitale V1, Bahnbouni LSK1, Pereira MIL1, Takemoto MLS2, Fernandes RA1, Santos PML1, Morais AD1, 1Janssen Cilag Farmaceutica, Sao Paulo, Brazil, 2ANOVAb - Knowledge Translation. Rio de Janeiro, RJ, Brazil

pgA282 MA4
Adequate adherence to intranasal corticosteroids is associated with significantly reduced number and costs of outpatient visits among patients newly diagnosed with allergic rhinitis
Moderator: Maarten J. IJzerman, PhD, Professor & Chair, Department of Health Technology & Services Research, University of Twente, Enschede, The Netherlands
16:15-16:30
Buck PO1, Hankin CS2, Cox L1, Bronstone A2, Wang Z2, Lepore MS1, 1Teva Pharmaceuticals, Frazer, PA, USA, 2BioMedEcon, LLC, Moss Beach, CA, USA, 3Nova Southeastern University College of Osteopathic Medicine, Fort Lauderdale, FL, USA

RESEARCH ON MODELING METHODS Hall 7
Moderator: Maarten J. Postma, PhD, Professor, Department of Pharmacy, University of Groningen, Groningen, The Netherlands

pgA282 MO1
Comprehensive discrete event simulation model for the evaluation of health care technologies in depression
15:30-15:45
Toumi M1, Antonanzas F1, Hakkaart V1, Lam RIW1, McCrone P1, Persson U, Vataire AL1, Ababei A2, 1University Claude Bernard Lyon 1, Lyon, France, 2University of La Rioja, Logroño, La Rioja, Spain, 3Erasmus University Rotterdam, Rotterdam, The Netherlands, 4University of British Columbia, Vancouver, BC, Canada, 5King’s College London, London, UK, 6The Swedish Institute for Health Economics, Lund, Sweden, 7CREATIV-Ceutical, Paris, France

pgA282 MO2
Impact of structural assumptions on cost-effectiveness outcomes: towards a standardized cost-effectiveness model for adjuvant breast cancer therapies
15:45-16:00
Frederix GW1, van Hasselt JG1, Schellens JH1, Hövels AM1, Hultema AD1, Raaijmakers JA1, Severens JL1, 1Netherlands Cancer Institute, Amsterdam, The Netherlands, 2Slotervaart Hospital & Netherlands Cancer Institute, Amsterdam, The Netherlands, 3Netherlands Cancer Institute & Utrecht University, Amsterdam, The Netherlands, 4Utrecht University, Utrecht, The Netherlands, 5Utrecht University & GlaxoSmithKline, Utrecht, The Netherlands, 6Erasmus University Rotterdam, Rotterdam, The Netherlands

pgA282 MO3
Lessons learned from a cross-validation between a discrete-event simulation model and a markov model for personalized breast cancer treatment
16:00-16:15
Jahn B1, Rochau U1, Arvandi M2, Kurzhalter C2, Saveno KRP1, Fühne F1, Klubenschaedl M1, Krohn M1, Paulden M1, Siebert U1, 1UMIT/Oncotyrol, Hall i. T, Austria, 2Oncotyrol - Center for Personalized Cancer Medicine, Hall i. T, Austria, 3UMIT/Hall i. T, Austria/University of Utah, Salt Lake City, UT, USA, 4Department of Public Health and Health Technology Assessment, UMIT, Hall i. T, Austria, 5Toronto Health Economics and Technology Assessment (THETA) Collaborative, Toronto, ON, Canada, 6University of Toronto, Toronto, ON, Canada, 7UMIT/ Oncotyrol/ Harvard University, Hall i. T, Austria

pgA282 MO4
Treatment discontinuation in economic modelling of oncology therapeutics: systematic review and best practices analysis
16:15-16:30
Johns AMA1, Koes MA1, 1Pfizer UK, Tadworth, Surrey, UK, 2Abacus International, Bicester, Oxfordshire, UK

PATIENT HEALTH CARE ACCESS Hall 3
Moderator: Jan Busschbach, PhD, Interim Director, Department of Medical Psychology & Psychotherapy, Erasmus MC, Rotterdam, The Netherlands

pgA283 PA1
Assessing the progression of the UK NHS healthcare reforms and the impact on health care delivery
15:30-15:45
Sewak N1, McConkey D1, White R1, Double Helix Consulting, London, UK

pgA283 PA2
Hospital-based HTA in Italy: diffusion and potential impact
15:45-16:00
Boscolo PR1, Ciani O1, Torbica A1, 1Bocconi University, Milan, Italy, 2Peninsula Institute of Medicine and Dentistry, Exeter, UK

pgA283 PA3
Limited access to cataract surgery in Poland
16:00-16:15
Szmurlö D1, Fundament T1, Kopec G1, Brzyski D1, 1Władysław M1, 1Landa K1, 2HTA Consulting, Krakow, Poland, 3Ceesahc, Krakow, Poland, 4Watch Health Care, Krakow, Poland

pgA283 PA4
Home dialysis: how high can we go?
16:15-16:30
Laplante S1, 1Rutherford P1, 2Baxter Healthcare Corporation, Braune l’Alleud, Belgium, 3Baxter Healthcare Corporation, Zurich, Switzerland

RESEARCH ON THE USE OF UTILITIES Hall 2
Moderator: Jan Busschbach, PhD, Interim Director, Department of Medical Psychology & Psychotherapy, Erasmus MC, Rotterdam, The Netherlands

pgA284 UT1
The calculation of quality of life utilities for acute leukemia: a comparison between EQ5D-5L and QLQ-C30
15:30-15:45
Leontis A1, Redekop WK1, Lowenberg B1, Uyl-de Groot C1, 1Institute for Medical Technology Assessment (iMTA), Rotterdam, The Netherlands, 2Erasmus University Rotterdam, Rotterdam, The Netherlands, 3Erasmus Medical Center, Rotterdam, The Netherlands, 4University Medical Center Hamburg, Hamburg, Germany, 5University Clinics of Hamburg, Hamburg, Germany

pgA284 UT2
Mapping DLQI on EQ-5D in psoriasis - transformation of skin-specific health-related quality of life into utilities
15:45-16:00
Bohrn C1, Beikert F1, Rustenbach SJ1, Augustin M1, 1University Medical Center Hamburg, Hamburg, Germany, 2University Clinics of Hamburg, Hamburg, Germany

pgA284 UT3
Estimating preference-based index from cancer-specific quality of life measures for use in cost-utility analysis
16:00-16:15
Teckle P1, Peacock/Stuart S1, Canadian Centre for Applied Research in Cancer Control, BC Cancer Agency, Vancouver, BC, Canada

pgA284 UT4
Health utility scores in children and adolescents with attention-deficit/hyperactivity disorder: response to stimulant treatment
16:15-16:30
Sethyawan J1, Baraschewski T1, Hodgkins P1, Lecendreux M1, Johnson M1, Zuddas A1, Bloomfield R1, Coghill DR1, 1Shire Development LLC, Wayne, PA, USA, 2University of Heidelberg, Mannheim, Germany, 3Shire Pharmaceuticals LLC, Wayne, PA, USA, 4CHU Hospital Robert-Debré, Paris, France, 5Queen Silvia Children’s Hospital, Gothenburg, Sweden, 6University of Cagliari, Cagliari, Italy, 7Shire Pharmaceutical Development Ltd, Basingstoke, UK, 8Ninewells Hospital, Dundee, UK
In response to the recent proposal to close one of the regional HTA agencies, Agencia Lain Entralgo, in Madrid, uncertainty is compounded by the recent proposal to close one of the regional HTA agencies. To reduce this uncertainty, it is necessary to enhance the use of agency and expert committee networks. However, there is uncertainty about the process and the true roles and responsibilities of the possible players involved. This highlights the importance of understanding the comprehensive policies outlined in the Real Decreto Law, 16/2012, which emphasizes once again that economic evaluation is one of the criteria to be considered in the incorporation of new technologies. In this law, and in others, declarations and notifications by the Ministry note the necessity to consolidate and support economic evaluation through the use of agency and expert committee networks. However, there is uncertainty about the process and the true roles and responsibilities of the possible players involved. This uncertainty is compounded by the recent proposal to close one of the regional HTA agencies, Agencia Lain Entralgo, in Madrid. To reduce this uncertainty, it is necessary to...
promote and establish discussion forums to analyze the lessons learned from past experiences, and to suggest possible future models to enable health technology assessment to be consolidated and used as criteria to incorporate new health care technologies in the Spanish National Health Care System. During this forum the current status and possible future models will be presented. Presented by the ISPOR Spain Regional Chapter

