ISPOR 12TH ANNUAL EUROPEAN CONGRESS

24-27 October 2009
Le Palais des Congrès de Paris
Paris, France

Health Care Decision Making in Europe: From Patients to Populations

PROGRAM AND SCHEDULE OF EVENTS

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SATURDAY, 24 OCTOBER 2009

9:00-18:00 PRE-Congress Short Courses
(See page 21 for Short Course descriptions)

SUNDAY, 25 OCTOBER 2009

8:00-12:00 PRE-Congress Short Courses
(See page 21 for Short Course descriptions)

12:00-13:00 EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION I  Hall Havane & Hall Bordeaux
(See pages 41-101 for Research Poster Presentations)

13:00-13:15 WELCOME FROM THE ISPOR PRESIDENT & PRESENTATION OF ISPOR SERVICE AWARD AmphiTHEATRE BORDEAUX
Michael Barry MD, PhD, FRCP, 2009-2010 ISPOR President & Clinical Director, National Centre for Pharmacoeconomics, St. James’s Hospital and Senior Lecturer in Clinical Pharmacology, Trinity College Dublin, Dublin, Ireland
(See page 121 for biographical information)
ISPOR is a member driven Society with the mission to unite research and practice. The Society creates tools for researchers and health care decision-makers and provides international forums to debate and advance knowledge in health care outcomes research. For more information see About ISPOR on pages 5-14.

13:15-13:30 CONGRESS INTRODUCTION AND OBJECTIVES AmphiTHEATRE BORDEAUX
Claude Le Pen PhD, Congress Program Planning Committee Chair & Professor of Health Economics, University of Paris-Dauphine and Expert, IMS Health, Puteaux, France
(See page 121 for biographical information)
The 12th Annual European Congress has the highest attendance of any ISPOR meeting to date. The attendance is 20% higher than the 2008 European Congress reflecting the growing importance of health technology assessment and pharmacoeconomics in health care reforms.

13:30-14:45 FIRST PLENARY SESSION AmphiTHEATRE BORDEAUX
(See page 121 for biographical information)
HEALTH CARE REIMBURSEMENT SYSTEMS IN EUROPE: LEARNING FROM EACH OTHER
Health care systems, health technology assessment processes (including economic evaluation), and health policy decision processes (including health technology pricing and reimbursement) vary throughout Europe. Key leaders of health authorities from France’s la Haute Autorité de Santé (HAS), Germany’s Institut für Qualität und Wirtschaftlichkeit im Gesundheitswesen (Institute for Quality and Efficiency in Health Care - IQWiG), and United Kingdom’s National Institute for Health and Clinical Excellence (NICE) will present key issues facing their country’s health care system and processes, policies, and address the following issues:
- the role of HTA in the management and the regulation of health care system
- the role of economics in HTA
- Coordination between HTA institutions
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 or attend the ISPOR Short Course, “Reimbursement Systems in Europe” given prior to this First Plenary Session. See: http://www.ispor.org/congresses/paris1009Sc102509.asp for more information about this ISPOR Short Course.
Moderator: Claude Le Pen PhD, 12th Annual European Congress Planning Committee Co-Chair & Professor of Health Economics, University of Paris Dauphine and President, College des Economistes de la Santé, Paris, France
Speakers:
Laurent Degos MD, PhD, Chairman, Haute Autorité de Santé (HAS), Saint-Denis La Plaine, France
Sir Michael Rawlins MD, FRCP, FMedSci, Chairman, National Institute of Health & Clinical Excellence (NICE), London, UK
Peter T. Sawicki MD, PhD, Director, Institute for Quality and Efficiency in Health Care (IQWiG), Cologne, Germany

14:45-15:15 BREAK, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION I Hall Havane & Hall Bordeaux
Cookies Sponsored by Abt Bio-Pharma Solutions
(See page 41-101 for Research Poster Presentations)
WORKSHOPS AND ISPOR CHAPTER FORUM – SESSION I (See page 105 for workshop descriptions)

ECOnOMIC OUTCOMES RESEARCH

W1: USING A CATALOGUE OF EQ-5D SCORES TO MODEL QALYS FOR COST-EFFECTIVENESS ANALYSES Amphitheatre Bordeaux

Discussion Leaders: Patrick W. Sullivan PhD, Associate Professor, Regis University, Rueckert-Hartman College for Health Professions, Denver, CO, USA; Mark J. Sculpher PhD, Professor of Health Economics, Centre for Health Economics, University of York, York, UK; Vahram H. Ghushchyan PhD, Professional Research Assistant, Pharmaceutical Outcomes Research Program, University of Colorado Denver, Aurora, CO, USA; Julia F. Slejko BA, PhD Student, Pharmaceutical Outcomes Research Program, University of Colorado Denver, Aurora, CO, USA

W2: QUANTIFYING THE RISK IN RISK SHARING: COLLECTING AND MODELING OUTCOMES OF THE NEW ACCESS STRATEGIES Amphitheatre Havane

Discussion Leaders: J. Jaime Caro MDCM, FRCP, FAC, Senior Vice President, Health Economics, United BioSource Corporation, Health Care Analytics, Lexington, MA, USA; Zeba M. Khan RPh, PhD, Vice President Pricing and Market Access, Celgene Corporation, Summit, NJ, USA; Ian Joseph BA, Research Associate, United BioSource Corporation, Health Care Analytics, Lexington, MA, USA

HEALTH CARE POLICY DEVELOPMENT USING OUTCOMES RESEARCH

W3: ORPHAN DRUG FUNDING: A MODEL FOR PERSONALIZED MEDICINE? Room 342B

Discussion Leaders: Deirdre Mladić BA, Global Head, RTI Health Solutions, Research Triangle Park, NC, USA; Salomé de Cambra MD, MBA, Senior Consultant, RTI Health Solutions, Barcelona, Spain; Antoni Gilabert, Head of Pharmaceutical Care Management Office, Catalan Health Service, Barcelona, Spain; Eric C. Faulkner MPH, Senior Director, Pricing & Reimbursement, RTI Health Solutions, Research Triangle Park, NC, USA

PATIENT-REPORTED OUTCOMES/PREFERENCE-BASED RESEARCH

W4: COMPARING APPLES AND ORANGES: USING CONJOINT-ANALYSIS DATA TO OBTAIN SEVEN QUANTITATIVE BENEFIT-RISK MEASURES Room 351

Discussion Leaders: A. Brett Hauber PhD, Senior Economist and Global Head, Health Preference Assessment, RTI Health Solutions, Research Triangle Park, NC, USA; F. Reed John- son PhD, Senior Fellow and Principal Economist, Health Preference Assessment, RTI Health Solutions, Research Triangle Park, NC, USA; John F.P. Bridges PhD, Assistant Professor, Bloomberg School of Public Health, Health Policy and Management, Johns Hopkins University, Baltimore, MD, USA

W5: SYMPTOM ASSESSMENT IN CLINICAL TRIALS – BRIDGING THE GAP BETWEEN EMEA AND FDA Room 342A

Discussion Leaders: Ingela Wiklund PhD, Senior Research Leader, Center for Health Outcomes Research, United BioSource Corporation, London, UK; Olivier Chassany MD, PhD, Medical Leader, Département de la Recherche Clinique et du Développement, Assistance Publique - Hopitaux de Paris, Paris, France; Alastair Glendenning PhD, Health Economics and Outcomes Research, Novartis Pharma, Horsham, West Sussex, UK

USE OF REAL WORLD DATA

W6: THE ROLE OF PATIENT REGISTRIES IN EVIDENCE DEVELOPMENT: SIMILARITIES AND DIFFERENCES BETWEEN EUROPE AND NORTH AMERICA Room 352B

Discussion Leaders: Eric K. Gemmen MA, Senior Director, Medical Affairs, Epidemiology & Outcomes Research, Late Phase & Safety Services, Quintiles, Inc, Falls Church, VA, USA; Chris L. Pashos PhD, Vice President, Health Economic Research & Quality of Life Evaluation Services (HERQuLES), Abt Bio-Pharma Solutions, Inc, Lexington, MA, USA; Carl J. Gibbons BSc, (Psych), Research Analyst, Health Technology Assessment Group, Schering-Plough Ltd, Welwyn, Garden City, UK; Christopher M. Blanchette PhD, MS, MA, Associate Scientist and Director, Center for Pharmacoeconomic and Outcomes Research, Lovelace Respiratory Research Institute, Albuquerque, NM, USA

ISPOR CHAPTER FORUM

THE ROLE OF SCIENTIFIC EVIDENCE IN HEALTH CARE DECISION-MAKING IN CENTRAL/EASTERN EUROPE & EVIDENCE BASED PHARMACOTHERAPY Room 352A

(Presented by the ISPOR Hungary, Israel and Turkey Regional Chapters)

The forum will focus on examining the impact of scientific evidence in the decision making process within the health care sector presented from the perspectives of the ISPOR Hungary and Israeli Regional Chapters. The ISPOR Israel Regional Chapter will discuss the topic of “Should evolving scientific evidence affect previous pharmaceutical reimbursement decisions?” using the perspective of Israel’s largest HMO. The ISPOR Hungary Regional Chapter will discuss “Cutting the Hungarian pharmaceutical budget from 2006-2008: searching for scientific evidence”.

