HEALTH TECHNOLOGY ASSESSMENT: A EUROPEAN COLLABORATION

PROGRAM

AND SCHEDULE

OF EVENTS
SUNDAY, 7 NOVEMBER: MORNING
8:00-12:00 PRE-Congress Short Courses
(Short Course registration required)

8:00-12:00 Morning Short Courses
Bayesian Methods in Economic Evaluations – Advanced Club H (1st)
Reimbursement Systems in Europe Meeting Hall IV (2nd)
Risk-Sharing/Performance-Based Arrangements for Drugs & Other Medical Products Meeting Hall V (2nd)
Transferability of Cost-effectiveness Data between Countries Club B (1st)
Cost-effectiveness Analysis alongside Clinical Trials Club E (1st)
Cost Estimation & Assessing Financial (Budget) Impact of New Health Care Technologies Club A (1st)
Advanced Patient-reported Outcomes Assessment: Psychometric Methods Club D (1st)

ISPOR Registration Hours:
Saturday, 6 November 8:00-18:00
Sunday, 7 November 7:00-18:00
Monday, 8 November 7:00-17:00
Tuesday, 9 November 7:00-17:00

17:15-18:15 WORKSHOPS – II
W8: Understanding Mixed Treatment Comparisons (MTCs): What Do the Results Mean & How Should They Be Used? Meeting Hall IV (2nd)
W9: Considering Health as an Investment Rather Than a Cost – Alternative Modelling Approaches to Demonstrate Economic Value Club AB (1st)
W10: Comparing Multiple Strategies in Cost-effectiveness Analyses Club DE (1st)
W11: Financing Coordinated Care in the European Union North Hall (2nd)
W12: Relative Efficacy: The Possible New Frontier? Panorama Hall (1st)
W13: Modern Methods of Utility Measurement Meeting Hall V (2nd)
W14: Ensuring External Validity in Observational Research Club H (1st)

18:15-19:15 POSTER AUTHOR DISCUSSION HOUR – I
Forum Hall (2nd)

18:15-20:00 EXHIBITORS’ OPEN HOUSE RECEPTION Forum Hall & Congress Hall Foyer (2nd)

19:00-20:00 EDUCATIONAL SYMPOSIUM Congress Hall (2nd)
Tools & Methods for Cross-border Collaboration in HTA (Sponsored by ISPOR & EUnetHTA)

12:00-12:30 EXHIBITS & RESEARCH POSTERS – I
Forum Hall & Congress Hall Foyer (2nd)

12:30-14:15 WELCOME, PRESENTATION OF ISPOR DISTINGUISHED SERVICE AWARDS & 1ST PLENARY SESSION Congress Hall (2nd)
Improving the Efficiency in Assessment of Health Technology in Europe

14:15-14:45 BREAK, EXHIBITS & RESEARCH POSTERS – I
Forum Hall & Congress Hall Foyer (2nd)

14:45-15:45 ISSUE PANELS – I
IP1: Are Diagnostics & Personalized Medicine in Flux? Implications of Global Policy Changes for Health Economics & Outcomes Research Panorama Hall (1st)
IP2: Methods or Pragmatism: Who Should Have the Say in Health Economic Assessment? Congress Hall (2nd)
IP3: The Value of a QALY: Is There a Single Threshold Value or Does Context Matter? Club DE (1st)
IP4: Rare (Orphan) Disease: Tension Between Government Support of Developing New Therapies & Reimbursement Processes? Perspectives from EU-5 (Germany, UK, France, Spain & Italy), Central & Eastern Europe, USA & Canada Club AB (1st)
IP5: Is Any Data Better Than No Data? The Use of Mixed Modalities for PRO Data Collection in Clinical Trials North Hall (2nd)

16:00-17:00 WORKSHOPS – I
W1: Conducting & Interpreting Indirect Treatment Comparison & Network Meta-Analysis: Learning the Basics Panorama Hall (1st)
W2: The Impact of Disease on Caregivers: A Forgotten Aspect of the NICE Reference Case Club AB (1st)
W3: Methods in Economic Analysis of Patient Support Programs in Aging Club DE (1st)
W4: HTA Influence Mapping: Sourcing the Primary Opinion North Hall (2nd)
W5: How to Address Regional Market Access Hurdles in Decentralised European Countries Meeting Hall IV (2nd)
W6: Innovative Methods for Electronically Capturing Patient-reported Outcomes & Preferences in Non-interventional Studies Meeting Hall V (2nd)
W7: Health Care Databases for Outcomes Research: Implications of International Variation in Content & Method of Capture Club H (1st)

SUNDAY, 7 NOVEMBER: AFTERNOON
12:00-12:30 EXHIBITS & RESEARCH POSTERS – I
Forum Hall & Congress Hall Foyer (2nd)

12:30-14:15 WELCOME, PRESENTATION OF ISPOR DISTINGUISHED SERVICE AWARDS & 1ST PLENARY SESSION Congress Hall (2nd)
Improving the Efficiency in Assessment of Health Technology in Europe

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Forum Hall & Congress Hall Foyer (2nd)

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18:15-20:00 EXHIBITORS’ OPEN HOUSE RECEPTION Forum Hall & Congress Hall Foyer (2nd)

19:00-20:00 EDUCATIONAL SYMPOSIUM Congress Hall (2nd)
Tools & Methods for Cross-border Collaboration in HTA (Sponsored by ISPOR & EUnetHTA)
MONDAY, 8 NOVEMBER

7:00-8:00 EDUCATIONAL SYMPOSIUM  Coping with Chaos: How Can Health Economists Deal with a Multiplicity of Payer Perspectives? (Sponsored by Medaxia)  Congress Hall (2nd)

8:00-8:30 EXHIBITS & RESEARCH POSTERS – II  Forum Hall & Congress Hall Foyer (2nd)

8:30-9:45 WELCOME & 2ND PLENARY SESSION  Congress Hall (2nd)  Health Technology Assessment (HTA) & Decision-Making in Europe: Balancing Health Care Budgets & Access to Innovation

9:45-10:15 BREAK, EXHIBITS & RESEARCH POSTERS – II  Forum Hall & Congress Hall Foyer (2nd)


11:30-12:30 RESEARCH PODIUMS – I  Health Care Decision-Maker’s Case Studies  Meeting Hall V (2nd)  HTA in Cancer Studies & Methods  Panorama Hall (1st)  Developments in Questionnaires EQ-5D & SF-6D  Meeting Hall IV (2nd)  Developments in Modeling Methodology  Club DE (1st)  Risk Sharing Schemes  Club AB (1st)

12:30-14:00 LUNCH, EXHIBITS & RESEARCH POSTERS – II  Forum Hall & Congress Hall Foyer (2nd)

12:45-13:45 EDUCATIONAL SYMPOSIUM  Congress Hall (2nd)  Opportunities & Challenges in the Development & Use of Observational Studies for Health Policy Decisions (Sponsored by IMS)

14:00-15:00 ISSUE PANELS – SESSION III  IP12: Reimbursement Issues in Cancer Drugs: Do We Have to Pay for All Cancer Drugs?  Congress Hall (2nd)  IP13: EBM, HTA, CER: Clearing the Confusion or Are We Now Confused At a Higher Level?  Panorama Hall (1st)  IP14: QALY or the Need for a New Approach?  Club DE (1st)  IP15: Does Using HTA in Reimbursement Discourage Implementation of EU Transparency Directive?  A Relevant Experience from Central Eastern European Countries  Club AB (1st)

15:00-15:15 BREAK, EXHIBITS & RESEARCH POSTERS – II  Forum Hall & Congress Hall Foyer (2nd)

15:15-16:15 RESEARCH PODIUMS – II  Adherence & Compliance Studies  Club AB (1st)  Biologic Agent Studies & Meetings  Meeting Hall IV (2nd)  IRT & Rasch Modeling in Quality of Life Measurement  Meeting Hall V (2nd)  Mixed Treatment Comparison Methodology & Applications  Club DE (1st)  Development in HTA Agencies Like NIC  Panorama Hall (1st)

16:30-17:30 RESEARCH PODIUMS – III  Biases, Methodological Challenges & Solutions  Meeting Hall V (2nd)  HTA Policy Approaches  Panorama Hall (1st)  Mapping Score from One OQD Measurement into Another  Meeting Hall IV (2nd)  Pricing & Market Access  Club DE (1st)  HTA in Vaccines & Epidemics  Club AB (1st)

17:30-18:30 POSTER AUTHOR DISCUSSION HOUR – II  Forum Hall (2nd)

17:30-19:00 EXHIBITORS’ WINE & CHEESE RECEPTION  Forum Hall & Congress Hall Foyer (2nd)

17:30-18:30 ISPOR RUSSIA REGIONAL CHAPTER FORUM  Panorama Hall (1st)

19:30-23:30 ISPOR SOCIAL EVENT: AN EVENING AT ŽOFÍN PALACE (Separate Registration Required)

TUESDAY, 9 NOVEMBER

7:00-8:00 EDUCATIONAL SYMPOSIUM  A Lack of Local Effectiveness, Cost & Epidemiologic Data: What are the Options for Conducting Pharma-economics Studies in Central & Eastern Europe?  (Sponsored by Pfizer)  Congress Hall (2nd)

8:00-8:30 EXHIBITS & RESEARCH POSTERS – III  Forum Hall & Congress Hall Foyer (2nd)


9:30-10:00 BREAK, EXHIBITS & RESEARCH POSTERS – III  Forum Hall & Congress Hall Foyer (2nd)


11:00-12:00 POSTER AUTHOR DISCUSSION HOUR – III  Forum Hall (2nd)

11:30-13:00 LUNCH, EXHIBITS & RESEARCH POSTERS – SESSION III  Forum Hall & Congress Hall Foyer (2nd)  Applying HTA across Health Care Systems  (Sponsored by EFPIA)

13:00-14:15 WELCOME & 3RD PLENARY SESSION  Congress Hall (2nd)  Assessing a Technology with Limited Resources: Building Capacity without Breaking the Bank

14:15-14:30 ISPOR RESEARCH EXCELLENCE AWARD & RESEARCH PRESENTATION AWARDS  Congress Hall (2nd)

14:30-14:45 BREAK, EXHIBITS & RESEARCH POSTERS – III  Congress Hall (2nd)


### 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:
- One complimentary drink ticket to the Exhibitors’ Open House Reception: Sunday, 7 November: 18:15-20:00;
- One complimentary drink ticket to the Exhibitors’ Wine & Cheese Reception: Monday, 8 November: 17:30-19:00;
- Social Event wristband (if pre-registered); and
- NEW! Short Course ticket for each short course for which you have registered. Short Course materials will be distributed at the Short Course room. You MUST bring your Short Course ticket to the room to collect your materials.

Registration bags and Value in Health Volume 13, Issue 7 are available for pick-up adjacent to ISPOR Registration.

### RESEARCH PODIUM & POSTER ABSTRACTS
Abstracts for all podium and poster research presentations given at the ISPOR 13th Annual European Congress are published in Value in Health Volume 13, Issue 7. The page numbers to the left of the program items refer to the research abstract page number in the issue. Value in Health Volume 13, Issue 7 is available to ISPOR members and 13th 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.

**PLEASE NOTE:** Congress registrants are NOT mailed a hard copy of Value in Health. If you require a copy of Value in Health, please pick-up a copy during the Congress.

### FINANCIAL DISCLOSURE INFORMATION
Research podium and poster presentation financial disclosure information is available online at: http://www.ispor.org/valueinhealth_index.asp and in Value in Health Volume 13, Issue 7. Faculty and staff involved in the planning or presentation of this congress are required to disclose all real or apparent commercial financial affiliations related to congress content. This information is available on request at the ISPOR Registration desk.

### ABSTRACT SUBMISSION HISTORICAL INFORMATION:
During the ISPOR 13th Annual European Congress, 1170 research and decision-maker case study posters, 60 research and decision-maker case study podiums, 28 workshops and 18 issue panels will be presented.