**Moderator:** Olga Espallardo, MBA, MSc, Health Economics, Services & Policies Executive Manager, Johnson Medical Iberia, Madrid, Spain

**Speakers:** Javier Mar Medina, MD, Chief of the Health Management Unit, Hospital Alto Deba, Mondragon, Spain; Juan Manuel Ramos Goñi, Researcher, HTA Unit of Canary Islands Health Service, Santa Cruz de Tenerife, Spain; Carme Piñol, MD, MSc, Principal PMA and HE, IMS Health, Barcelona, Spain; Ana Ortega, PhD, Department of Pharmacy, Clínica Universidad de Navarra, Pamplona, Spain; Melany Worbes Cerezo, MSc, Health Economics, Market Access & Reimbursement Manager CV & Metabolics Europe, Middle East & Africa Janssen, Madrid, Spain

**IMPLEMENTATION OF HTA TO SUPPORT PRICING AND REIMBURSEMENT DECISIONS IN EMERGING MARKET COUNTRIES: MORE ACADEMIC, MORE PRAGMATIC OR “NICER” APPROACH? Hall 2**

The NICE approach has become the gold standard of HTA implementation in pricing and reimbursement decisions. However, it is difficult to replicate the same approach in smaller and middle income countries due to limitations of human and financial resources for HTA and lack of traditions and political commitment to improve the transparency of public policy decisions. There are two major approaches for HTA implementation to support pricing reimbursement decisions in emerging markets. In some countries capacity building is the first step, and HTA is mainly driven by academic groups. In other countries cost-effectiveness and budget impact have become mandatory criteria in pharmaceutical reimbursement decisions without having sufficient capacity for high quality HTA research. This forum will discuss the pros and cons of both approaches from the perspective of middle income countries, such as: Bosnia-Herzegovina, Hungary, Republic of Macedonia, Serbia and Israel. Presented by the ISPOR Bosnia-Herzegovina, Hungary, Israel, Republic of Macedonia and Serbia Chapters

**Moderator:** Zoltán Kálo, MSc, MD, PhD, Director, Health Economic Research Center, Department of Health Policy and Health Economics, Associate Professor of Social Sciences, Edvívó Loránd University (ELTE) and Founder & CEO, Syreon Research Institute, Budapest, Hungary

**Speakers:** Tarik Catlic, MSc Pharm, President, ISPOR Bosnia-Herzegovina Regional Chapter, Sarajevo, Bosnia and Herzegovina; Ljubica Suturkova, PharmD, PhD, President, ISPOR Republic of Macedonia Regional Chapter and Professor of Faculty of Pharmacy, UKIM, Skopje, Republic of Macedonia; Nicky Liebermann, MD, Head of Community Medical Division, Clalit Health Services, Tel-Aviv, Israel; Vladi Zah, PhD(c), Health Economist, Beograd, Serbia

**THE SOCIO-ECONOMIC IMPACT OF HEALTH CARE COST-CONTAINMENT MEASURES DURING ECONOMIC CRISIS IN THE EUROPEAN UNION (EU) Hall 7**

Due to the financial crisis, many EU countries were led into the implementation of cost-containment measures in health care, focusing primarily on pharmaceutical consumption and expenditure. Until recently, many demand side measures were implemented, impacting pricing, manufacturers and health care providers’ profits. This forum will provide an overview of health care cost-containment measures in several emerging European markets, such as Bulgaria, Czech Republic and Greece and will discuss their impact on access to medicines. The economic impact of cost-containment measures imposed on patients, as well as social insurance funds will be presented. Presented by the ISPOR Bulgaria, Czech and Greece Chapters

**Moderator:** Magdalini Chatzikou, PhD, Senior Health Economics Manager, Novartis, Athens, Greece

**Speakers:** Guenka Petrova, MParm, MScEcon, PhD, DSc, President, ISPOR Bulgaria Regional Chapter and Professor, Faculty of Pharmacy, Medical University of Sofia, Sofia, Bulgaria; Jana Skoupa, MD, MBA, Researcher, 1st Medical Faculty, Charles University, Prague, Czech Republic; Mary Geitona, MSc, PhD, President, ISPOR Greece Regional Chapter and Associate Professor, Health Economics and Social Policy, School of Social Policy, University of Peloponnesse, Corinth, Greece

**INTERNATIONAL HTA EXPERIENCE AND POSSIBLE HTA MODELS IN RUSSIA AND NEIGHBORING COUNTRIES ICC Lounge (Entrance Level)**

This forum will focus on assessment of medical technologies in Armenia, Belarus, Kazakhstan, Russia, and Ukraine. How assessment is being developed and implemented in each country; the use of HTA instruments in building drug insurance models; reference pricing; and the obstacles and possible solutions common to all the countries will be discussed. Presented by ISPOR Russia HTA, Armenia, Belarus, Kazakhstan and Ukraine Chapters

**Moderator/Speaker:** Vitaly Omelianovsky, MD, PhD, DSc, Professor, Chairman of the Board, National Center for Technology Assessment in Health Care and Deputy Director, Center for Monitoring and Clinical & Economic Evaluation, Rozdavnadzor, Moscow, Russia

**Speakers:** Maria Avxentyeva, MD, PhD, DSc, Senior Researcher, National Center for Technology Assessment in Health Care, Moscow, Russia; Oliha Zaliska, DSci (Pharm), PhD, Professor, Danylo Halytsky Lviv National Medical University, Lviv, Ukraine; Viacheslav Tolubaiev, MD, PhD(c) and Senior Researcher, Farmak, Kyiv, Ukraine; Vladimir A. Matveev, MD, Professor, Pediatrics Department, Vitebsk State Medical University, Vitebsk, Belarus; Alexander Kostyuk, MD, PhD, Head of Centre of Standardization and Health Technologies Assessment, Federal Centre for Health Development, Astana, Kazakhstan; Arpine Mikayelyan, MS, PharmD, Specialist in Pharmacoconomics, Darmantest Laboratories (DTL), Yerevan, Armenia

18:30-19:30 POSTER AUTHOR DISCUSSION HOUR - SESSION II Poster Hall

(See http://www.ispor.org/congresses/Berlin112/Posters2.aspx for Research Poster Presentations)

**TUESDAY, 6 NOVEMBER**

**7:30-8:30 EDUCATIONAL SYMPOSIUM Hall 3**

(See full Program & Schedule of Events available at the Congress for Symposium description)

**THE IMPACT OF EUROPEAN COLLABORATION ON NATIONAL RELATIVE EFFECTIVENESS ASSESSMENT**

Sponsored by EFPIA
### SCHEDULE OF EVENTS: TUESDAY, 6 NOVEMBER CONTINUED

#### RESEARCH POSTER PRESENTATIONS VIEWING - SESSION III
*Poster Hall*

(See http://www.ispor.org/congresses/Berlin112/Poster3.aspx for Research Poster Presentations)