Moderator: Vladimir Zah KS, Health Economics Consultant, Belgrade, Serbia

Speakers: F. Cankat Tulunay MD, PhD, Professor, Department of Clinical Pharmacology, Medical School of Ankara University, Ankara, Turkey; Imre Boncz MD, MSc, PhD, Associate Professor & Chair, Department of Health-Economics, University of Pécs, Policy & Management, Honorary Professor, Health Economics and Health Technology Assessment Research Centre, Corvinus University, Budapest, Hungary; Nicky Liebermann PhD, Head, Community Medical Division, Clalit Health Services, Tel-Aviv, Israel

16:30-17:30 WORKSHOPS AND ISPOR CHAPTER FORUM – SESSION II (See page 105 for workshop descriptions)

CLINICAL OUTCOMES RESEARCH

W7: HETEROGENEITY IN TREATMENT RESPONSE: WHAT IT IS, WHY IT’S IMPORTANT AND HOW TO FIND IT Room 342B

Discussion Leaders: Alastair Glendenning PhD, Health Economics and Outcomes Research, Novartis Pharma, Horsham, West Sussex, UK; Kathleen W. Wyrrich PhD, Senior Research Scientist, Center for Health Outcomes Research (CHOR), United BioSource Corporation, Bethesda, MD, USA; Donald Stull PhD, Senior Research Scientist, United BioSource Corporation - Europe, London, UK

ECONOMIC OUTCOMES RESEARCH

W8: ETHICAL IMPLICATIONS OF RESOURCE ALLOCATION IN SITUATIONS OF EXTREME SCARCITY, AS IN PANDEMIC FLU – IS THERE A ROLE FOR THE QALY? Amphitheatre Bordeaux

Discussion Leaders: Peter Kolominsky-Rabas MD, PhD, Managing Director, Interdisciplinary Center for Public Health Studies, University of Erlangen-Nuernberg, Erlangen, Germany; Georgia Mitsi PhD, MBA, MSc, Manager, United BioSource Corporation, Lexington, MA, USA; J. Jaime Caro MDCM, FRCP, FAC, Senior Vice President, Health Economics, Health Care Analytics, United BioSource Corporation, Lexington, MA, USA

HEALTH CARE POLICY DEVELOPMENT USING OUTCOMES RESEARCH

W9: FROM THE BEDSIDE TO THE CABINET: THE VALUE OF STANDARDISED HRQOL MEASUREMENT IN QUANTIFYING POPULATION HEALTH Amphitheatre Havane

Discussion Leaders: Paul Kind, Professor, Outcomes Research Group, University of York, York, UK; Xavier Badia MD, PhD, Principal, Health Economics and Outcomes, IMS Health, Barcelona, Spain; Federico A. Augustovski MD, MSc, Director, Health Economic Evaluation and Technology Assessment, Instituto de Efectividad Clinica y Sanitaria (IECS), Buenos Aires, Argentina; Stefan Björk PhD, Adjunct Professor, University of Lund, R.R. Institute of Applied Economics, Malmö, Sweden
Health care performance-based agreements are agreements between a party who agrees to provide a health care product (drug or medical device) or a service (doctors to patients) to another party (the payer of the product or service) in which there are uncertainties of its real value. The provider has sufficient confidence in the value of the product or service and is ready to accept a reward or penalty depending on the observed performance of the product or service in the real world. Both the provider and the payer support the financial consequence of reducing uncertainty. Such an agreement includes the design and the cost of the observational procedure to assess the performance of the product or service in real life. During this session, performance-based agreements, the prerequisites for implementing a performance-based agreement, and what are the pros and cons of these agreements for both the payer and the provider of the product or service will be presented and debated.

Moderator: Gérard de Pouvourville PhD, Professor and Chair of Health Economics, ESSEC Business School, Cergy-Pontoise, France

Speakers:
M. Noël Renaudin PhD, Chairman, Comité Economique des Produits de Santé, Ministry of Health, Youth and Sports, Paris, France
Sean D. Sullivan PhD, RPh, Professor of Pharmacy and Public Health and Director, Pharmaceutical Outcomes Research and Policy Program, University of Washington, Seattle, WA, USA
Jens Grueger PhD, Vice President, Head Global Market Access Primary Care, Pfizer Ltd, Tadworth, Surrey, UK
10:15-11:15 RESEARCH PODIUM PRESENTATIONS – SESSION I
(Page numbers refer to Podium Abstracts in Value in Health Volume 12 Issue 7)

ADHERENCE/COMPLIANCE STUDIES Room 351
Moderator: Zeba Khan PhD, RPh, Vice President, Pricing & Market Access, Celgene Corporation, Summit, NJ, USA
pgA221 AC1 PERSISTENCE WITH ANTIHYPERTENSIVE DRUG CLASSES: INFLUENCE OF METHOD ASSUMPTIONS
Nguyen NH, Vegter S, Visser ST, Postma MJ, de Jong-van den Berg LTW, Boersma C, University of Groningen, Groningen, The Netherlands
pgA221 AC2 SUCCESS FACTORS IMPROVING PATIENT COMPLIANCE BEHAVIOUR - EMPIRICAL FINDINGS FROM EUROPE
Schäfer C, Johannes Gutenberg-University of Mainz, Mainz, Germany
pgA221 AC3 NON-ADHERENCE IN OUTPATIENT THROMBOSIS PROPHYLAXIS AFTER MAJOR ORTHOPAEDIC SURGERY
Wilke T, University of Wismar, Wismar, Germany
pgA221 AC4 A RETROSPECTIVE COHORT STUDY OF MEDICATION ADHERENCE TO TREATMENT OF OSTEOPOROSIS IN A SWEDISH POPULATION

CANCER STUDIES I Amphitheatre Bordeaux
Moderator: Scott D. Ramsey MD, PhD, Full Member and Professor, Fred Hutchinson Cancer Research Center, University of Washington, Seattle, WA, USA
pgA222 CN1 HOW MUCH DOES IT DO ANYTHING FOR HEALTH-RELATED QUALITY OF LIFE MATTER IN COST-EFFECTIVENESS ANALYSIS? A COMPARISON OF COST/LIFE YEAR AND COST/QALY ESTIMATES FOR CANCER INTERVENTIONS
Greenberg D, Cohen JT, Fang C, Neumann PJ, Tufts Medical Center, Boston, MA, USA
pgA222 CN2 ECONOMIC EVALUATION OF THE CHEK2 GENOTYPING AND PERSONALIZED BREAST CANCER SCREENING IN THE POLISH HEALTH CARE SYSTEM
Orlewiska E, Lubinski J, Centrum Farmakoekonomiki, Warsaw, Poland, Pomeranian Medical University, Szczecin, Poland
pgA222 CN3 COST-EFFECTIVENESS OF SORAFENIB IN UNRESECTABLE AND/OR METASTATIC RENAL CELL CARCINOMA IN TURKEY
Tatar M, Akbulut H, Bartapetc University, Ankara, Turkey, Ankara University Medical School, Ankara, Turkey
pgA222 CN4 COST-EFFECTIVENESS OF PEMETREXED IN FIRST LINE TREATMENT OF NON-SMALL CELL LUNG CANCER IN PORTUGAL
Pinto CG, Maçaçu M, Miguel LS, Technical University of Lisbon, Lisboa, Portugal, Faculdade de Medicina da Universidade de Lisboa, Lisboa, Portugal, Research Centre on the Portuguese Economy - CISEP, Lisboa, Portugal

IMPACT OF DRUG EXPENDITURE CONTROL Amphitheatre Havane
Moderator: Shanlian Hu MD, MSc, Director and Professor, Training Center for Health Management, School of Public Health, Fudan University, Shanghai, P.R. China
pgA342 DE1 MARKET CONCENTRATION AND ITS CROSS-LINKAGE WITH THE CONSUMPTION OF ACE INHIBITORS AND ARBS
Zhang JX, Tao J, Virginia Commonwealth University, Richmond, VA, USA
pgA342 DE2 INFLUENCE OF GENERIC DRUGS ON PROTON PUMP INHIBITOR PRESCRIPTION IN PRIMARY CARE
Cammarota S, De Portu S, Citarella A, Menditto E, Cuomo R, University of Naples, Naples, Italy, University Federico II, Naples, Italy
pgA342 DE3 HAVE RECENT PHARMACEUTICAL REFORMS DAMAGED R&D?
Trushin EF, Queen Mary University of London, London, UK
pgA343 DE4 PRESCRIPTION DRUG FORMULARIES AND COVERAGE: DOES A DRUG BY ANY OTHER NAME SMELL AS SWEET?
Hsu J, Price M, Fung V, Kaiser Permanente, Oakland, CA, USA