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<th>Issue Panel</th>
<th>Case Studies</th>
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### 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 242 (2nd Floor)** with the following opening hours:
- Sunday, 7 November: 12:00-17:30
- Monday, 8 November: 7:00-17:30
- Tuesday, 9 November: 7:00-16:00

### 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 handout.
- **All Remaining & Additional Handouts**
  All remaining or additional handouts will be made available at the Handout Table near the ISPOR Registration Desk.

**Please Note:** Following the congress, subject to author’s permission, released research presentations are available at the ISPOR Outcomes Research Digest:

- A searchable database of over 13,500 research papers presented at ISPOR’s meetings from 1998 to date available at www.ispor.org.

### RESEARCH POSTER PRESENTATIONS
Research poster presentations will be on view in the **Forum Hall & Congress Hall Foyer (2nd Floor)**

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

### SESSION I RESEARCH POSTER PRESENTATIONS: Sunday, 7 November
**Set-Up:** 11:30-12:00
**Poster Display Hours:** 12:00-20:00
**Poster Author Discussion Hour:** 18:15-19:15
**Dismantle:** 20:00-20:30
**Research Poster Presentation Classification:**
- Poster Presentation Floor Plan: Page 34
- Poster presentations are organized using the following codes:
  - PCN – CANCER
  - PDB – DIABETES/ENDOCRINE DISORDERS
  - PMS – MUSCULAR-SKELETAL DISORDERS (Arthritis, Osteoporosis, Other Muscular-Skeletal)
  - PRS – RESPIRATORY-RELATED DISORDERS (Allergy, Asthma, Smoking, Other Respiratory)

### SESSION II RESEARCH POSTER PRESENTATIONS: Monday, 8 November
**Set-Up:** 7:30-8:00
**Poster Display Hours:** 8:00-19:00
**Poster Author Discussion Hour:** 17:30-18:30
**Dismantle:** 19:00-19:30
Research Poster Presentation Classification:

Poster Presentation Floor Plan: Page 55
Poster presentations are organized using the following codes:
PCASE – HEALTH CARE DECISION-MAKER’S CASE STUDIES
PMC – METHODS & CONCEPTS
PCV – CARDIOVASCULAR DISORDERS (Stroke, Other Cardiovascular)
PFI – GI DISORDERS
PHI – INDIVIDUAL’S HEALTH (Children, Elderly, Men, Women)
PND – NEUROLOGICAL DISORDERS (Neurological Disorders, Genetic Disorders)
PSS – SENSORY SYSTEMS DISORDERS (Ear, Eye, Skin)

SESSION III RESEARCH POSTER PRESENTATIONS: Tuesday, 9 November

Set-Up: 7:30-8:00
Poster Display Hours: 8:00-16:00
Poster Author Discussion Hour: 11:00-12:00
Dismantle: 16:00-16:30

Research Poster Presentation Classification:
Poster Presentation Floor Plan: Page 75
Poster presentations are organized using the following codes:
PHP – HEALTH POLICY
PIN – INFECTION
PMH – MENTAL HEALTH
PSY – SYSTEMIC DISORDERS/CONDITIONS (Auto-Immune Disorders, Hematological Disorders, Metabolic Disorders, Obesity, Pain)
PUK – URINARY/KIDNEY DISORDERS

Research Poster Presentation Classification:
Poster presentations are organized using the following codes:

PSY – SYSTEMIC DISORDERS/CONDITIONS (Auto-Immune Disorders, Hematological Disorders, Metabolic Disorders, Obesity, Pain)
PUK – URINARY/KIDNEY DISORDERS

Presenters are required to be with their posters during the Poster Author Discussion Hour. See pages 33-93 for Poster Presentation titles and authors. Posters that are not removed during the scheduled dismantle times will be discarded.

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).

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 congress.

ISPOR 13th Annual European Congress Research Presentation Awards will be presented immediately after the Third Plenary Session on Tuesday, 9 November at 14:15.

EXHIBITS

Exhibits will be on view in Forum Hall & Congress Hall Foyer (2nd Floor)
Sunday, 7 November: 12:00-20:00
Monday, 8 November: 8:00-19:00
Tuesday, 9 November: 8:00-16:00

INTERNET ACCESS

For the convenience of Congress attendees, internet stations are available in Forum Hall Foyer (2nd Floor) Sponsored by Pharmerit.

ACPE CONTINUING MEDICAL & CONTINUING PHARMACEUTICAL EDUCATION ACCREDITATION

The ISPOR 13th Annual European Congress is Co-Sponsored by the International Society for Pharmacoeconomics & Outcomes Research and the Purdue University School of Pharmacy and Pharmaceutical Sciences, Continuing Education Division.

For pharmacists (CPE): The ISPOR 13th Annual European Congress is co-sponsored by Purdue University School of Pharmacy and Pharmaceutical Sciences, Continuing Education Division and ISPOR. Attendees can earn up to 14.75 hours (1.475 CEUs) for attending plenary sessions, issue panels, workshops, and podium sessions at the ISPOR 13th Annual European Congress, up to 4.0 hours (0.4 CEUs) for each half-day short course, and up to 7.5 hours (0.75 CEUs) for each full day short course. Purdue University School of Pharmacy and Pharmaceutical Sciences is accredited by the Accreditation Council on Pharmacy Education (ACPE) as a provider of continuing pharmacy education. This is a knowledge-based, continuing education activity of Purdue University, an equal access/equal opportunity institution. To receive the 14.75 contact hours of continuing education credit, pharmacists must attend the entire program and complete all registration and evaluations at its conclusion.

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 (ACCME) through the joint sponsorship of Purdue University School of Pharmacy and ISPOR. Purdue University School of Pharmacy, an equal access/equal opportunity institution, is accredited by the ACCME to provide continuing medical education for physicians. Purdue University School of Pharmacy designates these educational activities for a maximum of 14.75 AMA PRA Category 1 Credit(s)™ for attending plenary sessions, issue panels, workshops, and podium sessions at the ISPOR 13th Annual European Congress, up to 4.0 AMA PRA Category 1 Credit(s)™ for each half-day short course, and up to 7.5 AMA PRA Category 1 Credit(s)™ for each full day short course, toward the AMA Physician’s Recognition Award. Each physician should claim only those credits that he/she actually spent in the activity.

Instructions: To receive continuing education credit, obtain the ISPOR 13th Annual European Congress Continuing Education Attendance and Evaluation Booklet at the ISPOR registration desk (those who pre-registered will receive a ticket in their registration packet to redeem for the Evaluation Booklet at ISPOR Registration). Complete the information requested and return the entire Continuing Education Attendance and Evaluation 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 receipt of the Attendance and Evaluation Booklet to those who register and complete the program evaluation. The fee for this service is $80.

ISPOR SOCIAL EVENT

An Evening at Žofín Palace
MONDAY, 8 NOVEMBER
19:30-23:30

Separate Registration Required: €90 per person.
Registration subject to availability: see ISPOR Registration for details.

Join us for an elegant evening of dining and dancing at Žofín Palace!
Enjoy a 3 course buffet dinner, drinks, music, and dancing!
Price includes round trip transportation from congress venue and buffet dinner.

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 to facilitate quick entry to the events/event.
- Buses will depart from the Congress Centre between 19:00 and 20:00
- Buses will return from Žofín Palace from 21:30, last bus at 23:30. Buses on the return trip will drop attendees in the Prague Old Town, Corinthia Hotel, Holiday Inn, or Panorama Hotel.

CONGRESS PROGRAM WARNING & USE OF PHOTOGRAPHIC IMAGES

Please be advised that recording, by any means, of Congress presentations is prohibited. The International Society for Pharmacoeconomics and Outcomes Research (ISPOR) will strictly enforce its rights as the exclusive licensee of all publication and reproduction rights to each presentation, and no presentation, in whole or in part, may be reproduced without approval from ISPOR.

Registration and attendance at the ISPOR 13th Annual European Congress constitutes an agreement by the registrant to ISPOR’s use of their image (photograph and video) now and in the future.
SATURDAY, 6 NOVEMBER

09:00-18:00 PRE-CONGRESS SHORT COURSES (See page 13 for Short Course descriptions) Short Course registration required

12:00-18:00 ISPOR MEETINGS (BY INVITATION ONLY)
ISPOR BOARD OF DIRECTORS MEETING Corinthia Hotel-Salon AB

18:15-19:15 EDUCATIONAL SYMPOSIUM (See page 105 for Symposia descriptions) Panorama Hall (1st Floor)
ORPHAN DRUGS IN EUROPE: FUNDING CHALLENGES FOR PAYERS AND DEVELOPERS (Sponsored by UBC)

19:30-20:30 EDUCATIONAL SYMPOSIUM (See page 105 for Symposia descriptions) Panorama Hall (1st Floor)
CAPITALISING ON HTA (Sponsored by Cardiff Research Consortium)

SUNDAY, 7 NOVEMBER

08:00-12:00 PRE-CONGRESS SHORT COURSES (See page 13 for Short Course descriptions) Short Course registration required

12:00-12:30 EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION I Forum Hall & Congress Hall Foyer (2nd Floor)
(See page 33 for Research Poster Presentations)

12:30-14:15 WELCOME & FIRST PLENARY SESSION Congress Hall (2nd Floor)
WELCOME FROM THE ISPOR PRESIDENT & PRESENTATION OF ISPOR DISTINGUISHED SERVICE AWARDS
Scott Ramsey MD, PhD
2010-2011 ISPOR President & Full Member and Professor, Fred Hutchinson Cancer Research Center, University of Washington, Seattle, WA, USA
(See page 113 for biographical information)

CONGRESS INTRODUCTION AND OBJECTIVES (See page 113 for biographical information)
Jan Švihovec MD, PhD, DrSc
Co-Chair, ISPOR 13th Annual European Congress Program Committee, President, ISPOR Czech Republic Regional Chapter & Professor, Head of Department of Pharmacology, 2nd Medical Faculty, Charles University, Prague, Czech Republic

F. Cankat Tulunay MD, PhD
Co-Chair, ISPOR 13th Annual European Congress Program Committee, President, ISPOR Turkey Regional Chapter & Professor, Department of Clinical Pharmacology, Medical School of Ankara University, Ankara, Turkey

IMPROVING THE EFFICIENCY IN ASSESSMENT OF HEALTH TECHNOLOGY IN EUROPE
(See page 113 for biographical information)
Inefficiencies in the assessment of health technology in Europe include redundancy of assessments across countries or local regions, diverse or even conflicting technical & statutory requirements, clear definitions of the clinical outcome, methodological hurdles, timing of assessment, and more. Developing and increasing the efficiency of assessment of health technology across Europe addresses issues of strategic importance. A recent initiative launched jointly by the European Commission and European Union Member States to improve the efficiency in assessment of health technology is the EUnetHTA Joint Action (JA). The objective of the Joint Action on HTA, which includes work on relative effectiveness of pharmaceuticals, is to put into practice an effective and sustainable HTA collaboration in Europe that brings added value at the European, national and regional level. During this plenary session, the inefficiencies in the assessment of health technology in Europe will be identified, the new JA strategy including work on relative effectiveness of pharmaceuticals (REP) will be presented, and a stakeholder’s perspective on the HTA inefficiencies in Europe as well as the new JA strategy and REP will be presented, followed by an open discussion.