#### RESEARCH PODIUM PRESENTATIONS - SESSION III

(Page numbers refer to Podium Abstracts in *Value in Health* 15(7))

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### CANCER OUTCOMES RESEARCH
*Hall 3*

**Moderator:** Luciana Scalone, PhD, PharmD, ScD, Researcher, Research Centre on Public Health, University of Milan-Bicocca, Monza, Italy

**pgA285 CA1**
**DISCORDANT DIAGNOSES IN SARCOMA, GIST AND DESMOIDE TUMOUR IN FRANCE: RESULTS FROM THE NETWORK REPS**
8:45-9:00


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**pgA285 CA2**
**APPLYING A VALUE-BASED PRICE ACROSS DIFFERENT DISEASE AREAS**
9:00-9:15


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**pgA285 CA3**
**USE OF HEALTH CARE ADMINISTRATIVE DATABASES TO ESTIMATE THE BURDEN OF BREAST CANCER**
9:15-9:30

**Ciampichini R**, Furneri G, Scalone L, Cortesi PA, Fornari C, Madotto F, Chiiodi V, Mantovani LG, Cesana G, "Charta Foundation, Milan, Italy, "University of Milano-Bicocca, Monza, Italy, "Federico II University of Naples, Naples, Italy

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**pgA285 CA4**
**A COMPARISON OF PATIENT AND GENERAL-POPULATION UTILITY VALUES FOR ADVANCED MELANOMA IN HEALTH ECONOMIC MODELLING**
9:30-9:45


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### CLINICAL OUTCOMES STUDY METHODOLOGICAL CHALLENGES
*Hall 4/5*

**Moderator:** Robert Launois, PhD, Professor & Scientific Director, REES France, Paris, France

**pgA285 CL1**
**A MULTICRITERIA APPROACH FOR EVALUATING HEALTH-RELATED QUALITY-OF-LIFE**
8:45-9:00

**Manolitzas P**, Krasoudakis A, Grigoroudis E, Matsatisinis N, Archontakis G, "Technical University of Crete, Chania, Greece, "General Hospital of Chania, Crete, Greece

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**pgA285 CL2**
**STATISTICAL CONSIDERATIONS IN ESTIMATING SURVIVAL FOR ECONOMIC EVALUATIONS IN ONCOLOGY**
9:00-9:15


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**pgA285 CL3**
**CALIBRATING BAYESIAN MULTIPLE TREATMENT COMPARISON META-ANALYSIS WITH MULTIPLE COST-EFFECTIVENESS ACCEPTABILITY CURVES**
9:15-9:30

**Tholand K**, Mills E, "McMaster University, Hamilton, ON, Canada, "University of Ottawa, Ottawa, ON, Canada

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**pgA285 CL4**
**MARGINAL STRUCTURAL MODELS USED IN ESTIMATING COST-EFFECTIVENESS OF TIME-VARYING DRUG THERAPY USING ADMINISTRATIVE DATABASES: THE CASE OF STATIN IN SECONDARY PREVENTION**
9:30-9:45

**Fornari C**, Valsecchi MG, Galimberti S, Mottoni FG, "University of Milano-Bicocca, Monza, Italy, "Federico II University of Naples, Naples, Italy

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### DRUG USE RESEARCH TO INFORM POLICY DECISION MAKING
*Hall 7*

**Moderator:** Omar H. Dabbous, MD, MPH, Senior Director, Global Outcomes Research, Takeda Pharmaceuticals Inc., Deerfield, Illinois, USA

**pgA286 DU1**
**A TIME SERIES ANALYSIS OF THE EFFECT OF THE CO-PAYMENT ON PHARMACEUTICAL CONSUMPTION IN TWO ITALIAN REGIONS**
8:45-9:00

**Siviero PD**, Canaglino A, Fabrizi E, "Italian Medicines Agency (AIFA), Rome, Italy, "University of Teramo and IMS Health, Teramo, Italy

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**pgA286 DU2**
**CONTRIBUTION OF PROLONGED-RELEASE MELATONIN AND ANTI-BENZODIAZEPINE CAMPAIGNS TO THE REDUCTION OF BENZODIAZEPINE AND Z-DRUG CONSUMPTION IN NINE EUROPEAN COUNTRIES**
9:00-9:15

**Clay E**, Falissard B, Moore N, Toumi M, "Creative-Ceutical, Paris, France, "INSERM U-669 PSIGIAM, Paris, France, "University of Bordeaux, Bordeaux, France, "University Claude Bernard Lyon 1, Lyon, France

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**pgA286 DU3**
**MARKET ACCESS DELAYS FOR CNS DRUGS IN EUROPE**
9:15-9:30


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**pgA286 DU4**
**INAPPROPRIATE USE OF DRUGS INFLUENCES HEALTH BUDGET OF POPULATION**
9:30-9:45

**Sabo A**, Tomic Z, Calasan J, Millijasevic B, Vukmirovic S, "University Medical University Novi Sad, Novi Sad, Serbia and Montenegro

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### DRIVERS OF REIMBURSEMENT TECHNOLOGY
*Hall 2*

**Moderator:** Mondher Toumi, MD, MSc, PhD, Professor & Chair, Market Access, and Professor, UFR d’Odontologie, University Claude Bernard Lyon 1, Lyon, France

**pgA287 RE1**
**FACTORS INFLUENCING DRUG REIMBURSEMENT DECISION IN SCOTLAND**
8:45-9:00

**Charokoppou M**, Heeg B, Majer IM, Pharmerit International, Rotterdam, Zuid-Holland, The Netherlands

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**pgA287 RE2**
**A DETAILED COMPARISON OF DUTCH AND SWEDISH DRUG REIMBURSEMENT DECISIONS: WHAT EVIDENCE IS AVAILABLE, WHICH CRITERIA ARE USED, AND IS THE DECISION-MAKING PROCESS TRANSPARENT?**
9:00-9:15


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**pgA287 RE3**
**HOW WILL THE NEW NHS CHANGES IN ENGLAND IMPACT THE IMPLEMENTATION OF RISK SHARING SCHEMES FOR ONCOLOGY TREATMENTS?**
9:15-9:30

BREAK, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING - SESSION III
Poster Hall & Lobby Areas

10:15-11:30  WELCOME & SECOND PLENARY SESSION  Hall 2

SECOND PLENARY SESSION
INTERNATIONAL PRICE REFERENCING – IS THERE A “RIGHT” WAY TO PERFORM IT?
(See full Program & Schedule of Events available at the Congress for Biographical Information)
Policy measures such as international referencing (using other countries as a benchmark) to set drug prices and internal reference pricing systems to promote price competition in domestic markets are quite common in Europe. The process for referencing varies considerably and not all health systems make their formula for calculating the reference price explicit. In some countries, the rules for referencing can only be figured out empirically by their respective decisions. The choice of reference country, which can be a subject of public debate (e.g. in Germany where some elements of reference pricing were recently introduced) will also determine, to a large extent, the reference price. It is therefore difficult for the pharmaceutical industry to model the outcome of this process, as the different referencing activities in various national pharmaceutical markets interact. This session will provide an overview of current practices within European markets. Reasons for international price differentiation, common policy patterns in this field and current trends in the methods to compare prices on an international level will be discussed.