MENTAL HEALTH - MODELING STUDIES Room 352B
Moderator: Karen Rascati RPh, PhD, Turley/Eckerd Centennial Professor, University of Texas, College of Pharmacy, Austin, TX, USA
pgA223 MH1 A DISCRETE EVENT SIMULATION MODEL IN MAJOR DEPRESSIVE DISORDER – COST-EFFECTIVENESS ANALYSIS OF AGOMELATINE
Félix J, Almeida J, Varandas P, Exigo Consultores, Alhos Vedros, Lisbon, Portugal, Hospital dos Lusíadas, Lisbon, Portugal
pgA223 MH2 THE COST-EFFECTIVENESS OF OPPORTUNISTIC SCREENING AND MINIMAL CONTACT PSYCHOTHERAPY TO PREVENT DEPRESSION IN PRIMARY CARE PATIENTS
pgA223 MH3 ANTIPSYCHOTIC USE AND DIABETES: A NESTED CASE-CONTROL ANALYSIS IN A COHORT OF NEW ANTIPSYCHOTIC USERS
Moisan J, Desjardins O, Turgeon M, Grégoire JP, Université Laval, Québec, QC, Canada, Bristol-Myers Squibb Canada, St-Laurent, QC, Canada, Faculté de pharmacie, Université Laval, Québec, QC, Canada
pgA223 MH4 COMORBID DEPRESSION IN PATIENTS DIAGNOSED WITH TYPE 2 DIABETES MELLITUS (T2DM): EFFECTS ON QUALITY OF LIFE AND RESOURCE USE
Purayidathil FW, Gupta S, Wagner S, Consumer Health Sciences International (a KantarHealth Company), Princeton, NJ, USA

UTILITY MEASUREMENTS STUDIES Room 342A
Moderator: Andrew Lloyd DPhil, Director, Oxford Outcomes, Oxford, UK
pgA224 UT1 VALUING EQ-5D USING TIME TRADE-OFF IN FRANCE
Chevalier J, de Pouvoisville G, Institut Gustave Roussy, Villejuif, France, ESSEC Business School, Cergy Pontoise, France
pgA224 UT2 PARADIGM LOST: A CONCEPTUAL AND EMPIRICAL OBITUARY CHRONICLING THE DEMISE OF CARDINAL UTILITY MEASUREMENT
Kind P, University of York, York, UK
pgA224 UT3 HEALTHY-DAYS TIME EQUIVALENTS FOR OUTCOMES OF ACUTE ROTAVIRUS INFECTIONS
Hauber AB, Johnson FR, Cook JR, Mohamed AF, Gonzalez JM, Walter E, RTI Health Solutions, Research Triangle Park, NC, USA, Merck and Co. Inc, North Wales, PA, USA, Duke University, Durham, NC, USA
11:30-12:30 ISSUE PANELS – SESSION I (See page 102 for Issue Panel descriptions)
IP1: THE UK NATIONAL INSTITUTE FOR HEALTH AND CLINICAL EXCELLENCE (NICE): NEW DEVELOPMENTS
Amphitheatre Bordeaux
Moderator: Stephen Beard MSC, Head of Health Economics, RTI Health Solutions, Manchester, UK
Panelists: Carole Longson PhD, Director, Centre for Health Technology Evaluation, NICE, Manchester, UK; Matt D. Stevenson PhD, Technical Director, School of Health and Related Research Technology Assessment Group (ScHARR-TAG), University of Sheffield, Sheffield, UK
IP2: PHARMACEUTICAL POLICIES IN EUROPEAN COUNTRIES: AIMING AT COST CONTAINMENT, COST-EFFECTIVENESS, OR EQUITY?
Amphitheatre Havane
Moderator: Ivar Sanbo Kristiansen MD, PhD, MPH, Professor, Institute of Health Management and Health Economics, University of Oslo, Oslo, Norway
Panelists: John Hutton PhD, Professor of Health Economics, Department of Health Sciences - Health Economics, University of York, York, UK; Marc Koopmanschap PhD, Researcher, Institute for Medical Technology Assessment, Erasmus MC, Rotterdam, The Netherlands; Ewa Orlowska MD, PhD, Lecturer, Centrum Farmakoekonomiki, Warsaw, Poland
IP3: THE DEVIL IS IN THE DETAILS: INTERNATIONAL COMPARISON OF TECHNOLOGY ASSESSMENT PROCESSES AND PAYER UPTAKE OF PERSONALIZED MEDICINE AND IMPLICATIONS FOR THE FIELD
Room 351
Moderator: Eric C. Faulkner MPH, Senior Director, Pricing & Reimbursement, RTI Health Solutions, Research Triangle Park, NC, USA
Panelists: Lieven Annemans PhD, Faculty of Medicine and Health Sciences, Ghent University, Ghent, Belgium; Uwe Siebert MD, MPH, MSC, Professor, UMIT – University for Health Sciences, Medical Informatics and Technology, Hall i.T, Austria; Katherine Payne PhD, Senior Research Fellow, University of Manchester, Manchester, UK
IP4: WHAT SHOULD BE THE ROLE OF PATIENT PREFERENCES IN MAKING HEALTH CARE RESOURCE ALLOCATION DECISIONS?
Room 352B
Moderator: Michael F. Drummond DPHIL, Professor of Health Economics, Centre for Health Economics, University of York, York, UK
Panelists: John F.P. Bridges PhD, Assistant Professor, Bloomberg School of Public Health, Health Policy and Management, Johns Hopkins University, Baltimore, MD, USA; Deborah A. Marshall PhD, Associate Professor, Department of Community Health Sciences, University of Calgary, Calgary, AB, Canada; Mark J. Sculpher PhD, Professor of Health Economics, Centre for Health Economics, University of York, York, UK
IP5: PATIENT-REPORTED OUTCOMES AS A STANDARD APPROACH FOR HEALTH CARE POLICY MAKERS
Room 342A
Moderator: Andrew Bottomley PhD, Assistant Director, Head Quality of Life Department, EORTC, Brussels, Belgium
Panelists: Chantal Quentin MSc, Researcher, Quality of Life Department, EORTC, Brussels, Belgium; Carolyn Gotay PhD, Professor, University of British Columbia, Vancouver, BC, Canada

12:30-14:00 LUNCH, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION II Hall Havane & Hall Bordeaux
(See pages 41-101 for Research Poster Presentations)

12:45-13:45 EDUCATIONAL SYMPOSIUM (SPONSORED BY IMS)
Amphitheatre Bordeaux
NEW DEVELOPMENTS IN HEALTH TECHNOLOGY ASSESSMENT (HTA): HOW DOES THIS IMPACT HEALTH ECONOMICS AND OUTCOMES RESEARCH?
(See pages 114-115 for Symposia descriptions)

14:00-15:00 RESEARCH PODIUM PRESENTATIONS – SESSION II
(Page numbers refer to Podium Abstracts in Value in Health Volume 12 Issue 7)
CANCER STUDIES II Room 342A
Moderator: Penny Mohr MA, Vice President, Programs, Center for Medical Technology Policy, Baltimore, MD, USA
pgA224 C5S COSTS OF QALYS GAINED IN A PALLIATIVE CARE UNIT (PCU) IN GERMANY
Scherer US, Schubert BT, Haag C, University of Dresden, Dresden, Saxony, Germany; St. Joseph Stift Hospital, Dresden, Saxony, Germany
pgA225 C6N TREATMENT-RELATED TOXICITIES IN PATIENTS WITH SQUAMOUS CELL CARCINOMA OF THE HEAD AND NECK (SCCHN)
pgA225 C7N TREATMENT VARIATION COMPLICATES REAL-WORLD PHARMACOECONOMICS: DAILY CLINICAL PRACTICE OF BORTEZOMIB IN RELAPSED OR REFRAC-TORY MULTIPLE MYELOMA
Franken M, Gaultney J, Huigens P, Redekop W, Uyl-de Groot C, Erasmus University Medical Center, Rotterdam, The Netherlands; VU University Medical Center, Amsterdam, The Netherlands
pgA225 C8N METHODOLOGICAL ISSUES OF CONTROL ARM ADJUSTMENTS FOR COMPARATIVE EFFECTIVENESS ASSESSMENTS: AN EXAMPLE BASED ON THE COM-PARISON OF FIRST-LINE BEVACIZUMAB + INTERFERON ALPHA-2A VS SUNITINIB IN RENAL CELL CARCINOMA
Schwander B, Mickisch GH, Walzer S, Siebert U, AIM GmbH Assessment in Medicine, Schopfheim, Germany; Center of Operative Urology Bremen, Bremen, Germany; Hoffmann-La Roche Pharmaceuticals AG, Basel, Switzerland; UMIT – University for Health Sciences, Medical Informatics and Technology, Hall i.T, Austria

ECONOMIC EVALUATION AND REIMBURSEMENT DECISIONS Amphitheatre Havane
Moderator: Chris L. Pashos PhD, Vice President, HERQuElS - Health Economic Research and Quality of Life Evaluation Services, Abt Bio-Pharma Solutions, Inc., Lexington, MA, USA
pgA225 E1E USING IQWIG’S EFFICIENCY FRONTIER APPROACH FOR THE ECONOMIC EVALUATION OF HEAPTITIS C TREATMENT – A PILOT AND FEASIBILITY STUDY COMMISSIONED BY IQWIG
Siebert U, Mühlberger N, Conrads-Frank A, Sroczynski G, Schwarzar R, UMIT – University for Health Sciences, Hall, Austria