Moderator/Speaker: Bengt Jonsson PhD, Professor of Health Economics, Centre for Health Economics, Stockholm School of Economics, Stockholm, Sweden

Speakers:
Finn Berlum Kristensen MD, PhD, Director of Coordinating Secretariat, European network for Health Technology Assessment (EUnetHTA) and Chairman of the EUnetHTA Executive Committee, Copenhagen, Denmark
Wim Goettsch PhD, Deputy Secretary of the Medicinal Products Reimbursement Committee, Health Care Insurance Board (CVZ), and European network for Health Technology Assessment (EUnetHTA) Partner, Diemen, The Netherlands
Clare McGrath, Senior Director, HTA Policy, Europe, Pfizer Ltd., Tadworth, Surrey, UK

14:15–14:45 BREAK, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION I Forum Hall & Congress Hall Foyer (2nd Floor)
Coffee sponsored by Abbott, Cookies Sponsored by Quintiles
ISPOR 13th Annual European Congress
6-9 November 2010 • Prague, Czech Republic

PROGRAM & SCHEDULE OF EVENTS: SUNDAY, 7 NOVEMBER

14:45–15:45  ISSUE PANELS – SESSION I (See pages 94 for Issue Panel descriptions)

HEALTH POLICY DEVELOPMENT USING OUTCOMES RESEARCH ISSUES

IP1:  ARE DIAGNOSTICS AND PERSONALIZED MEDICINE IN FLUX? IMPLICATIONS OF GLOBAL POLICY CHANGES FOR HEALTH ECONOMICS AND OUTCOMES RESEARCH  Panorama Hall (1st Floor)
Moderator: Éric Faulkner MPH, Senior Director, RTI Health Solutions, Research Triangle Park, NC, USA
Panelists: Adrian Towe MA, Director, Office of Health Economics, London, UK; Diego Ossa MD, Head of Health Economics, Molecular Diagnostics, Novartis Pharma AG, Basel, Switzerland; Uwe Siebert MD, MPH, MSc, ScD, Professor and Head, Department of Public Health, Medical Decision Making and Health Technology Assessment, University of Health Sciences, Medical Informatics and Technology, Hall/Innsbruck, Austria

IP2:  METHODS OR PRAGMATISM: WHO SHOULD HAVE THE SAY IN HEALTH ECONOMIC ASSESSMENT?  Congress Hall (2nd Floor)
Moderator: J. Jaime Caro MD, Senior Vice President of Health Economics, United BioSource Corporation, Lexington, MA, USA
Panelists: Andreas Gerber MD, PhD, Head, Department of Health Economics, Institute for Quality and Efficiency in Health Care (IQWiG), Cologne, Germany; Lise Rochaix PhD, Professor, Commission d'évaluation économique et de santé publique (CEESP), Haute Autorité de Santé, Saint-Denis La Plaine, France; Gert Jan van der Witt PhD, Professor, Department of Epidemiology, Biostatistics and HTA, Radboud University Medical Centre, Nijmegen, The Netherlands

IP3:  THE VALUE OF A QALY: IS THERE A SINGLE THRESHOLD VALUE OR DOES CONTEXT MATTER?  Club DE (1st Floor)
Moderator: F. Reed Johnson PhD, Distinguished Fellow and Principal Economist, RTI Health Solutions, Research Triangle Park, NC, USA
Panelists: Nancy Devin PhD, Research Director, Office of Health Economics, London, UK; Werner Brouwer PhD, Professor, Department of Health Policy and Management, IBMG/IMTA/Erasmus University, Rotterdam, The Netherlands; Sandra Erntoft PhD, Project Manager, The Swedish Institute for Health Economics (IHE), Lund, Sweden

IP4:  RARE (ORPHAN) DISEASE: TENSION BETWEEN GOVERNMENT SUPPORT OF DEVELOPING NEW THERAPIES AND REIMBURSEMENT PROCESSES? PERSPECTIVES FROM EU-5 (GERMANY, UK, FRANCE, SPAIN AND ITALY), CENTRAL AND EASTERN EUROPE, USA AND CANADA  Club AB (1st Floor)
Moderator: Vladimir Zah PhD, Health Economics Consultant, Belgrade, Serbia
Panelists: Chris Pashos PhD, Vice President, United BioSource Corporation, Lexington, MA, USA; Mondher Toumi PhD, MD, Professor of Decision Sciences, UFR d’Odontologie, University Claude Bernard Lyon 1, Lyon, France; Zoltán Kalo MD, MSc, PhD, Director, Health Economics Research Unit, Eötvös Loránd University, Budapest, Hungary

PATIENT-REPORTED OUTCOMES RESEARCH ISSUES

IP5:  IS ANY DATA BETTER THAN NO DATA? THE USE OF MIXED MODALITIES FOR PRO DATA COLLECTION IN CLINICAL TRIALS  North Hall (2nd Floor)
Moderator: Sonya Eremenco MA, e-Pro Manager, United BioSource Corporation, Bethesda, MD, USA
Panelists: David Wynn, The PRO Development Foundation, Mussenipolis, France; Laura T. Pizzi PharmD, MPH, PBFI, Professor, Department of Pharmacy Practice and Health Outcomes, University of North Carolina, Chapel Hill, NC, USA; Laura Gitlin PhD, Director, Choosing Wisely on Pain Management, American Medical Association, Chicago, IL, USA; Sonya Eremenco MA, e-Pro Manager, United BioSource Corporation, Bethesda, MD, USA

16:00-17:00  WORKSHOPS – SESSION I (See page 98 for Workshop descriptions)

CLINICAL OUTCOMES RESEARCH

W1:  CONDUCTING AND INTERPRETING INDIRECT TREATMENT COMPARISON AND NETWORK META-ANALYSIS: LEARNING THE BASICS  Panorama Hall (1st Floor)
Discussion Leaders: Jeroen P. Jansen PhD, MSc, Research Director, Magi Values, Boston, MA, USA; Neil Hawkins PhD, Director, Oxford Outcomes Ltd., Oxford, UK; Joseph C. Cappelleri PhD, MPH, Pfizer Inc., New London, CT, USA; Rachael Fleurence PhD, Senior Research Scientist and Director, Practice for Evidence Review and Synthesis, United BioSource Corporation, Bethesda, MD, USA

ECONOMIC OUTCOMES RESEARCH

W2:  THE IMPACT OF DISEASE ON CAREGIVERS: A FORGOTTEN ASPECT OF THE NICE REFERENCE CASE  Club AB (1st Floor)
Discussion Leaders: Andrew Lloyd DPhil, Director, Oxford Outcomes Ltd., Oxford, UK; Devon Chaunhil PharmD, MSc, Senior Health Economist, Merck, Serono, Feltham, UK; Sarah Acaster MSc, Senior Outcome Researchers, Oxford Outcomes Ltd., Oxford, UK; Louise Longworth PhD, Reader in Health Economics, Health Economics Research Group, Brunel University, Middlesex, UK

W3:  METHODS IN ECONOMIC ANALYSIS OF PATIENT SUPPORT PROGRAMS IN AGING  Club DE (1st Floor)
Discussion Leaders: Laura T. Pizzi PharmD, MPH, Associate Professor and Program Director, Health Economics and Outcomes Research, Jefferson School of Population Health, Thomas Jefferson University, Philadelphia, PA, USA; Eric Jutkowitz, Post Baccalaureate Fellow, Jefferson School of Population Health, Thomas Jefferson University, Philadelphia, PA, USA; Laura Gillin PhD, Director, Jefferson Center for Applied Research on Aging and Health, Thomas Jefferson University, Philadelphia, PA, USA; Dong-Churl Suh PhD, MBA, Professor, School of Pharmacy, Rutgers University, Piscataway, NJ, USA

HEALTH CARE POLICY DEVELOPMENT USING OUTCOMES RESEARCH

W4:  HTA INFLUENCE MAPPING: SOURCING THE PRIMARY OPINION  North Hall (2nd Floor)
Discussion Leaders: Cyrus Chowdhury MSc, Vice President, Global Market Access, Insight Strategy Advisors, New York, NY, USA; Corinna Sorensen MPH, MHS, Research Officer, European Health Policy, Health & Social Care, London School of Economics, London, UK; Monica Martin de Bustamante, Principal, Global Market Access, Insight Strategy Advisors, New York, NY, USA

W5:  HOW TO ADDRESS REGIONAL MARKET ACCESS HURDLES IN DECENTRALISED EUROPEAN COUNTRIES  Meeting Hall IV (2nd Floor)
Discussion Leaders: Mondher Toumi PhD, MD, Professor of Decision Sciences, UFR d’Odontologie, University Claude Bernard Lyon 1, Lyon, France; Claudio Joummi, Associate Professor, Università del Piemonte Orientale and Pharmaceutical Observatory, Cergas, University of Bocconi, Milano, Italy; Steven Flestrand MBA, Business Development Director, Creativ-Ceutila, Paris, France

PATIENT-REPORTED OUTCOMES RESEARCH

W6:  INNOVATIVE METHODS FOR ELECTRONICALLY CAPTURING PATIENT-REPORTED OUTCOMES AND PREFERENCE DATA IN NON-INTERVENTIONAL STUDIES  Meeting Hall V (2nd Floor)
Discussion Leaders: Ingela Wiklund PhD, Senior Research Leader, Center for Health Outcomes Research, United BioSource Corporation, London, UK; Sonya Eremenco MA, e-Pro Manager, United BioSource Corporation, Bethesda, MD, USA; Jeff Albrecht, President & CEO, Arrowhead Electronic Healthcare, LLC, Austin, TX, USA

USE OF REAL WORLD DATA

W7:  HEALTH CARE DATABASES FOR OUTCOMES RESEARCH: IMPLICATIONS OF INTERNATIONAL VARIATION IN CONTENT AND METHOD OF CAPTURE  Club H (1st Floor)
Discussion Leaders: Daniel M. Huse MA, Vice President, Outcomes Research, Thomson Reuters, Cambridge, MA, USA; Betina T. Blak PhD, MSc, Health Economist, CSD EPIC, London, UK

(See pages 94 for Issue Panel descriptions)

(See pages 98 for Workshop descriptions)
17:15-18:15 WORKSHOPS – SESSION II (See page 98 for Workshop descriptions)

CLINICAL OUTCOMES RESEARCH

W8: UNDERSTANDING MIXED TREATMENT COMPARISONS (MTCS): WHAT DO THE RESULTS MEAN AND HOW SHOULD THEY BE USED? Meeting Hall IV (2nd Floor)
Discussion Leaders: Rachael Florence PhD, Senior Research Scientist and Director, Practice for Evidence Review and Synthesis, United BioSource Corporation, Bethesda, MD, USA; Kyle Fahrbach PhD, Senior Biostatistician, United BioSource Corporation, Lexington, MA, USA; David Vanness PhD, Assistant Professor, Department of Population Health Sciences, University of Wisconsin School of Medicine and Public Health, Madison, WI, USA

ECONOMIC OUTCOMES RESEARCH

W9: CONSIDERING HEALTH AS AN INVESTMENT RATHER THAN A COST – ALTERNATIVE MODELLING APPROACHES TO DEMONSTRATE ECONOMIC VALUE Club AB (1st Floor)
Discussion Leaders: Olivier Ethgen MSc, PhD, Associate Professor of Health Economics, Department of Public Health Sciences, University of Liège, Liège, Belgium; Mark Connolly PhD, Managing Director, Global Market Access Solutions, St. Prex, Switzerland; Maarten J. Postma PhD, Professor of Pharmacoconomics, University of Groningen, Groningen, The Netherlands

W10: COMPARING MULTIPLE STRATEGIES IN COST-EFFECTIVENESS ANALYSES Club DE (1st Floor)
Discussion Leaders: Aline Gauthier MSc, Director, Amaris, London, UK; Sibilia Quilici MSc, Health Economics Manager, Sanofi Pasteur MSD, Lyon, France; Lieven Annemans PhD, MSc, Professor, Centre for Health Economics Research and Health Economist, I-CHER, University of Ghent, Ghent, Belgium

HEALTH CARE POLICY DEVELOPMENT USING OUTCOMES RESEARCH

W11: FINANCING COORDINATED CARE IN THE EUROPEAN UNION North Hall (2nd Floor)
Discussion Leaders: Volker Amelung PhD, Professor, Medical School Hannover (MH!), Hannover, Germany; Robert Berenson MD, Institute Fellow at the Urban Institute, The Urban Institute, Washington, DC, USA; Axios Christian Mühlbacher PhD, Professor for Health Economics, IGM Institute Health Economics and Health Care Management, HS Neubrandenburg, Neubrandenburg, Germany; Giacomo Pignataro PhD, Professor of Health Economics, Università di Catania, Catania, Italy