Moderator: Andrew Jack, Pharmaceuticals Correspondent, Financial Times, London, UK
Speakers:
Kees de Joncheere, PharmD, MBA, MSc, Director, Department of Essential Medicines and Health Products, World Health Organization (WHO), Geneva, Switzerland
Thomas B. Cueni MSc, Secretary General, Interpharma, Basel, Switzerland
Ulrich Kaiser, PhD, MSc, Professor, Department of Business Administration – Entrepreneurship, University of Zürich, Zürich, Switzerland

11:30-13:45  LUNCH, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING - SESSION III
Poster Hall & Lobby Areas

Lunch sponsored by Quintiles Outcome

11:45-12:45  EDUCATIONAL SYMPOSIUM  Hall 3

EFFECTIVE COMMUNICATION WITH FEDERAL AUTHORITIES FOR SCIENTIFIC ADVICE EARLY IN PRODUCT DEVELOPMENT
Sponsored by RTI
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<td>POSTER AUTHOR DISCUSSION HOUR - SESSION III</td>
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<td>BREAK &amp; EXHIBITS VIEWING</td>
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### CLINICAL OUTCOMES RESEARCH

**W7: INNOVATIVE USES OF PHASE III DATA TO PLAN PHASE IV RESEARCH**  
**Hall 2**  
**Discussion Leaders:**  
- David Thompson, PhD, Senior Vice President & Head of Emerging Businesses, Quintiles Outcome, Cambridge, MA, USA  
- Sandrine Cure, MSc, Associate Director, OptumInsight, Uxbridge, UK  
- Raquel Cabo, MSc, Global Health Economics Manager, Health Economics and Reimbursement, GE Healthcare, Chalfont St. Giles, Bucks, UK

**W8: IT’S TIME TO REASSESS TRADITIONAL TIME-DEPENDENT REGRESSION METHODS**  
**Hall 4/5**  
**Discussion Leaders:**  
- Christopher M. Blanchette, PhD, Research Associate Professor, Public Health Sciences, University of North Carolina, Charlotte, NC, USA and Principal Health Economics & Outcomes Research, IMS Health, Alexandria, VA, USA  
- Alex Exuzides, PhD, Director, ICON Late Phase & Outcomes Research, San Francisco, CA, USA  
- Roger Luo, PhD, Director, Advanced Analytics, IMS Health, Plymouth Meeting, PA, USA

### ECONOMIC OUTCOMES RESEARCH

**W9: EARLY MODELLING IN MEDICAL PRODUCT DEVELOPMENT AND MARKET ACCESS**  
**Hall 3**  
**Discussion Leaders:**  
- Maarten J. IJzerman, PhD, Professor & Chair, Department of Health Technology & Services Research, University of Twente, Enschede, The Netherlands  
- Mark J. Sculpher, MSc, Professor of Health Economics, Centre for Health Economics, University of York, Harshington, York, UK  
- Pierre Sagnier, MD, DEA, MPH, Head, Global Market Access, HEOR, General Medicine, Bayer Healthcare, Berlin, Germany

### HEALTH CARE POLICY DEVELOPMENT USING OUTCOMES RESEARCH

**W10: THE IMPLEMENTATION OF DISINVESTMENT INITIATIVES: A EUROPEAN PERSPECTIVE ON PROGRESS TO DATE**  
**Hall 7**  
**Discussion Leaders:**  
- Christian A Gericke, MD, MPH, MSc, Professor and Deputy Director, PenCLAHRC, Plymouth, Devon, UK  
- Sarah Garner, PhD, BPharm, Associate Director, Research and Development, National Institute of Health and Clinical Excellence (NICE), London, UK  
- Francois Meyer, MD, Advisor to the President & Director for International Affairs, Haute Autorité de Santé, Saint-Denis La Plaine, France
W11: ADHERENCE AS A DIFFERENTIATING FACTOR IN THE APPRAISAL OF NEW TREATMENTS: SHOULD ECONOMIC EVALUATION CONSIDER WHETHER PATIENTS TAKE THEIR TREATMENT APPROPRIATELY?  Hall 6
Discussion Leaders: Antoine Regnault, PhD, Research Director, MAPI Consultancy, Lyon, France; Gert Bergman, PhD, Associate Director, MAPI Consultancy, Houten, The Netherlands; Chloe Brown, PhD, Director, RJW & Partners, Royston, Hertfordshire, UK

PATIENT-REPORTED OUTCOMES & PATIENT PREFERENCE RESEARCH

W12: PAYER AND HTA PERSPECTIVES ON CLINICAL OUTCOME ASSESSMENTS (COAS)  ICC Lounge (Entrance Level)
Discussion Leaders: Erin Tomaszewski, MPH, Clinical Outcomes Research Scientist, Quintiles Outcome, Pittsburgh, PA, USA; Peter Black, MS, Senior Scientist, invivodata Consulting, Pittsburgh, PA, USA; Marta Andreykiv, PharmD, MSc, Senior Consultant, Consulting, Quintiles, Hoofddorp, The Netherlands; Stefan Holmstrom, MSc, Director, HEOR, Astellas Pharma Global Development, Leiderdorp, The Netherlands

CLINICAL OUTCOMES RESEARCH

W13: RETHINKING ANALYSIS OF OUTCOME MEASURES FOR DEMONSTRATING VALUE OF PHARMACEUTICAL PRODUCTS: IMPLICATIONS FOR STUDY DESIGN, PERSONALIZED MEDICINE, AND COMPARATIVE EFFECTIVENESS RESEARCH  Hall 7
Discussion Leaders: Donald E. Stull, PhD, Director Retrospective Data Analysis, RTI Health Solutions, Didsbury, Manchester, UK; Katherine Houghton, BSc, Research Health Outcomes Scientist, RTI Health Solutions, Didsbury, Manchester, UK; Jennifer Petrillo, PhD, Associate Director, Global Health Economics & Outcomes Research, Novartis Pharmaceuticals Corporation, East Hanover, NJ, USA

ECONOMIC OUTCOMES RESEARCH

W14: MODELING OF INFECTIOUS DISEASES FOR PREVENTION AND MITIGATION: HOW MODELING HAS INFORMED PUBLIC HEALTH POLICY  ICC Lounge (Entrance Level)
Discussion Leaders: Maarten J. Postma, PhD, Professor, Department of Pharmacy, University of Groningen, Groningen, The Netherlands; Kamal Desai, PhD, Research Scientist, Health Economic Modeling and Simulation, United BioSource Corporation, London, UK; Deirdre Hollingsworth, PhD, Research Fellow, MRC Centre for Outbreak Analysis and Modelling, Imperial College London, London, UK; Ruth Chapman, PhD, Research Assistant, Health Economic Modelling and Simulation, United BioSource Corporation, London, UK

W15: WHAT IS VERSUS WHAT COULD BE: INCORPORATING OPERATIONS RESEARCH METHODS IN THE HEOR TOOLKIT  Hall 3
Discussion Leaders: William Crown, PhD, Group President, HEOR and Late Phase Research, OptumInsight, Waltham, MA, USA; Deborah Marshall, PhD, MHSA, Associate Professor, University of Calgary and University of McMaster, Director, HTA, Alberta Bone and Joint Health Institute & Canada Research Chair, Health Services and Systems Research Centers, Calgary, AB, Canada

HEALTH CARE POLICY DEVELOPMENT USING OUTCOMES RESEARCH

W16: DON'T FORGET ABOUT THE PATIENT! LISTENING TO PATIENTS AND INVOLVING THEM IN RESEARCH  Hall 6
Discussion Leaders: Elisa Cascade, MBA, Vice President, MediGuard/Digital Patient Unit, Quintiles, Rockville, MD, USA; Derek C Stewart, BA, Associate Director for Patient & Public Involvement, Clinical Research Networks, National Institute for Health Research, Leeds, UK; Dean Summerfield, MA, DPhil, Vice President, Europe, Quintiles Consulting, Reading, UK