PrOgraM & scHedULe OF eVents: MOnda Y, 26 Oct Ober 2009
(See pages 102 for Issue Panel descriptions)
**ISPOR 12TH ANNUAL EUROPEAN CONGRESS**

**24-27 OCTOBER 2009 | LE PALAIS DES CONGRÈS DE PARIS | PARIS, FRANCE**

**PROGRAM & SCHEDULE OF EVENTS: MONDAY, 26 OCTOBER 2009**

**DEAR POLICYMAKER: HAVE YOU MADE UP YOUR MIND?**

Koopmanschap M1, Stolk E2, Koolman XH1, Erasmus MC, Rotterdam, The Netherlands, 1Erasmus Medical Center, Rotterdam, The Netherlands, 1Delft University of Technology, Delft, The Netherlands

**IS NICE TOO NASTY? A COMPARISON OF ANTICANCER DRUG COVERAGE DECISIONS IN THE UNITED STATES AND UK**

Mason AR1, Drummond MF2, Ramsey SD3, Campbell JD4, Raisch DW4, University of York, York, N. Yorkshire, UK, 1Fred Hutchinson Cancer Research Center, Seattle, WA, USA, 1University of Washington, Seattle, WA, USA, 1University of New Mexico College of Pharmacy, Albuquerque, NM, USA

**MARKET ACCESS IN GERMANY: WHERE NEXT?**

Zoeller YF1, Schaefer M2, Mapi Values, Houten, The Netherlands, 1Charité University Medicine, Berlin, Germany

**MODELLING METHODS**

**Room 351**

**MODERATOR:** Ben A. van Hout PhD, Scientific Director, Pharmedit Ltd., York, UK

**COHORT MODELLING - IS THE APPROACH TOO OLD FOR THE ELDERLY?**

Ethgen O1, Demarque N2, Stancaert BA3, 1University of Liège, Liège, Belgium, 1GlaxoSmithKline Biologicals, Rixensart, Belgium

**IMPROVING COST-EFFECTIVENESS ANALYSES OF BEHAVIOURAL INTERVENTIONS BY USING COGNITIVE INTERMEDIATE OUTCOMES: A PILOT STUDY**

Prenger B1, Pieterson ME2, Braakman-Jansen LM3, van der Palen P2, Seydel ER2, 1University of Twente, Enschede, The Netherlands, 1Medisch Spectrum Twente Hospital, Enschede, The Netherlands

**R THERE ANY DIFFERENCES BETWEEN EXCEL AND R? COMPARISON OF ICER ESTIMATES AND CEACS OBTAINED FROM A MODEL IMPLEMENTED IN MICROSOFT EXCEL AND R**

Bischof M1, Lim ME2, Fernusi IL, Burke NL, Blackhouse G, Goeree R, Tannier JE, McMaster University, Hamilton, ON, Canada

**BAYESIAN GENERALIZED LINEAR MODELLING OF THE RELATIONSHIP BETWEEN HEALTH ASSESSMENT QUESTIONNAIRE-DISABILITY INDEX AND HEALTH UTILITIES INDEX MARK III IN EARLY AND LATE RHEUMATOID ARTHRITIS: DATA FROM THE PREMIER AND ARMADA TRIALS**

Vanness DJ1, Roy S2, Benedict A1, Cifaldi M2, 1United BioSource Corporation, Madison, WI, USA, 1Abbott Laboratories, Abbott Park, IL, USA, 1United BioSource Corporation, London, UK

**PATIENT PREFERENCE STUDIES**

**Room 352B**

**MODERATOR:** Lise Rochaix PhD, Professor, Economics Department, University of Aix-Marseille II, Marseilles, France

**A SYSTEMATIC REVIEW OF THE ANALYTIC HIERARCHY PROCESS IN HEALTH CARE DECISION MAKING**

Hummel JM1, Izerman MJ2, University of Twente, Enschede, The Netherlands

**PATIENT PREFERENCES FOR BENEFIT-RISK TRADEOFFS AMONG POST-TRANSPLANT OUTCOMES IN END-STAGE RENAL DISEASE**

Johnson FR1, Hauber AB2, Mohamed AF3, RTI Health Solutions, Research Triangle Park, NC, USA

**WHAT DIMENSIONS ARE IMPORTANT TO PATIENTS IN THEIR EXPERIENCE OF CONTINUITY OF CARE? A STUDY OF PATIENTS’ PREFERENCES USING A DISCRETE CHOICE EXPERIMENT**

Kjaer T1, Bech M2, Draborg E3, Mollerup M1, 1University of Southern Denmark, Odense, Denmark, 1Odense University Hospital, Odense, Denmark

**LIVES WORTH LIVING: OLDER SMOKERS’ STATED PREFERENCES FOR LONGEVITY**

Johnson FR1, Smith VK2, Smith GA4, Gonzalez JM1, 1RTI International, Research Triangle Park, NC, USA, 1Arizona State University, Tempe, AZ, USA, 1University of Michigan, Ann Arbor, MI, USA, 1RTI Health Solutions, Research Triangle Park, NC, USA

**VACCINES - COST-EFFECTIVENESS ANALYSIS STUDIES**

**Room 342B**

**MODERATOR:** Gérard de Pouvourville PhD, Professor & Chair of Health Economics, ESSEC Business School, Cergy-Pontoise, France

**SEVEN, TEN OR THIRTEEN? THE COST-UTILITY OF INFANT VACCINATION WITH A 7-, 10- OR 13-VALENT PNEUMOCOCCAL CONJUGATE VACCINE IN THE NETHERLANDS**

Vemer P1, de Greff SC2, Schouls LM3, Al MJ4, de Melker H1, Erasmus MC, Rotterdam, The Netherlands, 1National Institute for Public Health and Environment (RIVM), Bithoven, The Netherlands

**A HEALTH ECONOMIC EVALUATION OF A NEW HERPES ZOSTER (HZ) VACCINE FOR THE PREVENTION OF HZ AND POST-HERPETIC NEURALGIA (PHN) IN BELGIUM**

Anneorns L1, Papageorgiou M2, Martin M3, Bresse X4, 1Ghent University, Ghent, Belgium, 13Innovus, Athens, Greece, 13Innovus, Uxbridge, Middlesex, UK, 1Sanofi Pasteur MSD, Lyon, France

**GLOBAL MEASLES ERADICATION: COST-EFFECTIVENESS AND IMPLICATIONS FOR GHANA, 2020-2049**

Garrison L1, Bauch CT1, Babigumira JB1, 1University of Washington, Seattle, WA, USA, 1University of Guelph, Guelph, ON, Canada

**HEALTH ECONOMIC EVALUATION OF A NOVEL INTRADERMAL INFLUENZA VACCINE IN TWO EUROPEAN COUNTRIES**

Reygrobellet C1, Hudeckova H2, Kristufkova Z3, 1Sanofi pasteur, Lyon, France, 1Jessenius Medical Faculty Comenius University, Bratislava, Slovakia, Slovak Republic, 1Faculty of Public Health, Slovak Medical University, Bratislava, Slovak Republic, 1National Institute of Public Health, Praha, Czech Republic

**15:15-16:15 RESEARCH PODIUM PRESENTATIONS – SESSION III**

(Page numbers refer to Podium Abstracts in Value in Health Volume 12 Issue 7)

**HEALTH CARE DECISION-MAKER’S CASE STUDIES**

**Amphithéâtre Havane**

**MODERATOR:** Marie-Christine Woronoff-Lemsi PharmD, PhD, Professor, Hospital Pharmacist Doctor, CHU de Besançon, Jean Minjoz Hospital, Besançon, France

**DESIGNING AND IMPLEMENTING OUTCOME-BASED REIMBURSEMENT SCHEMES: EXPERIENCE FROM HUNGARY**

Dankó D1, Molnár MP2, Berta G, National Health Insurance Fund Administration (OEP), Budapest, Hungary

**REVIEW OF THE EARLY EXPERIENCE OF THE NEW NICE SCIENTIFIC ADVICE PROGRAMME**

Phillips S1, Doss S, Longson C, National Institute of Health and Clinical Excellence (NICE), Manchester, UK
Program & Schedule of Events: Monday, 26 October 2009

Economic Evaluation and Reimbursement Decisions II Room 342A
Moderator: Jens Gruyter PhD, Vice President, Head Global Market Access Primary Care, Pfizer Ltd, Tadworth, Surrey, UK

- The Seesaw of Cost-effectiveness Thresholds: How Relaxed Requirements for Later Lines of Treatment Will Increase Hurdles for New Therapies
  Losimpiro J., Lothgren M., Janssen-Cilag AB, Sollentuna, Sweden

- Incorporating Equity in Cost-effectiveness Analysis: A Systematic Review
  Johri M., Norpe O., Université de Montréal, Montréal, QC, Canada, 1University of Bergen, Bergen, Norway

- A Discrete Choice Experiment Comparing Public and Decision-maker Stated Preferences for Pharmaceutical Subsidy Decisions
  Whitty JA., Scuffham PA, Rundle-Thiele SR, Griffith University, Brisbane, Queensland, Australia