W12: RELATIVE EFFICACY: THE POSSIBLE NEW FRONTIER? Panorama Hall (1st Floor)
Discussion Leaders: Monique Martin MBA, MSc, Vice President, UK Operations, I3 Innovus, Uxbridge, Middlesex, UK; Benedikte Lensgberg MSc, Project Leader, HEOR Uxbridge, I3 Innovus, Uxbridge, Middlesex, UK; Michael Drummond MCom, DPhil, Professor of Health Economics, Centre for Health Economics, University of York, Heslington, York, UK

PATIENT-REPORTED OUTCOMES RESEARCH

W13: MODERN METHODS OF UTILITY MEASUREMENT Meeting Hall V (2nd Floor)
Discussion Leaders: Paul Krabbe PhD, Associate Professor, Health Outcomes Measurement, Head unit MTA, Department of Epidemiology, University Medical Center Groningen, University of Groningen, Groningen, The Netherlands; Nancy Devlin PhD, Research Director, Office of Health Economics, London, UK

USE OF REAL WORLD DATA

W14: ENSURING EXTERNAL VALIDITY IN OBSERVATIONAL RESEARCH Club H (1st Floor)
Discussion Leaders: Eric Gemmen MA, Senior Director, Medical Affairs, Epidemiology & Outcomes Research, Quintiles, Rockville, MD, USA; Louise Parmenter PhD, Senior Director, Late Phase Strategy and Planning, Quintiles Limited, Bracknell, Berkshire, UK; Anne Marciniak MD, MPhil, MBA, Director, Evidence Lead, International Health Economics, Amgen Limited, Uxbridge, UK; Jean-Louis Merot MD, Senior Director, Late Phase Project Management, Quintiles, Levallois-Perret, France

18:15-19:15 POSTER AUTHOR DISCUSSION HOUR – SESSION I (See page 33 for Research Poster Presentations) Forum Hall (2nd Floor)

18:15-20:00 EXHIBITORS’ OPEN HOUSE RECEPTION Forum Hall & Congress Hall Foyer (2nd Floor)
Reception sponsored by Covance

19:00-20:00 EDUCATIONAL SYMPOSIUM (See page 105 for Symposia descriptions) Congress Hall (2nd Floor)
TOOLS AND METHODS FOR CROSS-BORDER COLLABORATION IN HTA (Sponsored by ISPOR & EUnetHTA)

MONDAY, 8 NOVEMBER

7:00-8:00 EDUCATIONAL SYMPOSIUM Congress Hall (2nd Floor)
COPING WITH CHAOS: HOW CAN HEALTH ECONOMISTS DEAL WITH A MULTIPLICITY OF PAYER PERSPECTIVES? (Sponsored by Medaxial)

7:15-8:15 ISPOR MEETINGS (BY INVITATION ONLY)
ISPOR STUDENT CHAPTER FACULTY ADVISOR COUNCIL Terrace 2 (2nd Floor)
ISPOR-SMDM MODELING TASK FORCE Room 1.1 (1st Floor)
ISPOR PRO METHODS & MODES WORKING GROUP Room 241 (2nd Floor)

8:00-8:30 EXHIBITS & RESEARCH POSTER PRESENTATION VIEWING – SESSION II (See page 33 for Research Poster Presentations) Forum Hall & Congress Hall Foyer (2nd Floor)
HEALTH TECHNOLOGY ASSESSMENT (HTA) AND DECISION-MAKING IN EUROPE: BALANCING HEALTH CARE BUDGETS AND ACCESS TO INNOVATION

In Europe, as well as other regions in the world, politicians are challenged with the task to sustain a balance between the need for affordable health care systems and the need to maintain a health care environment that is able to reward and incentivize current and future process and product innovation. During the past several years, a number of pan-European initiatives have directly addressed potential conflicts between these two objectives e.g. the High Level Pharmaceutical Forum and the “Exploratory Process for the Future of Medical Devices”. However, more recently European governments adopted a number of short- and mid-term cost-containment measures to address a severely compromised public health care finance system due to the global economic crisis. Some of these measures are taken and by which health technology assessments and reimbursement decisions are taken and by which patient access to health care services is regulated. During this session, key trends and developments in health technology assessment (HTA) and decision making in Europe will be presented such as the continued diffusion of HTA in the European Union (EU) as well as the trend to further regionalization of HTA activities. Initial discussions on the harmonization of pre- and post-launch evidence requirements and analytical standards between HTA agencies, an emerging multi-stakeholder dialogue between regulatory authorities, HTA agencies, patients and industry at the EU level, and recent initiatives that aim at the balance between affordability and access to innovation in the field for pharmaceuticals like the Belgian EU Presidency projects under the theme of “solidarity and innovation”.

Moderator: Jan Švihovec MD, PhD, DrSc, Professor, Head of Department of Pharmacology, 2nd Medical Faculty, Charles University, Prague, Czech Republic

Speakers:
Michael Drummond MCom, DPhil, Professor of Health Economics, Centre for Health Economics, University of York, Heslington, York, UK
Ansar Hebborn PhD, Head – Global Payer & HTA Program Policy, F. Hoffmann-La Roche AG, Basel, Switzerland
Lieve Annemans PhD, MSc, Professor, Centre for Health Economics Research and Health Economist, I-CHER, University of Ghent, Ghent, Belgium

9:45-10:15 BREAK, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION II (See page 33 for Research Poster Presentations)
RS1: A RISK FORECASTING MODEL TO HELP IN THE DESIGNING OF RISK-SHARING SCHEMES
Elhagen O, University of Liège, Liège, Belgium

RS2: PAYER ROADBLOCKS TO RISK-SHARING AGREEMENTS AROUND THE WORLD: WHERE, WHEN AND HOW?
Ando G, Kowal S, Reinaud F, IHS, London, UK
**Program & Schedule of Events: Monday, 8 November**

**ISPOR Meetings (By Invitation Only)**

12:00-13:00 ISPOR Health Science Policy Council 
Room 1.1 (1st Floor)

12:45-13:45 ISPOR Institutional Council 
Terrace 2 (2nd Floor)

12:45-13:45 ISPOR HTA of Medical Devices and Diagnostics Working Group 
Room 241 (2nd Floor)

12:30-14:00 Lunch, Exhibits & Research Poster Presentations Viewing – Session II
Forum Hall & Congress Hall Foyer (2nd Floor)

12:45-13:45 Educational Symposium (See page 106 for Symposia descriptions) 
Congress Hall (2nd Floor)

**IsPOR Meetings (By Invitation Only)**

13:30-17:30 ISPOR Brazil Chapter 
Room 1.1 (1st Floor)

14:00-15:00 ISPOR Institutional Council Personalized Medicine Working Group 
Terrace 2 (2nd Floor)

14:00-15:00 Issue Panels – Session III (See pages 94 for Issue Panel descriptions)

**Health Policy Development Using Outcomes Research Issues**

**IP12: Reimbursement Issues in Cancer Drugs: Do We Have to Pay for All Cancer Drugs?** 
Congress Hall (2nd Floor)

(Speakers for this Panel were invited; see page 113 for biographical information)

Moderator: F. Cankat Tulyan MD, PhD, Professor, Department of Clinical Pharmacology, Medical School of Ankara University, Ankara, Turkey
Panelists: Alan Haycox PhD, MA, Reader in Health Economics, University of Liverpool Management School, Liverpool, UK; Kenneth R. Paterson MChB, FRCP, FFPM, Chair, Scottish Medicines Consortium and Consultant Physician, Glasgow Royal Infirmary, Glasgow, UK; Brian Godman, Laboratory of Regulatory Policies, Mario Negri Institute, Milan, Italy; Division of Clinical Pharmacology, Karolinska Institute, Huddinge Hospital, Stockholm, Sweden and University of Liverpool Management School, Liverpool, UK

**IP13: EBM, HTA, CER: Clearing the Confusion or Are We Now Confused at a Higher Level?** 
Panorama Hall (1st Floor)

Moderator: Bryan R. Luce PhD, MBA, Senior Vice President, Science Policy, United BioSource Corporation, Bethesda, MD, USA
Panelists: Marc L. Berger MD, Vice President, Global Health Outcomes, Eli Lilly and Company, Indianapolis, IN, USA; Penny Mohr MA, Vice President, Center for Medical Technology Policy, Baltimore, MD, USA; Finn Berlum Kristensen MD, PhD, Director of Coordinating Secretariat, European network for Health Technology Assessment (EUnetHTA) and Chairman of the EUnetHTA Executive Committee, Copenhagen, Denmark

**IP14: Qaly or the Need for a New Approach?** 
Club DE (1st Floor)

Moderator: F. Cankat Tulyan MD, PhD, Professor, Department of Clinical Pharmacology, Medical School of Ankara University, Ankara, Turkey
Panelists: J. Jaime Caro MD, Senior Vice President of Health Economics, United BioSource Corporation, Lexington, MA, USA; Mark J. Sculpher PhD, Professor of Health Economics, Centre for Health Economics, The University of York, Heslington, York, UK

Club AB (1st Floor)

Moderator: Vladimir Zah PhD(c), Health Economics Consultant, Belgrade, Serbia
Panelists: Katarzyna Kolasa PhD, Senior Research Fellow, Pharmacoconomics, Warsaw Medical University, Warsaw, Poland; Tomáš Doležal MD, PhD, Director, Institute for Health Economics and Technology Assessment, Prague, Czech Republic; Zoltan Kalo MD, MSc, PhD, Director, Health Economics Research Unit, Eötvös Loránd University, Budapest, Hungary

**15:00-15:15 Break, Exhibits & Research Poster Presentations Viewing – Session II**
Forum Hall & Congress Hall Foyer (2nd Floor)

Coffee sponsored by RTI Health Solutions, Cookies sponsored by Thomson Reuters

**15:15-16:15 ISPOR Meeting (By Invitation Only)** 
Terrace 2 (2nd Floor)

**ISPOR Institutional Council Comparative Effectiveness Research Working Group**

**15:15-16:15 Research Podium Presentations – Session II**

(Page numbers refer to Podium Abstracts in Value in Health Volume 13 Issue 7)

**Adherence and Compliance Studies** Club AB (1st Floor)

Moderator: Benoit Arnould PhD, Director, Mapbi Values, Lyon, France

pgA242 AD1: Short Message Service (SMS)-Based Strategy to Improve Antipsychotic Adherence Among Patients with Schizophrenia

Mauro J., Tesoró A., Diez T., Gomez-Beneyto M., *AstraZeneca*, Madrid, Spain; *Hospital Universitario Virgen Macarena*, Sevilla, Spain; *AstraZeneca*, Zaventem, Brussels, Belgium; *University of Valencia*, Valencia, Spain

pgA242 AD2: The Societal Burden of Poor Persistence to Treatment of Osteoporosis in Sweden

Lundkvist J., Strom O., ’13 Innovus, Stockholm, Sweden; ’Angen*, Stockholm, Sweden
PROGRAM & SCHEDULE OF EVENTS: MONDAY, 8 NOVEMBER

15:15-16:15 RESEARCH PODIUM PRESENTATIONS – SESSION II continued

pgA243 AD3: A CONCEPTUAL FRAMEWORK THAT CAPTURES THE MULTI-DIMENSIONAL ASPECT OF ADHERENCE IN A HEALTH-ECONOMIC MODEL: AN APPLICATION IN CHRONIC NON-MALIGNANT PAIN MANAGEMENT

pgA243 AD4: THE IMPACT OF PHARMACIST INTERVENTION ON PATIENT’S ADHERENCE TO ANTIDEPRESSANT MEDICATION AND PATIENT-REPORTED OUTCOMES
Aljumah K, Dontz P, University of Reading, Reading, UK