W17: ADDITIONAL PATIENT RELATED BENEFITS ARE THE KEY TO PRICE NEGOTIATION IN GERMANY – PRACTICAL EXPERIENCE WITH BENEFIT DOSSIERS AND THE ASSESSMENT PROCESS  Hall 2
Discussion Leaders: Olaf Pirk, MD, PhD, Director, Olaf Pirk Consult, Nuremberg, Germany; Meriem Hind Bouslouk, PhD, Official Adviser, Drug Department, Federal Joint Committee (G-BA), Berlin, Germany; Frank-Ulrich Fricke, PhD, Professor, Deputy Member of the Arbitration Panel for Drugs, Georg-Simon-Ohm University of Applied Sciences, Nuremberg, Germany

PATIENT-REPORTED OUTCOMES & PATIENT PREFERENCE RESEARCH

W18: CHOICE DEFINES VALUE: NEW APPROACHES TO ESTIMATING QALYS, HYES, AND EFFICIENCY FRONTIERS  Hall 4/5
Discussion Leaders: Benjamin M Craig, PhD, Assistant Faculty Member, Health Outcomes & Behavior, Moffitt Cancer Center, Tampa, FL, USA; Juan Marcos Gonzalez, PhD, Research Economist, Health Preference Assessment, RTI Health Solutions, Research Triangle Park, NC, USA; Axel C. Mühlbacher, PhD, Professor for Health Economics and Health Care Management, IGM Institute, Hochschule Neubrandenburg, Neubrandenburg, Germany

17:15-19:00  EXHIBITORS’ WINE & CHEESE RECEPTION & RESEARCH POSTER PRESENTATIONS VIEWING - SESSION IV

Poster Hall & Lobby Areas

(See http://www.ispor.org/congresses/Berlin1112/Posters4.aspx for Research Poster Presentations)
Reception sponsored by Covance

17:30-18:30  ISPOR FORUMS - SESSION II

HEALTH EVIDENCE FOR DECISION MAKING: ASSESSMENT TOOL FOR MODELING STUDIES  Hall 2
A web based assessment tool for modeling studies for health care decision makers will be presented. Presented by the ISPOR/AMCP/NPC CER-CI: Interpreting Modeling Studies for Health Care Decision Makers Task Force
Speaker: J. Jaime Caro, MDCM, FRCP, FACP, Adjunct Professor of Medicine, Adjunct Professor of Epidemiology and Biostatistics, McGill University, Montreal PQ and Senior Vice-President, Research, United BioSource Corporation, Lexington, MA, USA
HTA AND REIMBURSEMENT SYSTEMS IN RUSSIA AND POLAND: COMMON PROBLEMS AND SOLUTIONS Hall 7
Russa and Poland represent different paths in the development of health care systems, especially with Russia’s recently adopted new law on reimbursement. This forum will discuss common challenges and solutions in the area of health technology assessment and reimbursement. Speakers will focus on non-pharmaceutical technologies, as their assessment is one of the most interesting issues in health economics. An overview of reimbursement systems and HTA in Russia and Poland will be provided. The use of HTA, risk-sharing agreements, pricing of medicines, and types of negotiation in their reimbursement systems, will be discussed. Presented by the ISPOR Poland, Russia and Russia Far-East Chapters.
Moderators: Pavel Vorobiev, MD, PhD, President, ISPOR Russia Regional Chapter, Professor, Moscow Sechenov Medical Academy and Head of the Research Department on Health Care Standardization Problems, Moscow, Russia; Karina Jahnz-Rozyk, MD, PhD, President, ISPOR Poland Regional Chapter and Head of Department of Immunology & Allergology, Military Institute of Medicine, Warsaw, Poland
Speakers: Lyubov Krasnova, MD, PhD, Leading Researcher, Research Department on Health Care Standardization Problems, Moscow Sechenov Medical Academy, Moscow, Russia; Alexander V. Bykov, MD, PhD, Director, State and Social Structures, Novo Nordisk, Moscow, Russia; Karina Jahnz-Rozyk, MD, PhD, President, ISPOR Poland Regional Chapter and Head of Department of Immunology & Allergology, Military Institute of Medicine, Warsaw, Poland; Joanna Lis, MSc, PhD, Director of Public Affairs and Market Access, Sanofi, Warsaw, Poland

HEALTH TECHNOLOGY ASSESSMENT IN A RESOURCE CONstrained SETTING: REAL CHALLENGES FACING ASIA Hall 6
The global trend of HTA and the need for informed decisions have created momentum for introducing HTA into health care decision-making in Asia. However, few countries in Asia have the financial or human resources needed, and health care systems and political environments vary significantly within Asia. The challenges to establish an HTA system in Asia will be discussed. Presented by the ISPOR Asia Consortium
Moderator/Speaker: Bong-Min Yang, PhD, Professor of Economics, School of Public Health, Seoul National University, Seoul, South Korea
Speakers: Surachat Ngorsuraches, PhD, RPh, Associate Professor, Faculty of Pharmaceutical Sciences, Prince of Songkla University, Songkhla, Thailand; Kenneth KC Lee, BSc (Pharm), MPhil, PhD, Professor of Pharmacy and Head of Pharmacy Programme, School of Medicine and Health Sciences, Monash University, Kuala Lumpur; Malaysia; Wen Chen, PhD, Professor & Deputy Dean, School of Public Health, Fudan University, Shanghai, China

METHODS OF FINANCING AND MAKING HEALTH CARE IN CENTRAL & EASTERN EUROPE IN TIMES OF LIMITED FUNDS: REVOLUTION OR EVOLUTION? Hall 3
The current economic crisis has impacted decision making processes in all fiscal sectors, including health care. Health care policy makers (health planners, sick funds & insurers, payers, health technology assessors, hospital financial management and health department officials) are under extreme budgetary pressure. How can payers make the right decision in a highly uncertain environment without jeopardizing patients’ quality of life? This forum will explain the impact of reference pricing, parallel trade and the availability of innovative technologies in some CEE countries. The implementation of diagnosis related groups (DRGs) in Greece, the role of budget impact methods in decision-making processes in Croatia, and methods of financing and decision making in pharmaceuticals in Bulgaria will be discussed. Presented by the ISPOR Bulgaria, Croatia, and Greece Chapters
Moderator: Guenka Petrova, MPharm, MEd, PhD, DSc, President, ISPOR Bulgaria Regional Chapter and Professor, Faculty of Pharmacy, Medical University of Sofia, Sofia, Bulgaria
Speakers: Assen Stoiimenova, PhD, Associate Professor, Faculty of Pharmacy, Medical University of Sofia, Sofia, Bulgaria; Josip Culig, PhD, Professor of Clinical Pharmacology and Toxicology, University J.J. Strossmayer, Medical School Osijek, Osijek, Croatia; John Yiantopoulos, PhD, Professor, Health Economics, University of Athens, Athens, Greece