- Bridging Health Technology Assessment with Multicriteria Decision Analysis (MCDA) and an Ethical Framework for Complex Decisions: Case Study of Growth Hormone for Turner Syndrome
  Goetighthouse MM, Wagner M., Khoury H., Rindress D., Grégoire JP, Deal C., 1BioMedCom Consultants Inc, Montreal, QC, Canada, 2Université Laval, Québec, QC, Canada, 3CHU Ste-Justine & University of Montréal, Montréal, QC, Canada

Modelling Methods II Room 351
Moderator: Linus Jonsson PhD, MD, MSc, Vice President Health Economics & Outcomes, i3 Innovus, Stockholm, Sweden

- The Use of Survival Analyses for Cost-effectiveness Models: an Evaluation of Methods Used in Nice Appraisals
  Goyet P., Owuens M, Mapi Values Netherlands BV, Houten, The Netherlands

- Modelling Cost-effectiveness of Drugs that Delay Disability Progression in Multiple Sclerosis: a Novel Approach
  Skedgel C., Brown MG, Andreou P., Kirby S., Dalhousie University, Halifax, NS, Canada, 3Capital Health Nova Scotia, Halifax, NS, Canada

- Evaluation of a Bayesian Comprehensive Decision-analytical Modelling Framework in Chronic Hepatitis C
  Cawston H., Alabilića S., Cure D., 3i3 Innovus, Unbridge, UK, 3i3 Innovus, Nanterre, France

- Marginal Structural Models for Comparing the Effectiveness of Multiple Treatments in Observational Studies
  Desai R., Johnson M, University of Houston, Houston, TX, USA

ProQol Methods - Cross Cultural Adaptation Room 352B
Moderator: Diane Wild MSc, Director, Oxford Outcomes, Oxford, UK

- A Latent General Growth Mixture Model for Health-related Quality of Life in Patients with Parkinson Disease Across 36 Month
  Reese JP, Klotzsche J., Winter Y., Wittchen HU, Dodel R., 1Philips-University, Marburg, Germany, 2Technische Universität Dresden, Dresden, Germany

- Development and Psychometric Properties of a Pediatric Perceived Cognitive Function Item Bank (PEPSDPCF)
  Lat JS, Zelko F., Butt Z., Cella D., Magasi S., Goldman S., 1Northwestern University, Chicago, IL, USA, 2Children’s Memorial Hospital, Chicago, Chicago, IL, USA

- Fibromyalgia Fatigue – Development of a Conceptual Model Based on Qualitative Patient Interviews
  Mease P., Humphrey L., Arbuckle R., Williams DA, Dannenköld-Samsoe B., Gilbert C., 1Seattle Rheumatology Associates, Seattle, WA, USA, 2Mapi Values Ltd, Bollington, UK, 3University of Michigan, Ann Arbor, MI, USA, 4Frederiksborg Hospital, Frederiksborg, Denmark, 5Pfizer Ltd, Sandwich, UK

- Linear Scoring Rules for Patient-reported Outcomes and Patient Preferences
  Mohamed AF, Hauber AB, Johnson FR, 1RTI Health Solutions, Research Triangle Park, NC, USA, 2RTI International, Research Triangle Park, NC, USA

Vaccines - Modelling Studies Room 342B
Moderator: Andrew Briggs DPhil, Professor, Public Health & Health Policy, University of Glasgow, Glasgow, UK

- Individually-based Dynamic Modelling of Infectious Diseases: Cost-effectiveness of Adolescent Pertussis Booster Vaccination for the Netherlands
  de Vries R., Postma M, University of Groningen, Groningen, The Netherlands

- Integrated Dynamic Transmission/Cost-effectiveness Model for Influenza A and B Part I: Development of an Integrated Model
  Pitman RJ, Leeuwenkamp O., 1Oxford Outcomes Ltd, Oxford, Oxfordshire, UK, 2MedImmune, Cambridge, Cambridgeshire, UK

- Comparison of Different Static and Dynamic Simulation Techniques for the Influence of Children Pneumococcal Vaccination
  Endel G., Schiller - Frühwirth I., Popper N., Zauner G., Breiteneker F., 1Hauptverband der Österreichischen Sozialversicherungsträger, Vienna, Austria, 2DWH - Simulation Services, Vienna, Austria, 3Vienna University of Technology, Vienna, Austria

- How Should Health Gains of Vaccination Strategies Be Discounted?
  Westra TA, Rogaee R., Daenens T., Wilschut JC, Postma MJ, 1University Medical Center Groningen, Groningen, The Netherlands, 2i3 Innovus, Burlington, ON, Canada, 3University of Groningen, Groningen, The Netherlands

16:15-16:30 Break, Exhibits & Research Poster Presentations Viewing – Session II Hall Havane & Hall Bordeaux
Coffee sponsored by Lionbridge Life Sciences, Cookies sponsored by RTI Health Solutions
(See pages 41-101 for Research Poster Presentations)
**Moderator:** Shelby Reed PhD, RPh, Duke Clinical Research Institute, Duke University, Durham, NC, USA

**pgA233 CO1** ESTIMATE AVERAGE MEDICAL COSTS IN THE PRESENCE OF RIGHT-CENSORING
- Guan S1, Peeters P1, Pedotti P1, Van Engen AK1, 1Quintiles Consulting, Hoofddorp, The Netherlands, 1Quintiles Consulting, Levallois-Perret, France

**pgA233 CO2** ACCOUNTING FOR THE DRUG LIFE CYCLE AND FUTURE DRUG PRICES IN COST-EFFECTIVENESS ANALYSIS
- Hoyle M, University of Exeter, Exeter, Devon, UK

**pgA233 CO3** INDIRECT SOCIAL COST OF MULTIPLE SCLEROSIS: RESULTS FROM A REAL-WORLD OBSERVATIONAL STUDY
- Kirzinger S, Halper J, Jeffery D, Preblick R, Bi YJ, Bharmal M, Jo H, 1University of Louisville, Louisville, KY, USA, 1MS Center at HNH, Teaneck, NJ, USA, 1Wake Forest University School of Medicine, Winston-Salem, NC, USA, 1Bayer HealthCare Pharmaceuticals, Inc., Health Economics, Outcome and Reimbursement (HEOR), Wayne, NJ, USA, 1Quintiles, Inc., Falls Church, VA, USA

**pgA234 CO4** MICRO-COSTING VS GROSS-COSTING IN THE ESTIMATION OF COSTS FOR THE PHARMACOECONOMIC EVALUATION OF GLAUCOMA IN KOREA
- Kang SH, Lee EK, SookMyung Women's University, Seoul, South Korea

**DIABETES STUDIES**

**Room 342A**

**Moderator:** Francis Fagnani PhD, Director, CEMKA-EVAL, Bourg la Reine, France

**pgA234 DB1** USING POPULATION-BASED ESTIMATES FOR DISEASE MODELING: POTENTIAL BIAS COMPARED TO USING DISEASE-SPECIFIC DEATH AND COMPLICATION RISK ESTIMATES
- Gooze R, Lim ME, Hopkins R, Blackhouse G, Tarride JE, Xie F, O'Reilly D, McMaster University, Hamilton, ON, Canada

**pgA234 DB2** PERSISTENCE WITH BASAL SUPPORTED ORAL THERAPY - COMPARISON OF INSULIN GLARGINE VERSUS NPH INSULIN
- Quinzler R, Ude M, Franzmann A, Feldt S, Leuner K, Mueller WE, Dippel FW, Schulz M, 1GIDE - German Institute for Drug Use Evaluation (DAPI), Eschborn, Hessen, Germany, 2Goethe-University, Frankfurt am Main, Hessen, Germany, 3Sanofi-Aventis, Berlin, Berlin, Germany, 4ABDA - Federal Union of German Associations of Pharmacists, Berlin, Germany

**pgA234 DB3** USING ELECTRONIC MEDICAL RECORDS TO IDENTIFY UNDIAGNOSED DIABETES MELLITUS IN PRIMARY CARE PRACTICES

**pgA234 DB4** RISK OF STROKE OR MYOCARDIAL INFARCTION OF T2DM PATIENTS TREATED WITH PIOGLITAZONE OR NON-THIAZOLIDINEDIONE IN A MANAGED CARE SETTING IN THE UNITED STATES
- Sun SX, Vallarino C, Xu Y, Kupfer S, Bron M, 1Takeda Pharmaceuticals International, Inc, Deerfield, IL, USA, 2Takeda Global Research and Development Center, Inc, Deerfield, IL, USA

**MODELING METHODS - HANDLING UNCERTAINTY**

**Room 351**

**Moderator:** Don Husereau MSc, Director, Project Development, HTA, Canadian Agency for Drugs & Technologies (CADTH), Ottawa, ON, Canada

**pgA235 MO9** HANDLING UNCERTAINTY IN THE CASE OF COMBINED END-POINTS
- Heeg BMS1, Treur MJ1, van Hout BA1, 1Pharmerit Europe, Rotterdam, The Netherlands, 1PharMerit Europe, Rotterdam, Zuid-Holland, The Netherlands, 1Pharmerit Ltd, York, North Yorkshire, UK

**pgA235 MO10** EARLY MODELLING: METHODS IN THE ECONOMIC ANALYSIS OF PRE-PHASE II PRODUCTS
- Taylor M, Saxby R, University of York, York, UK