BIOLOGIC AGENT STUDIES AND METHODS Meeting Hall IV (2nd Floor)
Moderator: Gisela Kobelt PhD, MBA, Managing Director, European Health Economics and Visiting Professor, Lund University, Speracedes, France

pgA244 BL1: COST-EFFECTIVENESS, VALUE OF INFORMATION AND BUDGET IMPACT OF CERTOLIZUMAB PEGOL COMPARED TO SUBCUTANEOUS TUMOR NECROSIS FACTOR (TNF) INHIBITORS AND METHOTREXATE IN THE TREATMENT OF MODERATE-TO-SEVERE RHEUMATOID ARTHRITIS IN FINLAND
Seini E1, Hallinen T1, Talia M*, Honkanen V1, 2ESIOR Ltd., Kuopio, Finland, 3UCB Pharma Oy Finland, Espoo, Finland

pgA244 BL2: PATIENT PREFERENCES FOR BIOLOGIC AGENTS IN RHEUMATOID ARTHRITIS: A DISCRETE CHOICE EXPERIMENT
Augustovski F1, Beratarrea A1, Irazola V1, Rubinstein F1, Tesolin P1, Gonzalez JM1, Lencina V1, Scolnik M1, Wainmann C1, Navarta D1, Citera G1, Soriano E1, 1Institute for Clinical Effectiveness and Health Policy. Buenos Aires, Argentina, 2IECS & Hospital Italiano de Buenos Aires, Buenos Aires, Argentina, 3Hospital Italiano de Buenos Aires, Buenos Aires, Argentina, 4RTI Health Solutions, Research Triangle Park, NC, USA, 5Instituto de Rehabilitación Psicosocial (I.R.P.), Buenos Aires, Argentina

pgA244 BL3: A CONCEPTUAL MODEL FOR POMPE DISEASE: THE BACKBONE FOR AN ECONOMIC EVALUATION OF AN ORPHAN DRUG
Kanters TA1, Redekop WK1, Hagemans MLC1, Van der Ploeg AT1, Hakkart L1, 1Erasmus University Rotterdam, Rotterdam, The Netherlands, 2Erasmus University Medical Center, Rotterdam, Netherlands

pgA244 BL4: COST-EFFECTIVENESS OF TREATMENT STRATEGIES FOR ANKYLOSING SPONDYLITIS: FIRST RESULTS OF A DISCRETE EVENT SIMULATION MODEL
Tran Duy A1, Boonen A1, Arsenijevic J1, Severens JL1, 1Maastricht University, Maastricht, Limburg, The Netherlands, 2Maastricht University Hospital, Maastricht, Limburg, The Netherlands, 3Erasmus University Rotterdam, Rotterdam, The Netherlands

IRT AND RASCH MODELING IN QUALITY OF LIFE MEASUREMENT Meeting Hall V (2nd Floor)
Moderator: Paul Krabbe PhD, Associate Professor, Health Outcomes Measurement, Head unit MTA, Department of Epidemiology, University Medical Center Groningen, University of Groningen, Groningen, The Netherlands

pgA244 IR1: METHODS FOR PSYCHOMETRIC AND CLINICAL EVALUATIONS OF CAT-BASED MEASURES OF DISEASE IMPACT IN CHRONIC KIDNEY DISEASE (CKD)
Lin P1, Ware JE1, Meyer K1, Richardson M2, Bjorner JB1, 1John Ware Research Group, Inc., Worcester, MA, USA, 2Tufts University School of Medicine, Boston, MA, USA, 3Tufts Medical Center, Boston, MA, USA, 4National Institute for the Working Environment, Copenhagen, Denmark

pgA244 IR2: SCALING PROPERTIES OF TWO COMMONLY USED OUTCOME MEASURES IN DERMATOLOGY – THE DERMATOLOGY LIFE QUALITY INDEX (DLQI) AND THE PSORIASIS QUALITY OF LIFE SCALE (PSORIQOL)
Twiss J1, Mckenna S1, Crawford S1, Doward L1, 1Galen Research Limited, Manchester, UK

pgA244 IR3: THE USE OF IRT MODELING TO ACCOUNT FOR DIFFERENTIAL ITEM FUNCTIONING IN THE PROOGL-HIV QUESTIONNAIRE
Lalanne C1, Duracinsky M1, Armstrong AR1, Chassany O1, 1Assistance Publique-Hopitaux de Paris, Paris, France

pgA244 IR4: HUNTINGTON QUALITY OF LIFE INTERVIEW (HQLI): A NEW HUNTINGTON’S DISEASE-SPECIFIC QUALITY OF LIFE INSTRUMENT
Clay E1, Guelucci F1, Dorey J1, Tedoff J1, Verny C1, Toumi M1, Alalea S1, 1Creavit Ceutical, Paris, France, 2NEUROSEARCH, Ballerup, Denmark, 3Neurology Unit CHU, Angers, France, 4University of Lyon, Lyon, France

MIXED TREATMENT COMPARISON METHODOLOGY AND APPLICATIONS Club DE (1st Floor)
Moderator: Jeroen P. Jansen PhD, MSc, Research Director, Mapi Values, Boston, MA, USA

pgA245 MT1: DOES MODEL CHOICE IN MIXED TREATMENT COMPARISONS AFFECT THE OUTCOME FOR DECISION MAKERS?
Adams RC1, Schmitz S2, Fitzgerald O2, Walsh C2, Barry M2, 1National Centre for Pharmacoconomics, Dublin, Ireland, 2Trinity College Dublin, Dublin, Ireland, 3St. Vincents University Hospital, Dublin Academic Healthcare, Dublin, Ireland

pgA245 MT2: CONDUCTING A MIXED TREATMENT COMPARISON (MTC) IN A SPECIFIC POPULATION: POSTMENOPAUSAL WOMEN WITH METASTATIC HORMONE RECEPTOR POSITIVE BREAST CANCER WHICH OVER-EXPRESS HER2
Pacou M1, Gauthier A1, Abrams K1, Moore L1, Jiang Y1, McNamara S1, 1Amaris Consulting UK, London, UK, 2University of Leicester, Leicester, UK, 3Roche Products Limited, Welwyn, Garden City, UK

pgA245 MT3: COMPARATIVE EFFECTIVENESS OF ANTI-DEPRESSANTS (AD) IN THE TREATMENT OF THE ELDERLY WITH MAJOR DEPRESSIVE DISORDER (MDD): A MIXED TREATMENT COMPARISON AND META-REGRESSION ANALYSIS
Benedict A1, Naci H1, Fahrbach K1, Bokkaya D1, Happich M1, Deberdt W1, Raskin J1, 1United BioSource Corporation, Budapest, Hungary, 2United BioSource Corporation, London, UK, 3United BioSource Corporation, Lexington, MA, USA, 4Eli Lilly and Company, Bad Homburg, Hessia, Germany, 5A. Eli Lilly Benelux N.V., Bruxelles, Belgium, 6Eli Lilly & Company, Toronto, ON, Canada

pgA245 MT4: MIXED TREATMENT COMPARISONS (MTC) OF ANTIFUNGAL DRUGS FOR PROPHYLAXIS TREATMENT AGAINST INVASIVE FUNGAL INFECTIONS (IFI) IN PATIENTS RECEIVING CHEMOTHERAPY FOR HEMATOLOGICAL MALIGNANCIES OR ALLOGENIC HEMATOPOIETIC STEM CELLS TRANSPLANTATION
Pechivinanoglou P1, Le HH1, De Vries R1, Postma MJ1, University of Groningen, Groningen, The Netherlands

DEVELOPMENTS IN HTA AGENCIES LIKE NICE Panorama Hall (1st Floor)
Moderator: Ron Akheurst Hon MFPHM, Professor of Health Economics, Dean of School of Health & Related Research (ScHARR), University of Sheffield, Sheffield, UK

pgA245 N11: RETROSPECTIVE ANALYSIS OF TECHNOLOGY APPRAISALS CONDUCTED BY UK’S NATIONAL INSTITUTE FOR HEALTH AND CLINICAL EXCELLENCE (NICE) IN SEVERAL CANCER INDICATIONS: HIGHER EVIDENCE BARRIERS FOR TARGETED THERAPIES?

pgA245 N12: PATIENT ACCESS SCHEMES IN UK ARE DRIVEN BY HEALTH TECHNOLOGY ASSESSMENT
Toumi M1, Jaroslawski S1, 1University of Lyon, Lyon, France, 2Creavit Ceutical, Paris, Ile de France, France

pgA245 N13: NICE’S COST-EFFECTIVENESS THRESHOLD REVISITED: NEW EVIDENCE ON THE INFLUENCE OF COST-EFFECTIVENESS AND OTHER FACTORS ON NICE DECISIONS
Devlin N1, Daken H1, Rice N1, Parkin D1, O’Neill P1, 1Office of Health Economics, London, UK, 2University of Oxford, Oxford, UK, 3University of York, York, UK, 4NHS South East Coast, Horley, Surrey, UK
16:30-17:30  RESEARCH PODIUM PRESENTATIONS – SESSION III

BIASES, METHODOLOGICAL CHALLENGES AND SOLUTIONS  Meeting Hall V (2nd Floor)

Moderator: Andrew Briggs DPhil, Lindsay Chair in Health Policy and Economic Evaluation, Public Health & Health Policy, University of Glasgow, Glasgow, UK

pgA246  B1: ANALYZING OVERALL SURVIVAL IN RANDOMIZED CONTROLLED TRIALS WITH CROSS-OVER

Jonsson L1, Sandin R1, Ekman M1, Ramsberg J1, Charbonneau C2, Huang X1, Jonsson B1, Weinstein MC2, Drummond M1, 13 Innovus, Stockholm, Sweden, 1Pfizer Oncology, Solventuna, Stockholm, Sweden, 1Pfizer, Inc., New York, NY, USA, 1Pfizer Oncology, La Jolla, CA, USA, 1Stockholm School of Economics, Stockholm, Sweden, 1Harvard School of Public Health, Boston, MA, USA, 1University of York, York, UK

pgA246  B12: MULTIPLE COHORT MODELLING OF LONG-DURATION INTERVENTIONS: QUESTIONING TIME HORIZONS AND AGGREGATION ACROSS COHORTS

O’Mahony J1 Erasmus Medical Center, Rotterdam, The Netherlands

pgA246  B3: COMMON AND AVOIDABLE ERRORS IN ECONOMIC MODELLING: A REVIEW OF THE FREQUENCY AND IMPACT OF MODELLING MISTAKES

Taylor M1 Kenworthy J, Lewis L, York Health Economics Consortium, York, North Yorkshire, UK

pgA246  B4: ARE SECOND-OPINIONS OBJECTIVE? BIASES IN SECOND-OPINION CONSULTATIONS

Vashnit G1, Plikin JS2, Parmet Y1, Kosashvilli Y1, Ifargane G1, Wientroub S1, Davisvitch N1, 1Technion Institute of Technology, Haifa, Israel, 1Ben-Gurion University of the Negev, Beer-Sheva, Israel, 1Assaf Harofeh Medical Center, Zerifin, Israel, 1Soroka University Medical Center, Beer-Sheva, Israel, 1Dana Children’s Hospital, Tel-Aviv Sourasky Medical Center, Sackler Faculty of Medicine, Tel-Aviv University, Tel-Aviv, Israel

HTA POLICY APPROACHES  Panorama Hall (1st Floor)

Moderator: Jeanni van Looon MSc, Development Director-Europe, Mapi Values, Houten, The Netherlands

pgA247  HT1: REAL WORLD DATA – IMPROVING APPROACHES FOR DEMONSTRATING BENEFITS AND RISKS OF NEW DRUGS

Lucas F1, Arenson SM1, 1Pope Woodhead and Associates, St. Ives, UK, 1Cambridge University, Cambridge, UK

pgA247  HT2: INFLUENCE OF HTA AND HOSPITAL FUNDING SYSTEMS ON PATIENT ACCESS TO INNOVATIVE MEDICINES: EXAMPLE OF ADVANCED RENAL CELL CANCER IN WESTERN EUROPE

Tomii M1, Misset J, Jaroslawski S1, Abaillea S2, Baynton E1, Lamure M1, 1University Claude Bernard Lyon 1, Lyon, France, 1Rhone Alpes, France, 1Hôpital Saint-Louis, Paris, Ile de France, France, 1CREA-Ceutical, Paris, Ile de France, France, 1European Oncology Monitor Synovate Healthcare, London, UK

pgA247  HT4: EVIDENCE EXPECTATIONS FROM PAYERS ACROSS THE EU: DOES THE DISEASE BURDEN ON HEALTH CARE BUDGETS HAVE AN EFFECT?