PATIENTS AND THEIR ROLE IN MARKET ACCESS: WHERE IS THE PLACE AND WHAT IS THE ROLE OF PATIENTS IN REIMBURSEMENT SYSTEMS? ICC Lounge (Entrance Level)
Patients are important stakeholders in health care delivery and utilization of resources by paying taxes, health insurance premiums and out-of-pocket expenses. The role of patients in reimbursement systems is increasingly influencing access to drugs and other treatments. Patients’ Empowerment (PE) is a way to educate patients, who care about their therapies. Education is key when making patients aware of their rights and obligations related to health care utilization. This forum will discuss the importance of educating patients about health care and their role in the reimbursement systems. Examples of Romania, Serbia and Slovakia will be provided. Presented by the ISPOR Romania, Serbia and Slovakia Chapters
Moderators/Speakers: Dominik Tomek, PharmD, MPH, PhD, President, ISPOR Slovakia Regional Chapter and Faculty of Pharmacy, Comenius University and Faculty of Medicine, Slovak Medical University, Bratislava, Slovakia; Dragana Atanasijevic, MSc, Coordinator for Quality Component DILS/SHPAF Projects, Ministry of Health Serbia, Belgrade, Serbia
Speaker: Paul Radu, MD, PhD, Market Access Manager, Roche Romania, Bucharest, Romania

18:00-19:00 POSTER AUTHOR DISCUSSION HOUR - SESSION IV Poster Hall
(See http://www.ispor.org/congresses/Berlin1112/Posters4.aspx for Research Poster Presentations)

19:30-23:30 ISPOR SOCIAL EVENT – Wasserwerk (SEPARATE REGISTRATION REQUIRED)
Enjoy the unique atmosphere of this venue, a historic converted waterworks, while enjoying a taste of Berlin, DJ and dancing!
Approximately 15 minutes from the ICC Berlin to Wasserwerk!
To Register: Please see ISPOR Registration, onsite registration is subject to availability.
Social Event registrants: Please see Key Information for further details.
WEDNESDAY, 7 NOVEMBER

7:30-8:30  EDUCATIONAL SYMPOSIUM  Hall 3
(See full Program & Schedule of Events available at the Congress for Symposium description)
Breakfast available prior to the presentation for Symposium attendees
POWERING THE NEXT GENERATION OF OUTCOMES RESEARCH AND HEALTH CARE DELIVERY
Sponsored by IMS Health

8:45-14:45  RESEARCH POSTER PRESENTATIONS VIEWING - SESSION V  Poster Hall
(See http://www.ispor.org/congresses/Berlin1112/Posters5.aspx for Research Poster Presentations)

8:45-9:45  WORKSHOPS - SESSION IV
(See full Program & Schedule of Events available at the Congress for Workshops descriptions)

CLINICAL OUTCOMES RESEARCH

W19: PREDICTIVE MODELLING OF REAL-WORLD OUTCOMES: HOW USEFUL FOR HTA EVALUATIONS? Hall 4/5
Discussion Leaders: Billy Amzal, PhD, Senior Scientific Vice President, LA-SE Analytica, London, UK; Venkat Timmaraju, PhD, Senior Statistical Consultant, LA-SE Analytica, London, UK; Helene Karcher, PhD, Expert Modeler, Novartis Pharma AG, Basel, Switzerland; Adam Lowy, MB, ChB, MSc, Expert Global Epidemiologist, Novartis Pharma AG, Basel, Switzerland

W20: META-ANALYSIS OF RARE EVENTS: SUGGESTING A PRACTICAL GUIDANCE Hall 6
Discussion Leaders: Julie Roiz, MSc, Project Leader, HEOR, OptumInsight, Nantterre, France; Bernd Schweikert, PhD, Senior Lead Analyst, Life Sciences, OptumInsight, Munich, Germany; Keith Abrams, MSc, PhD, Professor of Medical Statistics, Department of Health Sciences, University of Leicester, Leicester, UK

ECONOMIC OUTCOMES RESEARCH

W21: WHY, WHEN AND HOW TO CONDUCT ECONOMIC EVALUATIONS USING COMPREHENSIVE DECISION ANALYTICAL MODELING? Hall 3
Discussion Leaders: Samuel Aballea, MSc, Director, HEOR, Creativ-Ceutical, Paris, France; Benjamin Briquet, BSc, Student, Paris Institute of Statistics (ISUP), Paris, France; Clément François, PhD, Divisional Director, Global Outcomes Research, Lundbeck SAS, Issy-les-Moulineaux, France; Anne-Lise Vataille, MSc, Senior Analyst, Creativ-Ceutical, Paris, France

HEALTH CARE POLICY DEVELOPMENT USING OUTCOMES RESEARCH

W22: USING TIME DEPENDENT ENDPOINTS TO INFORM REIMBURSEMENT DECISION OF CANCER DRUGS IN THE ABSENCE OF MATURE OVERALL SURVIVAL DATA Hall 7
Discussion Leaders: Jorge Félix, MSc, Director, Exigo Consultores, Alhos Vedros, Setúbal, Portugal; Anant Murthy, PhD, Executive Director, Global Pricing and Market Access, Celgene Corporation, Boudry, Switzerland; Stefan Michiels, PhD, Biostatistician, Breast Cancer Translational Research Laboratory, Institut Jules Bordet, Brussels, Belgium

W23: UNIFYING COVERAGE AND RESEARCH DECISIONS: HOW CAN QUANTITATIVE ANALYSIS INFORM THE ASSESSMENTS REQUIRED? Hall 2
Discussion Leaders: Karl Claxton, PhD, Professor of Health Economics, Centre for Health Economics, University of York, Heslington, York, UK; Adrian Towe, MA, MPhil, Director, Office of Health Economics, London, UK; Claire McKenna, PhD, Research Fellow, Centre for Health Economics, University of York, Heslington, York, UK; Marta O Soares, MSc, Research Fellow, University of York, Heslington, York, UK

9:45-10:00  BREAK, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING - SESSION V
Poster Hall & Lobby Areas
(See http://www.ispor.org/congresses/Berlin1112/Posters5.aspx for Research Poster Presentations)

10:00-11:00  ISSUE PANELS - SESSION III
(See full Program & Schedule of Events available at the Congress for Issue Panels descriptions)

IP11: CAN VALUE OF INFORMATION ANALYSIS BE USED ROUTINELY TO INFORM RESEARCH PRIORITIZATION DECISIONS? Hall 2
Moderator: Mark J. Sculpher, MSc, PhD, Professor of Health Economics, Centre for Health Economics, University of York, Heslington, York, UK
Panelists: Karl Claxton, PhD, Professor of Economics, Centre for Health Economics, University of York, Heslington, York, UK; Lotte MG Steuten, PhD, Associate Professor, Department of Health Technology and Services Research, University of Twente and Director, Health Economics and Reimbursement, PANAXEA b.v., Twente, The Netherlands; Rachael Fleurence, PhD, Director, Patient-Centered Outcomes Research Institute (PCORI), Washington, DC, USA

IP12: REFLECTING METHODOLOGICAL AND ENVIRONMENTAL CHANGE IN HTA METHODS: IS THE 2012 NICE GUIDE TO THE METHODS FOR TECHNOLOGY APPRAISAL THE ANSWER? Hall 3
Moderator: Paul Tappenden, MSc, Senior Research Fellow, Health Economics and Decision Science, School of Health & Related Research (ScHARR), University of Sheffield, Sheffield, UK
Panelists: Andreas Gerber, PhD, MD, Head, Department of Health Economics, Institute of Quality and Efficiency in Health Care (IQWiG), Cologne, Germany; Elisabeth George, PhD, Associate Director, Technology Appraisal Programme, Centre for Health Technology Evaluation, National Institute for Health and Clinical Excellence (NICE), London, UK; Stephen Palmer, MSc, Professor, Centre for Health Economics, University of York, North Yorkshire, UK