**pgA235 MO11** WHEN DOES VALUE OF INFORMATION ANALYSIS ADD VALUE?
- Ishak KJ, Getisso D, Caro JP, 1United BioSource Corporation, Montreal, QC, Canada, 2United BioSource Corporation, Lexington, MA, USA

**pgA235 MO12** COMPARISON OF THREE META-MODELS FOR UNCERTAINTY ANALYSIS
- Lieuw On MML1, Heeg BMS2, De Charro F, van Hout BA1, 1Pharmerit, Rotterdam, Zuid-Holland, The Netherlands, 2Pharmerit Europe, Rotterdam, The Netherlands, 1Pharmerit Ltd, York, North Yorkshire, UK

**PROIQOL METHODS - DEVELOPMENT**

**Room 352B**

**Moderator:** Paul Kind, Professor, Centre for Health Economics, Alcuin College, University of York, York, UK

**pgA235 PR5** TRANSLATION AND LINGUISTIC VALIDATION: EVIDENCE TO SUGGEST THAT AN IN-COUNTRY REVIEW IS NECESSARY
- Gergovich KB, Houchin C, Wild D, Oxford Outcomes Ltd, Oxford, UK

**pgA235 PR6** PRESENTATION OF THE ACTIVITIES OF THE ISOQOL TRANSLATION AND CULTURAL ADAPTATION SPECIAL INTEREST GROUP (TCA-SIG)
- Conway K, Patrick DL, Martin M, Eremenko S, Petkova I, 1MAPI Research Trust, Lyon, France, 2University of Washington, Seattle, WA, USA, 3Health Research Associates, Inc., Seattle, WA, USA, 4Evanston Northwestern Healthcare Research Institute, Evanston, IL, USA

**pgA235 PR7** EVALUATION OF ALTERNATIVE METHODS OF TRANSLATING PATIENT-REPORTED OUTCOME MEASURES
- McKenna SP, Hagell P, Hedin PJ, Nyberg L, 1Galen Research, Manchester, UK, 2Lund University, Lund, Sweden, 3Central Hospital, Falun, Sweden

**pgA235 PR8** VALIDATION OF THE PROQOL-HIV QUESTIONNAIRE IN LIGHT OF CROSS-CULTURAL DIFFERENCES FROM 5 CONTINENTS
- Duracinsky M, Acquado C, Lalanne C, Herrmann S, Benzins B, Levecq S, Drouf A, Fournier-Nicole I, Lau JP, Schechter M, Chassany O, 1Centre Hospitalier Universitaire de Bicètre, Le Kremlin-Bicêtre, France, 2Hôpital Saint Louis, Paris, France, 3Royal Perth Hospital, Perth, Australia, 4Northwestern University, Chicago, Chicago, IL, USA, 5Programme for HIV Prevention and Treatment (PHPT), Chiang Mai, Thailand, 6Centre de Recherche Clinique de Fann (CRCFP), Dakar, Senegal, 7Hôpital Calmette, Phnom Penh, Cambodia, 8Chinese University of Hong Kong, Hong Kong, China, 9Universidade Federal do Rio Janeiro, Rio de Janeiro, Brazil, 10Assistance Publique - Hôpitaux de Paris, Paris, France
WILLINGNESS TO PAY STUDIES  Room 342B
Moderator: Angsar Hebborn PhD, Global Head, Economic Value Strategy, F. Hoffmann-LaRoche, Basel, Switzerland

W01  VALUE OF POSTOPERATIVE ACUTE PAIN CARE FOR PATIENTS OPERATED BY LAPAROTOMY IN A DEPARTMENT OF DIGESTIVE SURGERY IN A FRENCH UNIVERSITY HOSPITAL: A WILLINGNESS-TO-PAY STUDY
Bocquet F1, Thiriat N1, Beaussier M1, Aissou M1, Preziosi C1, Borget I1, Tilleul P1, ‘St-Antoine Hospital, Paris, France, ’Institut de Cancérologie Gustave Roussy, Villejuif, France

W02  ASSESSING THE WILLINGNESS-TO-PAY (WTP) FOR INTRADERMAL INFLUENZA VACCINATION IN AUSTRALIA USING DISCRETE CHOICE METHODOLOGY
Adams J1, Price N1, Mason G1, ‘IMS Health, St Leonards, NSW, Australia, ’Sanofi-Aventis, Sydney, NS, Australia, ’Sanofi Pasteur, Sydney, NS, Australia

W03  PCV137 PREFERENCES OF PATIENTS, PHYSICIANS AND CAREGIVERS IN THE CHOICE OF ABDOMINAL AORTIC ANEURYSMS TREATMENT OPTIONS: THE PREFER STUDY
Scafone L1, Bogiatti F2, Faggioli G3, Stella A3, Cortesi P2, Mantovani LG4, ‘University of Milan – Bicocca, Milan, Italy, ‘University of Milan, Milan, Italy, ‘San’Orsa Malpighi Hospital-University of Bologna, Bologna, Italy, ‘University of Naples, Federico II, Naples, Italy

17:30-18:30 RESEARCH POSTER AUTHOR DISCUSSION HOUR – SESSION II  Hall Havane & Hall Bordeaux
(See pages 41-101 for Research Poster Presentations)

17:30-19:00 EXHIBITORS’ WINE AND CHEESE RECEPTION  Hall Havane & Hall Bordeaux
Reception sponsored by i3 Innovus

19:00-23:00 ISPOR SOCIAL EVENT – GUIDED CITY TOUR & PARISIAN BISTRO DINNER (REGISTRATION REQUIRED)
Join us for a guided tour of the “City of Lights”! After the tour, enjoy a dinner of traditional French cuisine, as well as dancing, at an historical Parisian bistro, Le Café du Commerce.
Social Event Co-Sponsored in part by: Transperfect Translations

TUESDAY, 27 OCTOBER 2009

7:00-8:00 EDUCATIONAL SYMPOSIUM (SPONSORED BY AMGEN)  Amphitheatre Bordeaux
AMGEN

8:00-8:30 EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION III  Hall Havane & Hall Bordeaux
(See pages 41-101 for Research Poster Presentations)

8:30-9:30 WORKSHOPS AND ISPOR CHAPTER FORUM – SESSION III

ECONOMIC OUTCOMES RESEARCH
W13: OPENING THE BLACK BOX: INFORMING MODEL CHOICE FOR HEALTH TECHNOLOGY ASSESSMENT IN CANCER TREATMENT  Amphitheatre Bordeaux
Discussion Leaders: Andrew Briggs DPhil, Professor, Public Health & Health Policy, University of Glasgow, Glasgow, UK; Mark J. Sculpher PhD, Professor of Health Economics, Centre for Health Economics, University of York, York, UK; Neil S. Hawkins PhD, Director, Oxford Outcomes (UK), Oxford, UK; Alison Griffiths MPH, Health Economist, Oxford Outcomes, Oxford, UK

W14: TRANSMISSION MODELING FOR ECONOMIC ASSESSMENTS OF VACCINES  Room 352B
Discussion Leaders: Julie Roiz MSc, Senior Analyst, i3 Innovus, Uxbridge, UK; Sibilia Quilici MSc, Health Economic Manager, Sanofi Pasteur MSD, Lyon, France; Samuel Aballéa MSc, Senior Lead Analyst, i3 Innovus, Nanterre, France

HEALTH CARE POLICY DEVELOPMENT USING OUTCOMES RESEARCH
W15: DESIGNING RISK-SHARING SCHEMES: OPPORTUNITIES, PITFALLS AND PRELIMINARY MODELLING  Room 342A
Discussion Leaders: Olivier Ethgen MSc, PhD, Assistant Professor, Department of Public Health Sciences, University of Liège, Liège, Belgium; Ulf Staginnus MA (Economics), Head, Pricing & Health Economics, Novartis Oncology, Region Europe, Barcelona, Spain

PATIENT-REPORTED OUTCOMES/PREFERENCE-BASED RESEARCH
W16: ASSESSING PATIENT ADHERENCE FOR A POSITIVE CHANGE IN HEALTH BEHAVIOUR  Room 351
Discussion Leaders: Carla Dias Barbosa MSc, Research Manager, Mapi Values France, Lyon, France; Linda Abetz MA, Director - PRO, Mapi Values, Bollington, UK; Francois-Emery Cotte PharmD, MPH, Health Outcomes Researcher, Health Outcomes Studies, GlaxoSmithKline France, Marly le Roi, France; Benoit Arnould PhD, Director, France, Mapi Values, Lyon, France

W17: ELECTRONIC CAPTURE OF PROS - EPROS – STATUS TODAY AND TOMORROW  Room 342B
Discussion Leaders: Tara Symonds PhD, Senior Director, Outcomes Research, Global Market Access, Pfizer Ltd, Sandwich, Kent, UK; Ingela Wiklund PhD, Senior Research Leader, Center for Health Outcomes Research, United BioSource Corporation, London, UK; Alastair Glendinning PhD, Health Economics and Outcomes Research, Novartis Pharma, Horsham, West Sussex, UK; Lucy Abraham MSc, CPsychol, Associate Director, Outcomes Research, Pfizer Ltd, Sandwich, Kent, UK
USE OF REAL WORLD DATA