Kirpekar S1, Mukku SR, Double Helix Consulting, London, UK

pgA248  PHP22: THE USE OF ECONOMIC EVALUATIONS IN DECISION MAKING AT MACRO LEVEL: A LITERATURE REVIEW

Silva ML1, Späth HM1, Moumjid NF3, 1Research Group in Health Economics; University Lyon 1; University Lyon 2, Lyon, France, 1University Lyon 1, Lyon, France

MAPPING SCORE FROM ONE QOL MEASUREMENT INTO ANOTHER  Meeting Hall IV (2nd Floor)

Moderator: Thomas Kohlimann MD, Professor, Institute for Community Medicine, Ernst Moritz Arndt University of Greifswald, Greifswald, Germany

pgA248  MA1: HOW TO HANDLE THE MAPPING PROBLEM IN COST-UTILITY ANALYSES?

Siani C1, de Peretti C2, Castelli C1, Chong P1, Duru G1, Daures JP1, 1University Claude Bernard Lyon 1, Lyon, France, 1Centre Hospitalier Universitaire de Nimes, Nimes, France, 1Institut Universitaire de Recherche Clinique, Montpellier, France, 1Cyclad Group, Rilleux la Pape, France

pgA248  MA2: ESTIMATING THE ASSOCIATION BETWEEN SF-12 RESPONSES TO EQ-5D UTILITY VALUES USING A RESPONSE MAPPING AND A PARAMETER UNCERTAINTY APPROACH

Rivero-Arias O1, Gray A1, Louis M1, Paulus H1, 1Erasmus University, Rotterdam, The Netherlands, 1University Lyon 1, Lyon, France

pgA248  MA3: GLAUCOMA DISEASE PROGRESSION STATES: ESTABLISHING A DIRECT, QUANTITATIVE LINK BETWEEN VISUAL FIELD DEFECTS AND UTILITY LOSS

Gertler L1, Lamotte M1, Verbuyen Y1, 1IMS Health Consulting, Brussels, Belgium, 1ALCON Couvreur NV, Puurs, Belgium

pgA248  MA4: ANCHOR-BASED DETERMINATION OF THE MINIMAL IMPORTANT DIFFERENCE OF A PRO SCALE – A CRITICAL LOOK ON A WIDELY USED METHOD BY MEANS OF A SIMULATION STUDY

Kemmler G1, Giesinger J, Holzner B, Innsbruck Medical University, Innsbruck, Tyrol, Austria

PRICING AND MARKET ACCESS  Club DE (1st Floor)

Moderator: Andrea Messori PharmD, ESTAV Centro, Servizio Sanitario Regione Toscana, Firenze, Italy

pgA249  PR1: THE APPLICATION OF PHARMACOECONOMIC MODELING TO ESTIMATE A VALUE-BASED PRICE FOR NEW CANCER DRUGS IN A PUBLICLY FUNDED HEALTH CARE SYSTEM

Dranitsaris G1, Truter I1, Lubbe M1, Spivovski B1, Cottrell W1, Edwards J1, 1Nelson Mandela University, Port Elizabeth, Eastern Cape, South Africa, 1North-West University, Potchefstroom, North-West Province, South Africa, 1Humber River Regional Cancer Centre, Weston, ON, Canada, 1Princess Margaret Hospital, Toronto, ON, Canada, 1Dr. H. Bliss Murphy Cancer Center, St. John’s, NF, Canada

pgA249  PR2: DECIDING ON VALUE FOR MONEY: A COMPARISON OF THE DUTCH, BELGIAN, SWEDISH AND FRENCH DRUG REIMBURSEMENT SYSTEMS

Franken M1, le Polain M1, Senn A1, Koopmanschap M1, Cleemput F1, 1Erasmus University, Rotterdam, The Netherlands, 1Belgian Health Care Knowledge Centre, Brussels, Belgium

pgA249  PR3: THE IMPACT OF FINNISH PHARMACEUTICAL PRICING SCHEME IN COST-EFFECTIVENESS ANALYSES

Hailinen T1, Soini EJ1, ESIR Ltd., Kuopio, Finland

pgA249  PR4: GLOBAL MARKET ACCESS STRATEGY: AN INTEGRATED APPROACH

Pang F1, Mukku S1, 1Shire Human Genetic Therapies, Basingstoke, UK, 1Double Helix Consulting, London, UK

HTA IN VACCINES AND EPIDEMICS  Club AB (1st Floor)

Moderator: Maarten J Postma PhD, Professor of Pharmacoeconomics, University of Groningen, Groningen, The Netherlands

pgA249  VA1: ARE THE BENEFITS OF FLU VACCINATION IN THE ELDERLY CORRECTLY SIMULATED IN ECONOMIC ASSESSMENT MODELS?

Chen Y1, Van Bellinghen LA1, Van Vlaenderen F1, Standaert B1, 1GlaxoSmithKline Biologicals, Wavre, Belgium, 1Deloitte, Diegem, Belgium

pgA249  VA2: GATHERING INFORMATION BY COMPARISON OF DIFFERENT MODELLING APPROACHES FOR EPIDEMIC MODELS

Zauner G1, Popper N1, Miksch F1, Urach C1, Einzinger P1, Endel G1, Schiller-Frühwirth F1, Breiteneker F1, 1Dhw Simulation Services, Vienna, Austria, 1Vienna University of Technology, Vienna, Austria, 1Main Association of Austrian Social Security Institutions, Vienna, Austria

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Presented by the ISPOR-SMDM Joint Modeling Good Research Practices Task Force

8:30-9:30 Forum Hall & Congress Hall Foyer (2nd Floor)

7:00-8:00 Please see ISPOR Registration, registration is subject to availability.

Enjoy a 3 course buffet dinner, drinks, music, and dancing!

Join us for an elegant evening of dining and dancing at Žofín Palace!

Modernizing Russia's Health Care System: New Laws in Scope of Regional Health Care Economics

New initiatives and reforms regarding further development and modernization of the health care system in Russia, with special emphasis on the recently approved new laws: “Circulation of Drugs” and “Compulsory Medical Insurance,” will be presented. This session will focus on how the new laws can influence economics of regional health care in Russia. Special attention will be paid to the availability of pharmaceutical products, new perspectives of drug supply in Russia, and the financing of health care in Russia.

Presented by the ISPOR Russia Regional Chapter

Moderators: Pavel Vorobiev MD, PhD, MSc, President, ISPOR Russia Regional Chapter; Professor and Head of the Research Department of Health Care Standardization, Sechenov Medical Academy, Moscow, Russia; Oleg Borisenko MD, PhD, Executive Director, ISPOR Russia Regional Chapter

17:30-17:45 INTRODUCTION

Speakers: Marilyn Dix Smith RPh, PhD, Founding Executive Director, ISPOR, Lawrenceville, NJ, USA
Pavel Vorobiev MD, PhD, MSc, President, ISPOR Russia Regional Chapter; Professor and Head of the Research Department of Health Care Standardization, Sechenov Medical Academy, Moscow, Russia

17:35-17:50 MODERNIZATION OF RUSSIA'S HEALTH CARE SYSTEM: ANALYSIS OF NEW LEGISLATION

Speaker: Alexander Bykov MD, PhD, Government Relations Manager, Teva, Moscow, Russia

17:50-18:05 MODERNIZATION OF RUSSIA'S HEALTH CARE SYSTEM: INSIGHT FROM PHARMACEUTICAL COMPANY

Speaker: Ilya Nila PhD, Marketing Director, Veropharm, Moscow, Russia

18:05-18:20 ATC/DDD - METHODOLOGY FOR ASSESSMENT OF DRUGS SUPPLY AT THE HOSPITAL LEVEL

Speaker: Elena Bochanova MD, PhD, Chief, Department of Clinical Pharmacology, Krasnoyarsk Regional Clinical Hospital, Krasnoyarsk, Russia

18:20-18:30 DISCUSSION

19:30-23:30 ISPOR SOCIAL EVENT: AN EVENING AT ŽOFÍN PALACE (SEPARATE REGISTRATION REQUIRED)

Join us for an elegant evening of dining and dancing at Žofín Palace!
Enjoy a 3 course buffet dinner, drinks, music, and dancing!
Please see ISPOR Registration, registration is subject to availability.
CONCEPTUALIZATION AND DATA SOURCES
Speaker: Mark Roberts MD, Chair, ISPOR-SMDM Conceptual Modeling Working Group, and Professor and Chair, Department of Health Policy & Management, University of Pittsburgh, Pittsburgh, PA, USA (tentative)

DISCRETE EVENT SIMULATION
Speaker: Jörgen Möller MSc, Vice President, Modeling, United BioSource Corporation, Eslov, Sweden

DYNAMIC TRANSMISSION MODELING
Speaker: Andrew Briggs DPhil, Co-Chair, ISPOR-SMDM Joint Modeling Good Research Practices Task Force, and Lindsay Chair in Health Policy & Economic Evaluation, Public Health & Health Policy, University of Glasgow, Glasgow, UK

MODEL TRANSPARENCY AND VALIDATION
Speaker: J. Jaime Caro MDCM, FRCP, FACP, Chair, ISPOR-SMDM Joint Modeling Good Research Practices Task Force and Senior Vice President of Health Economics, United BioSource Corporation, Lexington, MA, USA

PARAMETER ESTIMATION AND UNCERTAINTY
Speaker: Andrew Briggs DPhil, Co-Chair, ISPOR-SMDM Joint Modeling Good Research Practices Task Force and Lindsay Chair in Health Policy & Economic Evaluation, Public Health & Health Policy, University of Glasgow, Glasgow, UK

STATE-TRANSITION MODELING
Speaker: Uwe Siebert MD, MPH, MSc, ScD, Co-Chair, ISPOR-SMDM Joint Modeling Good Research Practices Task Force and Professor of Public Health, University of Health Sciences, Medical Informatics & Technology, Hall, i.T, Austria

ISPOR GOOD RESEARCH PRACTICES TASK FORCE ON PROSPECTIVE OBSERVATIONAL CLINICAL STUDIES: WHEN SEEING IS BELIEVING Meeting Hall V (2nd Floor)
Well-designed observational research has an important role in generating data about comparative effectiveness in real-world clinical practice. A recent ISPOR task force identified good research practices for the prospective analyses of existing databases. A new task-force is addressing good research practices for prospective observational studies that are “fit-for-purpose” to inform health policy decisions involving comparative effectiveness. These new good practice recommendations will build on the prior report as well as recommendations from other sources such as the European Network of Centers for Pharmacoepidemiology and Pharmacovigilance (ENCePP) project. Presented by the ISPOR Prospective Observational Clinical Studies Task Force
Moderator: Marc Berger MD, Co-Chair, ISPOR Prospective Observational Clinical Studies Task Force and Vice President, Global Health Outcomes, Eli Lilly and Company, Indianapolis, IN, USA
Speakers: Sharon-Lise Normand PhD, Co-Chair, ISPOR Prospective Observational Clinical Studies Task Force and Professor of Health Care Policy (Biostatistics), Harvard Medical School and Professor, Harvard School of Public Health Boston, MA, USA; Adrian Towe MA, Director, Office of Health Economics, London, UK; Nancy Dreyer PhD, MPH, Chief of Scientific Affairs & Senior Vice President, Outcome Cambridge, MA, USA; Art Sedrakyan MD, PhD, Professor, Weill Cornell Medical College, New York, NY USA