IP13: PERSONALIZED MEDICINE FROM A HEALTH SYSTEMS PERSPECTIVE: HOW CAN WE BETTER LEVERAGE EVIDENCE TO ADDRESS MULTIPLE STAKEHOLDER NEEDS? Hall 4/5
Moderator: Eric Faulkner, MPH, Director, Global Market Access, Consulting, Quintiles Global Consulting, Durham, NC, USA
Panelists: Diego F. Ossa, MD, MSc, Global Head, HEOR MDx, Novartis Pharma AG, Basel, Switzerland; Ansgar Hobborn, PhD, Head, Global Payer & HTA Program Policy, Hoffmann-La Roche AG, Basel, Switzerland; Uwe Siebert, MD, MPH, MSc, ScD, Professor, Department of Public Health and Health Technology Assessment, UMIT/Oncotyrol/ Harvard University, Hall i.T., Austria
ISPOR 15TH ANNUAL EUROPEAN CONGRESS
3-7 NOVEMBER 2012 • ICC BERLIN • BERLIN, GERMANY

SCHEDULE OF EVENTS: WEDNESDAY, 7 NOVEMBER CONTINUED

IP14: WILL THE EUNETHTA MODEL FOR RAPID RELATIVE EFFECTIVENESS ASSESSMENT (REA) OF PHARMACEUTICALS WORK? Hall 7
Moderator: Wim Geettsch, PhD, Project Leader of EUnetHTA WPS on Relative Effectiveness of Pharmaceuticals and Health Care Insurance Board (CVZ), Diemen, The Netherlands
Panelists: Mel Walker, MRPharmS, PhD, FRPh, Senior Director, GlaxoSmithKline, Brentford, Middlesex, UK; Marianne Kempp, PhD, Director, The Norwegian Knowledge Centre for the Health Services (NOKC), Oslo, Norway; Mirjana Huic, MD, MSc, Assistant Director, Agency for Quality and Accreditation in Health Care and Social Welfare, Zagreb, Croatia

IP15: CAN THERE BE A COMMON METHODOLOGY FOR COMPARATIVE EFFECTIVENESS IN THE ABSENCE OF RANDOMISED CONTROLLED TRIALS (RCTS)? Hall 6
Moderator: Pascale Brassier, MSc, Reimbursement Director, Cardiovascular Reimbursement and Health Economics, Medtronic International Trading Sarl, Tolochemaz, Switzerland
Panelists: Isabelle Durand-Zaleski, PhD, Professor of Medicine, Head of Public Health, Director of the CRU ECO Ile-De-France, Créteil, France; Rod Taylor, MSc, PhD, Professor in Health Services Research, Peninsula Medical School, Exeter, UK; David A Scott, MSc, MA, Senior Director, Health Economics, Oxford Outcomes, Oxford, UK

11:15-12:30 WELCOME & THIRD PLENARY SESSION Hall 2
WELCOME
(See full Program & Schedule of Events available at the Congress for Biographical Information)
Deborah Marshall, PhD, MHSA, 2012-2013 ISPOR President and Associate Professor, University of Calgary and University of McMaster, Director, HTA, Alberta Bone and Joint Health Institute & Canada Research Chair, Health Services and Systems Research Centers, Calgary, AB, Canada

THIRD PLENARY SESSION
FAIRNESS FIRST? SOCIAL VERSUS INDIVIDUAL PREFERENCES
(See full Program & Schedule of Events available at the Congress for Biographical Information)
It is assumed that people make, or should make, rational choices based on self-interest. For conventional health economic evaluations, self-interest is approximated by individual preferences, such as maximum willingness-to-pay (WTP) in the case of cost-benefit analysis or quality-adjusted life years (QALY) in the case of cost-utility analysis. Efficiency is achieved when aggregate benefits (WTP or QALYs) are maximized under a resource constraint. However, there is now overwhelming evidence that people exhibit a “regard for others” or “social” preferences, which systematically differ from the “efficiency” objective underlying the WTP or QALY maximization hypothesis. Well-documented social preferences include inequity aversion, concerns for fairness, reciprocity and altruism, but also spiteful or envious preferences. This raises important issues. If health economic evaluations are intended to aid health policy makers in resource allocation decisions, what do we really know about social preferences for health care resource allocation? What are the natures of social preferences, and how can they be measured appropriately? How can social preferences be incorporated in formal health technology assessments and allocation of scarce health care resources?
Moderator: Michael Schlander, MD, PhD, MBA, Professor, Health Care and Innovation Management, University of Heidelberg and Chairman & Scientific Director, Institute for Innovation & Valuation in Health Care (InnoVal), Wiesbaden, Germany
Speakers:
Erik Nord, PhD, Senior Researcher, Norwegian Institute of Public Health, Oslo, Norway
Jeff Richardson, PhD, Professor, Department of Business and Economics and Foundation Director of the Centre for Health Economics, Monash University, Melbourne, Australia
Christian Affolter, PhD, MBA, Head of Foundations, santéuisse, Solothurn, Switzerland

12:30-12:45 ISPOR 15TH ANNUAL EUROPEAN CONGRESS RESEARCH PRESENTATION AWARDS Hall 2
Moderator: Deborah Marshall, PhD, MHSA, 2012-2013 ISPOR President and Associate Professor, University of Calgary and University of McMaster, Director, HTA, Alberta Bone and Joint Health Institute & Canada Research Chair, Health Services and Systems Research Centers, Calgary, AB, Canada

ISPOR BEST PODIUM PRESENTATIONS
Presented by: Axel Mühlbacher, PhD, Professor, Health Economics and Health Care Management, Hochschule Neubrandenburg, Neubrandenburg, Germany

ISPOR BEST POSTER PRESENTATIONS
Presented by: Luciana Scalone, PhD, PharmD, ScD, Researcher, Research Centre on Public Health, University of Milan-Bicocca, Monza, Italy

12:45-13:45 LUNCH, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION V Poster Hall & Lobby Areas
(See http://www.ispor.org/congresses/Berlin1112/Posters5.aspx for Research Poster Presentations)

12:45-13:45 POSTER AUTHOR DISCUSSION HOUR – SESSION V Poster Hall
(See http://www.ispor.org/congresses/Berlin1112/Posters5.aspx for Research Poster Presentations)

13:45-14:45 WORKSHOPS – SESSION V
(See full Program & Schedule of Events available at the Congress for Workshop descriptions)

CLINICAL OUTCOMES RESEARCH
W24: SURVIVAL ANALYSIS IN HTA: IS CURRENT PRACTICE BEST PRACTICE? Hall 6
Discussion Leaders: John William Stevens, PhD, Statistician, School of Health & Related Research (ScHARR), University of Sheffield, Sheffield, UK; Noemi Muszbek, MSc, Research Scientist, United BioSource Corporation, Budapest, Hungary; Martin William Hoyle, MA, PhD, Senior Research Fellow, PenTAG, University of Exeter, Exeter, UK; Edit Remak, MSc, Research Scientist, United BioSource Corporation, Budapest, Hungary
ECONOMIC OUTCOMES RESEARCH

Discussion Leaders: Talitha L. Feenstra, PhD, Health Economist, Epidemiology, University Medical Centre Groningen and RIVM, Groningen, The Netherlands; Christian Asseburg, PhD, MSc, Technical Director, ESIOR Oy, Kuopio, Finland; Annemieke Leunis, MSc, Researcher, Institute for Medical Technology Assessment (iMTA), Rotterdam, The Netherlands; Paul F. M. Krabbe, PhD, Associate Professor, Department of Epidemiology, University of Groningen, Groningen, The Netherlands