W18: USING SIMULATION TO BOOST EPIDEMIOLOGICAL STUDIES: IT SAVES THE DAY  Room 352A
Discussion Leaders: Georgia Mitsi PhD, MBA, MSc, Manager, United BioSource Corporation, Lexington, MA, USA; Bernd Bruggenjurgan MD, MPH, Head, Alpha Care, Celle, Germany; J. Jaime Caro MDCM, FRCP, FACC, Senior Vice President Health Economics, Health Care Analytics, United BioSource Corporation, Lexington, MA, USA

ISPOR CHAPTER FORUM
GENERICS AND BIOANALOGS: NEW CHALLENGES  Room 341
Presented by the ISPOR Russia Chapter
The forum will address the problems and prospects associated with the emergence of a large number of biological analogues of expensive drugs in drug treatment in Russia. The discussion will analyze public policies for generic substitution, the role of independent research for therapeutic equivalence and registers of patients in managing treatment of generics.
Speakers: Pavel Vorobiev MD, PhD, Professor, Head, Department of Hematology and Geriatrics, Moscow Medical Academy, Moscow, Russia and President, ISPOR Russia Regional Chapter; Oleg Borisenko MD, Executive Director, Russian Society for Pharmacoeconomics and Outcomes Research, Moscow, Russia

9:30-10:00 BREAK, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION III  Hall Havane & Hall Bordeaux
Cookies sponsored by RTI Health Solutions
(See pages 41-101 for Research Poster Presentations)

10:00-11:00 ISSUE PANELS – SESSION II (See page 102 for Issue Panel descriptions)
IP6: SOCIETAL VERSUS PAYER PERSPECTIVES FOR COST-EFFECTIVENESS ANALYSIS: CAN WE JUSTIFY VARIATION BETWEEN DECISION MAKERS?  Amphitheatre Bordeaux
Moderator: Mark J. Sculpher PhD, Professor of Health Economics, Centre for Health Economics, University of York, York, UK
Panelists: Karl Claxton PhD, Professor of Health Economics, Centre for Health Economics, University of York, York, UK; Bengt Jonsson PhD, Professor, Department of Economics, Stockholm School of Economics, Stockholm, Sweden
IP7: OUR MONEY OR YOUR RISK? RISK SHARING REIMBURSEMENT AGREEMENTS: IS THIS THE FUTURE?  Room 351
Moderator: Monique Martin MSc, MBA, Vice-President UK Operations, I3 Innovus, Uxbridge, Middlesex, UK
Panelists: Michael F. Drummond MCom, DPhil, Professor of Health Economics, Centre for Health Economics, University of York, York, UK; Alistair McGuire PhD, Chair in Health Economics, LSE Health and Social Care, London, UK
IP8: IQWIG AND THE EFFICIENCY FRONTIER – HOW CAN WE MEASURE PATIENT RELEVANT OUTCOMES?  Room 342A
Moderator: F. Reed Johnson PhD, Principal Economist, RTI International, Research Triangle Park, NC, USA
Panelists: Axel C. Mühlbacher PhD, MSc, Professor, Hochschule Neubrandenburg, IGM Institut of Health Economics and Health Care Management, Neubrandenburg, Germany; Olaf Pirk PhD, MD, Principal, Health Economics & Outcomes Research, IMS Health, Nuremberg, Germany; John F.P. Bridges PhD, Assistant Professor, Bloomberg School of Public Health, Health Policy and Management, Johns Hopkins University, Baltimore, MD, USA
IP9: HOW SHOULD HTA METHODS BE ADAPTED TO MEET THE RISING EXPECTATIONS OF DECISION MAKERS FOR MEDICAL DEVICES AND DIAGNOSTICS REIMBURSEMENT?  Room 352B
Moderator: Annie M.J. Chicoye PhD, Expert, Pricing & Market Access Consulting, IMS Health France, Puteaux, France
Panelists: Olivier Goeau-Brissoniere MD, Professor and Chairman, Federation des Specialités Medicales, Paris, France; Adrian Griffin MSc, VP Strategic Affairs, LifeScan EMEA, Johnson & Johnson, High Wycombe, Buckinghamshire, UK; Geoffroy Wilson MD, Reimbursement Leader EMEA, GE Healthcare, Emea, Chalfont St Giles, Buckinghamshire, UK
IP10: ESTIMATING THE COST-EFFECTIVENESS OF VACCINES – IS THE HEALTH ECONOMIST’S STANDARD TOOLBOX SUFFICIENTLY EQUIPPED?  Room 341
Moderator: Stuart Michael Carroll MSc, Research Associate and Policy Analyst, Centre for Health Economics and Policy, United BioSource Corporation, London, UK
Panelists: Philippe Beutels MSc, PhD, Professor, Centre for Health Economics Research & Modeling Infectious Diseases (CHERMD), Centre for the Evaluation of Vaccination (CEV), University of Antwerp, Antwerp, Belgium; John Hutton PhD, Professor of Health Economics, Department of Health Sciences - Health Economics, University of York, York, UK, Carole Omnès PharmD, MSc, Health Economics Service Manager, Senior Market Access and Health Economics, Sanofi Pasteur MSD, Lyon, France

11:00-12:00 RESEARCH POSTER AUTHOR DISCUSSION HOUR - SESSION III  Hall Havane & Hall Bordeaux
(See pages 41-101 for Research Poster Presentations)

11:30-13:00 LUNCH, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION III  Hall Havane & Hall Bordeaux
(See pages 41-101 for Research Poster Presentations)

11:45-12:45 EDUCATIONAL SYMPOSIUM (SPONSORED BY THE EUROPEAN FEDERATION OF PHARMACEUTICAL INDUSTRIES AND ASSOCIATES (EFPIA))  Amphitheatre Bordeaux
REGULATORY REVIEW AND HEALTH TECHNOLOGY ASSESSMENT (HTA) – OPPORTUNITIES AND LIMITATIONS OF AN INTEGRATIVE APPROACH
(See pages 114-115 for Symposia descriptions)
13:00-14:15  THIRD PLENARY SESSION  Amplitheatre Bordeaux

(See page 121 for biographical information)

INVOLVING PATIENTS/CITIZENS IN HEALTH CARE DECISIONS
The patient’s perspective is becoming more important in health care policy decisions worldwide. For example, in the UK, the NICE Citizens’ Council provides valuable input on a number of contentious subjects. An example of a recent report from the UK’s NICE Citizens’ Council on the issue: “Should NICE and its advisory bodies take into account the severity of a disease when making decisions? If yes, should the advisory committees: take severity into consideration alongside the cost and clinical effectiveness evidence; or should severity be included in the calculation of the QALY?”. The NICE Citizens’ Council report, NICE Citizens Council Report on QALY’s & Severity of Illness is available at http://www.ispor.org/congresses/paris1009/p102709.asp#ThirdPlenary. In addition, patients, themselves, are becoming more proactive through patient advocacy groups, (e.g. European Patients’ Forum) who collectively lobby for patients rights, including equity and access to health care technology in Europe. During this plenary session, a) how views of the general public are incorporated into health care coverage decisions, b) how information from “citizens’ councils” are incorporated into the decision process, and c) the role of patient advocacy groups in health care policy decisions will be presented and debated.

Moderator/Speaker: Ulf Persson PhD, Research Director, The Institute for Health Economics, Lund, Sweden

Speakers:
- Victoria Thomas MSc, Associate Director, Patient and Public Involvement, National Institute for Health and Clinical Excellence (NICE), London, UK
- Nicola Bedlington, Executive Director, European Patients’ Forum, Brussels, Belgium

14:15-14:30  ISPOR RESEARCH EXCELLENCE AND RESEARCH PRESENTATION AWARDS  Amplitheatre Bordeaux

(See page 113 for ISPOR Research Excellence Awards biographical information)

Moderator/Presenter: Fadia Shaya PhD, RPh, Chair, ISPOR Awards Committee & Associate Professor, Associate Director, University of Maryland School of Pharmacy & Medicine, Center on Drugs and Public Policy, Baltimore, MD, USA

ISPOR AWARD FOR EXCELLENCE IN METHODOLOGY IN PHARMACOECONOMICS AND HEALTH OUTCOMES RESEARCH

Awarded to:
- Mandy Ryan PhD, Professor in Health Economics & Director of the Valuation and Implementation Programme, Health Economics Research Unit, Institute of Applied Health Science, University of Aberdeen, Foresterhill, Aberdeen, UK
  

ISPOR AWARD FOR EXCELLENCE IN APPLICATION OF PHARMACOECONOMICS AD HEALTH OUTCOMES RESEARCH

Awarded to:
- Maureen Rutten-van Molkken PhD, Associate Professor Health Economics, Institute for Medical Technology Assessment, Erasmus University/Erasmus Medical Center, Rotterdam, The Netherlands
  

ISPOR BEST PODIUM PRESENTATIONS

Presented by: Carole Longson PhD, Director, National Institute for Health and Clinical Excellence (NICE), London, UK