DEVELOPING GUIDELINES TO SUPPORT QUALITY IMPROVEMENT OF HEALTH ECONOMIC PUBLICATIONS Club B (1st Floor)
The goal of the ISPOR Health Economic Publication Guidelines Task Force is to develop clear and easy to use guidelines explicitly for the publication of health economic (HE) research. This group, consisting of representatives of various journals and health economic organizations, will present the results of a comprehensive review and synthesis of HE guidelines and HE quality assessment publications.
Presented by the ISPOR Health Economic Publication Guidelines Task Force
Moderator: Donna Rindress PhD, Chair, ISPOR Health Economic Publication Guidelines Task Force and President & Managing Director, BioMedCom Consultants, Inc., Montreal, QC, Canada
Speakers: Donna Rindress PhD, Chair, ISPOR Health Economic Publication Guidelines Task Force and Professor & Managing Director, BioMedCom Consultants, Inc., Montreal, QC, Canada; Federico Augustovski MD, MSc, Professor of Public Health, Universidad de Buenos Aires, Argentina; Dan Greenberg PhD, Senior Lecturer, Department of Health Systems Management, Faculty of Health Sciences, University of the Negev, Beer-Sheva, Israel

COMPARISONS OF FDA AND EMEA RISK MANAGEMENT REQUIREMENTS FOR RECENTLY APPROVED PRODUCTS Club A (1st Floor)
The FDA’s Risk Evaluation and Mitigation Strategies (REMS) and the EMA’s Risk Management Plans (RMP) have similar goals but differ in requirements for risk benefit assessment. This forum will compare and contrast REMs and RMPs for 29 recently approved New Chemical Entities (NCEs) and biological products.
Presented by the ISPOR Risk Benefit Management Special Interest Group
Moderator: Anthony Lockett PhD, MD, MBA, Medical Director, Information Change Organization Ltd., Leeds, UK
Speakers: Yvonne Lis PhD, Chair, ISPOR Head to Head Comparison of EMEA to US RBM Guidelines Working Group, and Independent Consultant, Director, Health Outcomes, PAREXEL International, Uxbridge, UK; Dennis W. Raisch PhD, MS, RPh, Chair, ISPOR Risk Benefit Management Special Interest Group, and Professor, Pharmacoeconomics, Epidemiology, Public Policy and Outcomes Research, College of Pharmacy, University of New Mexico, Albuquerque, NM, USA

HTA: LINKING TODAY’S DECISIONS WITH TOMORROW’S POSSIBILITIES: A PERSPECTIVE FROM POLAND, HUNGARY, GREECE AND SERBIA Club D (1st Floor)
This forum will present examples of health care decisions and their past and future impact. Implications and lessons to be learned will be explored. Audience participation will be encouraged.
Presented by the ISPOR Poland, ISPOR Hungary, ISPOR Serbia and ISPOR Greece Regional Chapters
Moderator: Dragana Atanasijevic MD, MSc, Vice President, ISPOR Serbia Chapter, and Consultant, EBM and HTA Coordinator, Quality Improvement, DILS/SHPAF Projects, Ministry of Health, Belgrade, Serbia
Speakers: Karina Jahnz-Rozyk MD, PhD, President, ISPOR Poland Chapter, and Professor, Head of Department of Immunology & Clinical Allergology, Military Institute of Medicine, Warsaw, Poland; Imre Boncz MD, MSc, PhD, President, ISPOR Hungary Chapter, and Department of Health Economics, Policy & Management (HEPOM), University of Pécs, Pécs, Hungary; Mary Geitona, PhD, Assistant Professor of Health Economics, Department of Social Policy, University of Peloponnese, Corinth, Greece
**HTA GUIDELINES IN CENTRAL AND EASTERN EUROPE (CEE): DEVELOPMENT, IMPLEMENTATION AND POLICY IMPLICATIONS**

**Club E (1st Floor)**

This forum will review the development, implementation and policy implications of Health Technology Assessment guidelines development in Central and Eastern European countries that have not adopted these guidelines. It will provide an overview of the current decision-making process and its impact on health care systems. Forum participants will share experiences in the adoption of the guidelines, their content and implementation, and recommendations on how ISPOR Regional Chapters can best contribute to improving the HTA guidelines.

*Presented by the ISPOR Bosnia-Herzegovina, ISPOR Croatia, ISPOR Serbia and ISPOR Greece Regional Chapters*

**Moderator:** Vladimir Zahr, PhD, President, ISPOR Serbia Chapter, and Health Economics Consultant, Belgrade, Serbia

**Speakers:** Mirjana Huic MD, MSc, Assistant Director, Department for Development, Research and HTA, Agency for Quality and Accreditation in Health, Zagreb, Croatia; John Yfantopoulos PhD, President, ISPOR Greece Chapter, and Professor, Health Economics and Social Policy, University of Athens, Athens, Greece; Tarik Catic MSc, Pharm, President, ISPOR Bosnia-Herzegovina Chapter Pharmacoconomics and Health Economics Consultant, Sarajevo, Bosnia and Herzegovina

**BENEFITS AND BARRIERS OF HTA/PHARMACOECONOMICS IMPLEMENTATION IN THE DECISION-MAKING PROCESS**

**Meeting Hall IV (2nd Floor)**

During the last five years the importance and acceptability of Health Technology Assessment/Health Economics in Central and Eastern Europe has increased. However, real influence on the decision-making process is still variable and unpredictable. The major barriers to deeper utilization of HTA/HE in each country will be discussed and experiences shared.

*Presented by the ISPOR Czech Republic, ISPOR Slovakia, ISPOR Croatia and ISPOR Turkey Regional Chapters*

**Moderator:** Tomáš Doležal MD, PhD, Deputy Chairman, ISPOR Czech Republic Chapter, and Director, Institute for Health Economics and Technology Assessment (IHETA), Prague, Czech Republic

**Speakers:** Jana Skoupá MD, MBA, Pharma Projects s.r.o., Prague, Czech Republic; Martin Víšanský PharmD, MBA, PhD, President, ISPOR Slovakia Chapter, and Member of the Board and Director, Department of Strategy and Health Policies, General Health Insurance Inc., Bratislava, Slovakia; Violta Macolic-Šarinic MD, MSc, President, ISPOR Croatia Chapter, and Head of the Department of Pharmacovigilance, Drug Consumption and Rational Pharmacotherapy, Zagreb, Croatia; Yalcin Kaya MD, MPH, Health Policies Manager, Association of Research Based Pharmaceutical Companies, Istanbul, Turkey

9:30-10:00 **BREAK, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION III** *(See pages 33 for Research Poster Presentations)*

*Forum Hall & Congress Hall Foyer (2nd Floor)*

Coffee sponsored by RTI Health Solutions, Cookies sponsored by Lionbridge Life Sciences

10:00-11:00 **ISSUE PANELS – SESSION IV** *(See pages 94 for Issue Panel descriptions)*

**ECONOMIC OUTCOMES RESEARCH ISSUES**

**IP16: CAN WE USE OBSERVATIONAL DATA TO ASSESS THE COST-EFFECTIVENESS OF NEWLY MARKETED DRUGS?**  *Meeting Hall IV (2nd Floor)*

**Moderator:** Adrian Towsie MA, Director, Office of Health Economics, London, UK

**Panelists:** Sebastian Schneeweiss MD, ScD, Associate Professor of Medicine and Epidemiology, Vice Chief, Division of Pharmacoepidemiology and Pharmacoeconomics, Department of Medicine, Brigham and Women’s Hospital, Harvard Medical School, Boston, MA, USA; Karl Claxton PhD, Professor of Health Economics, Centre for Health Economics, University of York, Harlsgton, York, UK; Jens Greuger PhD, Vice President, Head Global Market Access Primary Care, Pfizer Ltd., Tadworth, Surrey, UK

**HEALTH POLICY DEVELOPMENT USING OUTCOMES RESEARCH ISSUES**

**IP17: HTA LEVEL OF INFLUENCE: TO WHAT EXTENT DO HTA INFLUENCE MARKET ACCESS DECISIONS ACROSS GEOGRAPHIES?**  *Panorama Hall (1st Floor)*

**Moderator:** Keiron Sparrowhawk MBA, MSc, Partner, PriceSpective LLC, London, UK

**Panelists:** Finn Barium Kristensen MD, PhD, Director of Coordinating Secretariat, European network for Health Technology Assessment (EUnetHTA) and Chairman of the EUnetHTA Executive Committee, Copenhagen, Denmark; Iga Lipska MD, Director of Health Technology Assessment, Agency for Health Technology Assessment in Poland (AHTAPol), Warsaw, Poland; Daniel Hodyc PhD, Partner, ADVANCE Healthcare Management Institute, Prague, Czech Republic

**IP18: WHAT OPPORTUNITIES ARE EMERGING TODAY TO HARMONISE EFFORTS TO GENERATE EVIDENCE NEEDED BY REGULATORS, PAYERS AND DRUG DEVELOPERS?**  *Congress Hall (2nd Floor)*

**Moderator:** Lisbet Coulton, Director, International Pricing and Reimbursement, United BioSource Corporation - Europe, London, UK

**Panelists:** Hans-Georg Eichler, Senior Medical Officer, European Medicines Agency, London, UK; Carole Longson PhD, Director, Centre for Health Technology Evaluation, National Institute for Health and Clinical Excellence, Manchester, UK; Lise Rochaix PhD, Professor, Commission d’évaluation économique et de santé publique (CEESP), Haute Autorité de Santé, Saint-Denis La Plaine, France; Ansgar Hebborn PhD, Head – Global Payer & HTA Program Policy, F. Hoffmann-La Roche AG, Basel, Switzerland

11:00-12:00 **POSTER AUTHOR DISCUSSION HOUR – SESSION III** *(See page 33 for Research Poster Presentations)*  *Forum Hall (2nd Floor)*

11:30-13:00 **LUNCH, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION III** *(See pages 33 for Research Poster Presentations)*

*Forum Hall & Congress Hall Foyer (2nd Floor)*

Lunch Sponsored by Kantar Health

11:30-12:30 **ISPOR MEETING (BY INVITATION ONLY)**

**ISPOR GLOBAL HEALTH CARE REIMBURSEMENT SYSTEMS AND DECISION PROCESSES WORKING GROUP**  *Room 1.1 (1st Floor)*
PROGRAM & SCHEDULE OF EVENTS: TUESDAY, 9 NOVEMBER

11:45-12:45 EDUCATIONAL SYMPOSIUM (See page 107 for Symposia descriptions) Congress Hall (2nd Floor)

APPLYING HTA ACROSS HEALTH CARE SYSTEMS

(Sponsored by EFPIA)

13:00-14:15 WELCOME & THIRD PLENARY SESSION Congress Hall (2nd Floor)

WELCOME
Scott Ramsey MD, PhD
2010-2011 ISPOR President & Full Member and Professor, Fred Hutchinson Cancer Research Center, University of Washington, Seattle, WA, USA
(See page 114 for biographical information)

ASSESSING A TECHNOLOGY WITH LIMITED RESOURCES: BUILDING CAPACITY WITHOUT BREAKING THE BANK
In some countries in Eastern and Central Europe, there is a limited capacity to assess a new technology. This limitation may be due to the lack of trained personnel to assess a new technology or limited resources to hire trained personnel. Building capacity by focusing on HTA education, as well as knowing what information with which to collaborate and with whom to collaborate [i.e. monitoring the recommendation of other HTA agencies] will be presented.