W26: HETEROGENEITY IN COST EFFECTIVENESS ANALYSIS: IMPLEMENTING METHODS TO REALISE ITS VALUE Hall 7
Discussion Leaders: Pedro Saramago, MSc, Research Fellow, Centre for Health Economics, University of York, York, UK; Manuel Antonio Espinoza, MD, MSc, PhD, Student, Centre for Health Economics, University of York, London, UK; J. Grutters, PhD, Postdoctoral Researcher, School for Public Health and Primary Care, Maastricht University, Maastricht, Limburg, The Netherlands; JL (Hans) Severens, PhD, Professor of Evaluation in Health Care, Institute of Health Policy and Management, Erasmus University Rotterdam, Rotterdam, The Netherlands

HEALTH CARE POLICY DEVELOPMENT USING OUTCOMES RESEARCH

W27: ASSESSING THE REIMBURSABILITY OF NEW PRODUCTS: A STRUCTURED APPROACH Hall 2
Discussion Leaders: Joseph DiCesare, MPH, Global Health Economics & Outcomes Research, Novartis Pharmaceuticals Corporation, East Hanover, NJ, USA; Lou Garrison, PhD, Professor, University of Washington School of Pharmacy, Seattle, WA, USA; Gerry Oster, PhD, Vice President, Policy Analysis Inc. (PAI), Brookline, MA, USA; Patricia Sacco, MPH, RPh, Director, HEOR, Novartis Pharmaceutical Corporation, Hanover, NJ, USA

W28: THE TRADE-OFF BETWEEN QUALITY AND COSTS OF PRIMARY HEALTH CARE: THEIR IMPACT IN THE PROCESS OF DECISION-MAKING Hall 3
Discussion Leaders: Carlos Segovia, MD, MPH, Deputy Director, International Research Programmes and Institutional Relations, Instituto de Salud Carlos III Ministry of Economy and Competitiveness, Madrid, Spain; Simo Kokko, MD, PhD, Senior Professor & Researcher, National Institute for Health and Welfare, Helsinki, Finland; Giovanni Fattore, MSc, Associate Professor, Cergas, Università Commerciales Luigi Bocconi, Milan, Italy; Ruth Kalda, MD, Professor & Head, Department of Polyclinic and Family Medicine, Tartu University, Tartu, Estonia

14:45-15:00 BREAK & EXHIBITS VIEWING Poster Hall & Lobby Areas

W29: SAMPLE SIZE ESTIMATION FOR OBSERVATIONAL STUDIES Hall 7
Discussion Leaders: Terry Alan Cox, MD, PhD, Director, Biostatistics, Real World & Late Phase Research, Quintiles Outcome, Rockville, MD, USA; Eric Gammen, MA, Senior Director, Biostatistics & Outcomes Research, Real World & Late Phase Research, Quintiles Outcome, Rockville, MD, USA; Mark Nixon, PhD, Director, Biostatistics, Real World & Late Phase Research, Quintiles Outcome, Reading, Berkshire, UK; Pablo Mallaina, MD, MPH, PhD, Senior Medical Manager - Champix, Primary Care BU Europe Canada Australia & NZ (PECANZ), Pfizer, Inc., Madrid, Spain

W30: DEMONSTRATING THE BENEFITS OF ONCOLOGY TREATMENTS: MINIMISING UNCERTAINTY AND BIAS Hall 4/5
Discussion Leaders: Nicholas Latimer, MSc, Research Fellow in Health Economics, School of Health and Related Research (ScHARR), University of Sheffield, Sheffield, South Yorkshire, UK; Neil Hawkins, PhD, Vice President, Health Economics, Oxford Outcomes, Oxford, UK; Mike Spencer, MSc, Senior Director, Health Economics, Market Access and Reimbursement, Janssen EMEA, Janssen-Cilag Limited, High Wycombe, Bucks, UK

W31: FROM DECISION POINT TO DECISION WINDOW: READINESS FOR A CHANGE OF PARADIGM Hall 3
Discussion Leaders: Mondher Toumi, MD, PhD, Professor, Market Access, University Claude Bernard Lyon 1, Lyon, France; Thomas Mueller, MD, Head, Pharmaceuticals Department, Federal Joint Committee (G-BA), Berlin, Germany

W32: LISTENING TO THE PATIENT- DEVELOPING STRATEGIES FOR ENHANCING THE USE OF DATA RELEVANT TO PATIENTS IN HEALTHCARE DECISION MAKING Hall 2
Discussion Leaders: Michelle Mocarski, MPH, Manager, Health Economics and Outcomes Research, Forest Research Institute, Inc., Jersey City, NJ, USA; Asha Hareendran, PhD, MA, Senior Research Scientist, United BioSource Corporation, London, UK; Keith Tolley, Mphil, BA, Director, Tolley Health Economics, Buxton, UK

W33: INCREASED STATISTICAL POWER FOR PRO OUTCOMES – USING ITEM RESPONSE THEORY METHODS TO DEVELOP COMPOSITE SCALES Hall 6
Discussion Leaders: Jakob Bue Bjorner, PhD, Chief Science Officer, QualityMetric, OptumInsight Life Sciences, Lincoln, RI, USA; Mark Kosinski, MA, Senior Scientist & Vice President, Outcomes Insight Consulting, QualityMetric, OptumInsight Life Sciences, Lincoln, RI, USA; Matthias Rose, MD, PhD, Professor, Department of Psychosomatic Medicine, Charité - University of Medicine, Berlin, Germany
Over 1,500 poster presentations will be on display during the Congress in the **Poster Hall**

- Research poster presentations are organized by topic and poster code, please reference the poster layout maps and signage.
- The Program and Schedule of Events, available at the Congress, lists the poster titles and authors and gives the page number reference to the abstract as published in *Value in Health* 15 (7).
- An Author index is provided in *Value in Health* 15 (7).
- All poster presenters are requested to provide handouts. Research poster presentation abstracts and released poster PDFs are available at the ISPOR Outcomes Research Digest (a searchable database of over 20,000 research papers presented at ISPOR meetings) at http://www.ispor.org/research_study_digest/index.asp or scan this QR code.

### POSTER PRESENTATION SESSIONS

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<td>PHP: HEALTH CARE USE &amp; POLICY STUDIES</td>
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<td>PGI: GASTROINTESTINAL DISORDERS</td>
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<td>PMH: MENTAL HEALTH</td>
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<th>SESSION II:</th>
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<td>Monday, 5 November 15:30-19:30</td>
<td>Monday, 5 November 18:30-19:30</td>
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<td>PMD: MEDICAL DEVICE/DIAGNOSTICS</td>
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<td>PCV: CARDIOVASCULAR DISORDERS (Stroke, Other Cardiovascular)</td>
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<td>PIN: INFECTION</td>
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<td>Tuesday, 6 November 8:45-13:45</td>
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<td>PCASE: HEALTH CARE DECISION-MAKER’S CASE STUDIES</td>
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<td>PSU: SURGERY</td>
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<td>PCN: CANCER</td>
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<td>PMS: MUSCULAR-SKELETAL DISORDERS</td>
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<td>Tuesday, 6 November 15:00-19:00</td>
<td>Tuesday, 6 November 18:00-19:00</td>
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<td>PRM: RESEARCH ON METHODS</td>
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<td>PDB: DIABETES/ENDOCRINE DISORDERS</td>
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<th>SESSION V:</th>
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<td>Wednesday, 7 November 8:45-14:45</td>
<td>Wednesday, 7 November 12:45-13:45</td>
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<td>PHS: HEALTH SERVICES</td>
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<td>PIH: INDIVIDUAL’S HEALTH</td>
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<td>PND: NEUROLOGICAL DISORDERS</td>
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<td>PRS: RESPIRATORY-RELATED DISORDERS (Allergy, Asthma, Smoking, Other Respiratory)</td>
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<td>PSS: SENSORY SYSTEMS DISORDERS (Ear, Eye, Skin)</td>
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