ISPOR BEST RESEARCH POSTER PRESENTATIONS

Presented by: Matt Stevenson PhD, Technical Director, SchHARR TAG, Sheffield, UK

14:30-14:45  BREAK, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION III  Hall Havane & Hall Bordeaux

Cookies sponsored by RTI Health Solutions

(See pages 41-101 for Research Poster Presentations)

14:45-15:45  WORKSHOPS AND ISPOR CHAPTER FORUM – SESSION IV

ECONOMIC OUTCOMES RESEARCH

W19: MODELING SLOWLY PROGRESSING CHRONIC DISEASES WITH EXACERBATIONS AND THEIR TREATMENTS: CHALLENGES IN MODELING CHRONIC OBSTRUCTIVE PULMONARY DISEASE (COPD)

Discussion Leaders: Maureen Rutten-van Molkken PhD, Associate Professor, Health Economics, Institute for Medical Technology Assessment, Erasmus University and Erasmus MC, Rotterdam, The Netherlands; Talitha Feenstra PhD, Senior Health Economist RIVM and Assistant Professor HTA, Department of Epidemiology, RIVM and Department of Prevention and Health Services Research, University Medical Center Groningen, Bilthoven, The Netherlands; Sixten Borg MSc, Senior Project Manager, The Swedish Institute for Health Economics (IHE), Lund, Sweden

W20: DEVICES & STRATEGEMS: HOW CAN HEALTH ECONOMIC EVIDENCE BE LEVERAGED IN ORDER TO DEMONSTRATE THE VALUE OF MEDICAL DEVICES?

Discussion Leaders: Daniel Jackson MSc, Head of Health Economics - EMEA, GE Healthcare, Chalfont St. Giles, Buckinghamshire, UK; Alison Begg PhD, Senior Consultant, Medaxial Group, London, UK; Adam Plich MSc, Consultant, Medaxial Group, London, UK

HEALTH CARE POLICY DEVELOPMENT USING OUTCOMES RESEARCH

W21: NEW HEALTH CARE SERVICES – THE PATHWAY INTO THE GERMAN SICK FUND MARKET

Discussion Leaders: Olaf Pirk PhD, MD, Principal, Health Economics & Outcomes Research, IMS Health, Nuremberg, Germany; Axel C. Mühlbacher PhD, MSc, Professor, IGM Institut of Health Economics and Health Care Management, Hochschule Neubrandenburg, Neubrandenburg, Germany; Frank-Ulrich Fricke PhD, Principal, IMS Health, Nuremberg, Germany
PATIENT-REPORTED OUTCOMES/PREFERENCE-BASED RESEARCH

W22: METHODS OF POOLING DATA FROM PATIENT-REPORTED OUTCOME (PRO) MEASURES FROM GLOBAL TRIALS: IMPLEMENTING RECOMMENDATIONS OF THE ISPOR TASK FORCE Room 342B
Discussion Leaders: Asha Hareendran PhD, Senior Research Scientist, Health Care Analytics, United BioSource Corporation, London, UK; Angela Williams BSc, RGN, Pricing and Reimbursement Manager, ViroPharma Europe, Maidenhead, Berkshire, UK; Tara Symonds PhD, Senior Director, Global Market Access, Outcomes Research, Pfizer Ltd, Sandwich, Kent, UK

USE OF REAL WORLD DATA

W23: THE EMERGING ROLE OF OBSERVATIONAL DATA IN EVALUATING PRODUCT VALUE AND PRODUCT SAFETY Room 351
Discussion Leaders: Jerome Wilson PhD, Senior Scientific Affairs Director, PRA, Rockville, MD, USA; Thomas F. Goss PharmD, Vice President, Boston Healthcare Associates, Inc., Washington, DC, USA; Mark R. Vanelli MD, MHS, MBA, Chief Medical Officer, Adheris Inc, Burlington, MA, USA

W24: POST-REIMBURSEMENT STUDIES ASSESSING GOOD MEDICATION USE IN REAL PRACTICE: FRENCH SITUATION Amphitheatre Bordeaux
Discussion Leaders: Emmanuelle Préaud PharmD, MSc, Research Manager, Health Outcomes and Market Access, Mapi Values France, Lyon, France; Juliette Longin PhD, Msc, Associate Director, Scientific Expertise and Proposal Development, Registat-Mapi, Lyon, France; Stéphanie Tcherny MD, MSc, Responsable Recherche en pharmacoéconomie et pharmacopédiologie, Unité Pharmacoépidémiologie - Département Médical, Lilly France, Suresnes, France

ISPOR CHAPTER FORUM

QUALITY OF LIFE AND KNOWLEDGE ABOUT TOBACCO SMOKING TOXICITY AMONG SMOKERS OR SMOKERS WITH CHRONIC OBSTRUCTIVE LUNG DISEASES IN POLAND AND GREECE Room 341
Presented by the ISPOR Poland and Greece Regional Chapters
Patient-reported outcomes (PRO) (e.g. global impression, functional status, HRQoL, symptoms) is still an evolving field in Poland and Greece. Nevertheless, it should be stressed that HRQoL is one of the more important endpoints in clinical and economic analysis, especially if cost-utility analysis is considered. Numerous topics will be discussed on this issue from the perspective of the experiences in Poland and Greece.
Moderators: Mary Geitona PhD, President, Hellenic Society of Pharmacoeconomics & Outcomes Research (HELSPOR), Assistant Professor, Department of Economics, University of Thessaly, Athens, Greece; Joanna Lis PhD, Health Economics Manager, Sanofi-Synthelabo, Warsaw, Poland
Speakers: Karina Jahnz-Rozyk MD, PhD, President, ISPOR Poland Regional Chapter, Head of Department of Immunology & Allergology, Military Institute of Health Service, Warsaw, Poland; John Yfantopoulos PhD, Professor of Health Economics, University of Athens and President of the National Centre for Social Research, Athens, Greece

16:00-17:00 WORKSHOPS – SESSION V
ECONOMIC OUTCOMES RESEARCH

W25: USING EARLY ECONOMIC MODELLING TO INFORM STRATEGIC PRICING AND CLINICAL STUDY DESIGN Room 351
Discussion Leaders: Adam C. Lloyd MPH, Senior Principal, Health Economics and Outcomes Research, IMS Health, London, UK; Michael Chambers MSc, Director of Health Economics, Global Health Outcomes, GlaxoSmithKline, Uxbridge, UK; Joe Caputo, Engagement Manager, Health Economics and Outcomes Research, IMS Health, London, UK

W26: PRAGMATIC SELECTION OF APPROPRIATE MODELLING APPROACH IN PHARMACOECONOMIC EVALUATION Room 352B
Discussion Leaders: Sandrine Cure MSc, Project Leader, i3 Innovus, Uxbridge, Middlesex, UK; Lee Moore MSc, Health Economist, Roche Products Limited, Welwyn Garden City, Hertfordshire, UK; David Thompson PhD, Vice President, Global Health Economics, i3 Innovus, Medford, MA, USA

HEALTH CARE POLICY DEVELOPMENT OUTCOMES RESEARCH

W27: VALUE-BASED PRICING OF NEW DRUGS IN JAPAN USING THE PRINCIPLE OF INCREMENTAL COST-EFFECTIVENESS RATIO Room 342A
Discussion Leaders: Isao Kamae MD, DrPH, Professor, Graduate School of Health Management, Keio University, Fujisawa, Kanagawa, Japan; Makoto Kobayashi Meng, Manager, Health Economics Research Group, Crecon Research and Consulting Inc, Shibuya-ku, Tokyo, Japan

PATIENT-REPORTED OUTCOMES/PREFERENCE-BASED RESEARCH

W28: RECENT PROGRESS ON BEST-WORST SCALING: HEALTH-RELATED APPLICATIONS Room 342B
Discussion Leaders: Terry N. Flynn PhD, Senior Research Fellow, Centre for the Study of Choice (CenSoC), University of Technology Sydney, Sydney, NSW, Australia; Jordan J. Louviere PhD, Professor, Centre for the Study of Choice (CenSoC), University of Technology Sydney, Sydney, NSW, Australia; Emma McIntosh PhD, Senior Research Officer, Health Economics Research Centre, University of Oxford, Oxford, Oxfordshire, UK

USE OF REAL WORLD DATA

W29: PRACTICAL APPLICATIONS OF OBSERVATIONAL STUDIES IN TODAY’S MULTI-FACETED, PERI-APPROVAL ENVIRONMENT Room 341
Discussion Leaders: Matthew Gordon, Director, Lifecycle Sciences Group, ICON Clinical Research, Chicago, IL, USA; Ehab Hasan MPH, Project Manager, Lifecycle Sciences Group, ICON Clinical Research, Chicago, IL, USA; Zaher El-Assi, Global Senior Director, Kika Medical, Boston, MA, USA

W30: TECHNIQUES FOR LINKING ADMINISTRATIVE CLAIMS AND EMR-BASED DATA SOURCES Room 352A
Discussion Leaders: Erica Danielson PhD, Healthcare Research Manager, GE Healthcare Clinical Data Systems, Hillsboro, OR, USA; Stacey R. Long MS, Vice President, Thomson Reuters, Hampden, ME, USA