Moderator/Speaker: Tomáš Doležal MD, PhD, Director, Institute for Health Economics and Technology Assessment (IHETA), Prague, Czech Republic
Speakers:
Eva-Maria Baumer MPH, Director, Federal Institute for Quality in Health Care (BfGQ), Health Austria GmbH, Vienna, Austria
Kenneth R. Paterson MBChB, FRCP, FPFP, Chair, Scottish Medicines Consortium and Consultant Physician, Glasgow Royal Infirmary, Glasgow, UK
Iga Lipska MD, Director of Health Technology Assessment, Agency for Health Technology Assessment in Poland (AHTAPol), Warsaw, Poland

14:15-14:30 ISPOR RESEARCH EXCELLENCE AWARD AND RESEARCH PRESENTATION AWARDS Congress Hall (2nd Floor)

(See page 104 for ISPOR Research Excellence Award Biographical information)

Moderator/Presenter: Rajesh Balkrishnan PhD, Chair, ISPOR Research Excellence Awards - Methodology in Pharmacoeconomics and Health Outcomes Research, and Associate Director for Research and Education, University of Michigan Center for Global Health; Director, Center for Medication Use, Policy, and Economics, UM College of Pharmacy; Associate Professor, Department of Social Science, and Associate Director, University of Michigan Center for Global Health; Associate Professor, Department of Health Management and Policy, The University of Michigan, Ann Arbor, MI, USA

ISPOR EXCELLENCE IN METHODOLOGY IN PHARMACOECONOMICS AND HEALTH OUTCOMES RESEARCH AWARD:
Mara Airoldi MSc, Research Officer, Department of Management, London School of Economics and Political Science, London, UK

ISPOR BEST PODIUM PRESENTATIONS
Presented by: Zoltan Kalo PhD, MD, MSc, Director, Health Economics Research Unit, Eotvos Lorand University, Budapest, Hungary

ISPOR BEST POSTER PRESENTATIONS
Presented by: Tomáš Doležal MD, PhD, Director, Institute for Health Economics and Technology Assessment, Prague, Czech Republic

14:30-14:45 BREAK, EXHIBITS & RESEARCH POSTER PRESENTATION VIEWING – SESSION III Congress Hall (2nd Floor)

Coffee sponsored by RTI Health Solutions, Cookies sponsored by Lionbridge Life Sciences

14:45-15:45 WORKSHOPS – SESSION III (See page 98 for Workshop descriptions)

CLINICAL OUTCOMES RESEARCH
W15: THE USE OF LARGE, SIMPLE TRIALS TO ANSWER COMPARATIVE EFFECTIVENESS RESEARCH AND SAFETY QUESTIONS Meeting Hall V (2nd Floor)
Discussion Leaders: John Doyle DrPH, Vice President and Managing Director, Consulting, Quintiles, Inc., Hawthorne, NY, USA; Eric Gemmen MA, Senior Director, Medical Affairs, Epidemiology & Outcomes Research, Quintiles, Inc., Rockville, MD, USA; Louise Parmenter PhD, Senior Director, Late Phase Strategy and Planning, Quintiles Limited, Bracknell, Berkshire, UK; Nicolle Gatto PhD, Senior Director, WSS Epidemiology Group Head, Oncology/Vaccines, Pfizer, Inc., New York, NY, USA

ECONOMIC OUTCOMES RESEARCH
W16: MODEL VALIDATION: BUYER BEWARE Club B (1st Floor)
Discussion Leaders: Ipek Ozor Stillman MS, Research Scientist, United BioSource Corporation, Lexington, MA, USA; Phil McEwan PhD, Managing Director, Cardiff Research Consortium, Cardiff, UK; Denis Getsios, Research Scientist, United BioSource Corporation, Lexington, MA, USA

W17: CHALLENGES AND INSIGHTS IN ESTABLISHING AND COMMUNICATING THE ECONOMIC VALUE OF COMPANION DIAGNOSTICS Club A (1st Floor)
Discussion Leaders: Deirdre Mladsi, Head, Health Economics and Market Access, RTI Health Solutions, Research Triangle Park, NC, USA; W.K. Redekop PhD, Researcher, Institute for Medical Technology Assessment, Erasmus University Rotterdam, Rotterdam, The Netherlands; Wim Goettsch PhD, Deputy Secretary of the Medicinal Products Reimbursement Committee, Health Care Insurance Board (CVZ), and European network for Health Technology Assessment (EUnetHTA) Partner, Diemen, The Netherlands; Stephanie Earnshaw PhD, Vice President, Health Economics, RTI Health Solutions, Research Triangle Park, NC, USA
USE OF REAL WORLD DATA

W27: DEVELOPMENT OF INTERIM VALUE SETS FOR THE NEW 5-LEVEL EQ-5D DESCRIPTIVE SYSTEM
Discussion Leaders: Georgia Mitsi PhD, MBA, MSc, Manager, United BioSource Corporation, Lexington, MA, USA; Zeba M. Khan PhD, RPh, Vice President, Pricing & Market Access, Celgene Corporation, Summit, NJ, USA; J. Jaime Caro MDCM, FRCP, Senior Vice President of Health Economics, United BioSource Corporation, Lexington, MA, USA

HEALTH CARE POLICY DEVELOPMENT USING OUTCOMES RESEARCH

W19: CONSIDERATIONS FOR TECHNOLOGY ASSESSMENTS OF DIAGNOSTIC PRODUCTS
Discussion Leaders: Geoffrey Wilson DPhil, MSc, Reimbursement Leader, GE Healthcare, Chalfont-St-Giles, Buckinghamshire, UK; Ron Akehurst Hon MFPHM, Professor of Health Economics, Dean of School of Health & Related Research (ScHARR), University of Sheffield, Sheffield, UK; Krzysztof Landa MD, Consultant, The Central and Eastern European Society of Technology Assessment in Health Care (CEESTAHIC), Cracow, Poland

PATIENT-REPORTED OUTCOMES RESEARCH

W20: MAXIMUM ACCEPTABLE RISK: ALTERNATIVE MEASURES FOR QUANTIFYING PATIENTS’ TOLERANCE FOR THERAPEUTIC RISKS
Discussion Leaders: A. Brett Hauber PhD, Global Head, Health Preference Assessment & Market Access, RTI Health Solutions, Research Triangle Park, NC, USA; F. Reed Johnson PhD, Distinguished Fellow and Principal Economist, RTI Health Solutions, Research Triangle Park, NC, USA; Axel Christian Mühlbacher PhD, Professor for Health Economics, IGM Institute Health Economics and Health Care Management, HS Neubrandenburg, Neubrandenburg, Germany; Deborah Marshall PhD, Canada Research Chair, Health Services and Systems Research, University of Calgary, Calgary, AB, Canada

USE OF REAL WORLD DATA

W21: THE CHALLENGING USE OF REAL WORLD DATA, PAYER DECISION MAKING AND MARKET ACCESS OF PHARMACEUTICAL PRODUCTS
Discussion Leaders: Mercedes Martinez Vallejo PhD, Head of Economics, General Subdirector for Quality of Pharmaceutical and Healthcare Products and General Director for Pharmacy and Healthcare Products, Ministry of Health and Social Policy, Madrid, Spain; Christopher Chinn PhD, Director, Payer Launch Excellence, European Market Access, GlaxoSmithKline, Brentford, Middlesex, UK; Xavier Badia MD, PhD, Senior Principal, Health Economics and Outcomes Research, IMS Health, Barcelona, Spain

CLINICAL OUTCOMES RESEARCH

W22: METHODOLOGICAL ISSUES IN THE ASSESSMENT OF COMORBIDITY INFLUENCE IN HEALTH OUTCOMES STUDIES
Discussion Leaders: Victor A. Kiri PhD, MSc, Director & Professor, PACE, PAREXEL International, Uxbridge, London, UK; Gilbert MacKenzie PhD, MSc, Director & Professor, Centre for Biostatistics, University of Limerick, Limerick, Ireland

ECONOMIC OUTCOMES RESEARCH

W23: MAKING THE MOST OF RISK-SHARING SCHEMES: ACCESS STRATEGIES, RISK ANALYTICS AND TACTICAL SHARING APPROACHES
Discussion Leaders: Olivier Ethgen MSc, PhD, Associate Professor of Health Economics, Department of Public Health Sciences, University of Liège, Liège, Belgium; Ulf Staginnus MA, Head of Pricing, Health Economics & Outcomes Research, Europe, Novartis Oncology, Barcelona, Spain

Discussion Leaders: M.G. Franken MSc, Researcher, Institute for Medical Technology Assessment, Erasmus University, Rotterdam, The Netherlands; C.W.M. van Gils MD, MSc, Researcher, Institute for Medical Technology Assessment, Erasmus University, Rotterdam, The Netherlands; G.O. Delwel PhD, Policy Advisor, Health Care Insurance Board, Diemen, The Netherlands; M. van Aghoven PhD, Associate Director, Market Access, Janssen-Cilag BV, Tilburg, The Netherlands

HEALTH CARE POLICY DEVELOPMENT USING OUTCOMES RESEARCH

W25: BRAZIL AS A CASE STUDY OF HEALTH TECHNOLOGY ASSESSMENT (HTA) ON EMERGING MARKETS: HOW USEFUL ARE STRATEGIES FROM DEVELOPED COUNTRIES?
Discussion Leaders: Vanessa Teich, Director, Health Technology Assessment, MedInsight-Evidências, Rio de Janeiro, Brazil; Lou Garrison PhD, Professor, Pharmaceutical Outcomes Research & Policy Program, Department of Pharmacy, University of Washington, Seattle, WA, USA; Adrian Towse MA, Director, Office of Health Economics, London, UK

PATIENT-REPORTED OUTCOMES RESEARCH

W26: GOOD RESEARCH PRACTICES FOR ASSURING MEASUREMENT EQUIVALENCE BETWEEN ELECTRONIC AND PAPER-BASED PATIENT-REPORTED OUTCOME MEASURES: HOW ARE THEY APPLIED IN CLINICAL TRIAL PLANNING?
Discussion Leaders: Stephen Joel Coons PhD, Director, Patient-Reported Outcomes (PRO) Consortium, Critical Path Institute, Tucson, AZ, USA; Jean Paty PhD, Founder & Senior Vice President, Scientific, Quality & Regulatory Affairs, Invivodata, Inc., Pittsburgh, PA, USA; J. Jason Lundy PhD, Assistant Director, Patient-Reported Outcomes Consortium, Critical Path Institute, Tucson, AZ, USA; Tara Symonds PhD, Senior Director, PRO Centre of Excellence, Global Market Access, PCBU, Pfizer Ltd., Sandwich, Kent, UK

W27: DEVELOPMENT OF INTERIM VALUE SETS FOR THE NEW 5-LEVEL EQ-5D DESCRIPTIVE SYSTEM
Discussion Leaders: Mathieu Franciscus Janssen PhD, Principal Researcher, EuroQol Group, Rotterdam, Zuid-Holland, The Netherlands; A. Simon Pickard PhD, Associate Professor, University of Illinois at Chicago, Chicago, IL, USA; Ben Van Hout MSc, Scientific Director, Pharment Ltd., York, UK

USE OF REAL WORLD DATA

W28: IMPUGNATION TECHNIQUES TO IMPROVE DATA AVAILABILITY FROM ELECTRONIC MEDICAL RECORDS
Discussion Leaders: Alex Exuzides PhD, Director, Statistical Analysis, Lifecycle Sciences Group, ICON Clinical Research, San Francisco, CA, USA; Christopher Blanchette PhD, MS, MA, Director, Lovelace Respiratory Research Institute, Davidson, NC, USA; Carl de Moor PhD, Executive Director, PPD Inc., Wilmington, NC, USA
SECOND FLOOR
- Congress Hall
- Meeting Hall IV
- Meeting Hall V
- Forum Hall
- Research Poster Presentations
- Exhibits
- Exhibits
- Exhibits
- Exhibits
- North Hall
- Terrace 2
- To 3rd Floor for additional break and lunch seating
- Speaker Ready Room

FIRST FLOOR
- Club A
- Club B
- Club C
- Club D
- Club E
- Panorama Hall
- ISPOR Registration

GROUND FLOOR
- Entrance to the Congress Centre (via Entrance 2 and 3)
- Cloakrooms available for attendees