

ISPOR 2026

The Leading Global Conference for Health Economics and Outcomes Research

May 17-20

Pennsylvania Convention Center
Philadelphia, PA, USA

PROGRAM GUIDE

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*HEOR at the Forefront of
Policy, Access, and Value*



#ISPORAnnual
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 ISPOR

 Mobile App and WiFi Sponsored by: Pedestal Health, formerly Target RWE

Conference Program

Sunday May 17

7:00AM - 6:00PM Registration Hours Grand Hall, Level 200

8:00AM - 3:30PM All-Day Short Course
Budget Impact Analysis in Practice: A Hands-On Course on Strategic Conceptual Design, Model Building, and Communication *Room 201C, Level 200*

8:00AM - 12:00PM Morning Short Courses
Applied Generative AI for HEOR: Introduction *Room 201A, Level 200*
Causal Inference and Causal Diagrams in Big, Real-World Observational Data and Pragmatic Trials *Room 204C, Level 200*
Designing a Patient-Centered Strategy for Drug Development and Value *Room 204B, Level 200*
Leveraging Real-World Data Throughout the Medical Devices and Diagnostics Product Life Cycle *Room 201B, Level 200*
Prompt Engineering for HEOR: Practical Skills and Use Cases for HEOR Professionals *Room 204A, Level 200*

11:00AM - 12:00PM First-Time Attendee Orientation Bridge Over Arch East, Level 200

1:00PM - 5:00PM Afternoon Short Courses
Applied Generative AI for HEOR: Advanced Architectures *Room 201A, Level 200*
Developing Decision-Grade Real-World Evidence *Room 204C, Level 200*
PROs in Clinical Trials: Endpoint Selection, Regulatory Strategy, and Label Claims *Room 204A, Level 200*
Societal Valuation of Innovative Medicines: Emphasis on Investment Perspective and Orphan Disease *Room 204B, Level 200*
Using RWE to Inform the Value and Affordability Assessment of Cell and Gene Therapies *Room 201B, Level 200*

5:30PM - 7:00PM ISPOR Quiz Bowl *Room 108B, Level 100*

7:00PM - 8:00PM ISPOR Student and Faculty Icebreaker Reception Bridge Over Arch East, Level 200

Monday May 18

7:00AM - 5:00PM Registration Hours Grand Hall, Level 200

7:00AM - 8:30AM Morning Coffee Service Ballroom AB Foyer, Level 300

8:30AM - 10:00AM Plenary Session Ballroom AB, Level 300
● Opening Remarks and Keynote Address
● US Pharmaceutical Policy: Leading or Following?

9:30AM - 7:00PM Exhibit Hall Hours Poster & Exhibit Hall, Hall A, Level 200

10:00AM - 10:30AM Coffee and Connect Poster & Exhibit Hall, Hall A, Level 200

10:15AM - 11:15AM Member Group Meeting
ISPOR Digital Health Special Interest Group Meeting *Room 104AB, Level 100*

10:30AM - 11:30AM Concurrent Breakout Sessions 1
● Evidence Synthesis Across Multiple Outcomes: Unlocking the Value of Multivariate Methods *Room 108AB, Level 100*
● Evolving Approaches to Measuring Benefits in Economic Evaluation: Do the Health Economics Methods Advisory (HEMA) Recommendations Go Far Enough for Global HTA Practice? *Room 103AB, Level 100*
● Integrating Equity Into HTA: Are Population Preferences Enough? *Room 201BC, Level 200*
● Is There a Consensus on the Framework for Evaluating Artificial Intelligence (AI)-Assisted Systematic Review Tools in HEOR? *Michael Nutter Theater, Level 100*
● Operationalizing Artificial Intelligence Guidance to Create Best in Class Abstraction and Curation Approaches *Room 204A-C, Level 200*
● Patient Experience Data as a Non-Negotiable: Can US Payers Afford to Stay Behind? *Room 201AB, Level 200*
● The Hows and Whys of Estimating Return on Investment (ROI) of HEOR to the Biopharmaceutical Industry *Room 103BC, Level 100*
● Value-Based Pricing for CMS Drug Price Negotiation: Mission Impossible? *Room 113ABC, Level 100*

10:30AM - 11:30AM Podium Sessions
● Metabolic Conditions: Clinical Outcomes in Real-World Studies *Theater 1, Poster & Exhibit Hall, Hall A, Level 200*
● Next-Generation Methods: AI-Enabled Evidence Curation, Transparent Modeling, and HTA Readiness *Theater 2, Poster & Exhibit Hall, Hall A, Level 200*

10:30AM - 1:30PM Poster Session 1 Poster & Exhibit Hall, Hall A, Level 200
(Poster Discussion Period: 12:30PM - 1:30PM)

11:30AM - 12:00PM Fast Facts
Unlocking the Power of Mortality Data in Real-World Evidence: Overcoming Barriers and Driving Innovation *Bridge Over Arch West, Level 200*

11:30AM - 12:15PM **Poster Tours**

Oncology Poster Tour *Tour Area A, Poster & Exhibit Hall, Hall A, Level 200*

HEOR Impact Cases Poster Tour *Tour Area B, Poster & Exhibit Hall, Hall A, Level 200*

11:30AM - 1:15PM **Lunch Service**

Poster & Exhibit Hall, Hall A, Level 200

11:45AM - 12:45PM **Member Group Meeting**

Towards More Trustworthy Models: ISPOR— SMDM Model Validation II Joint Task Force Preliminary Recommendations *Room 106AB, Level 100*

12:00PM - 12:30PM **Exhibit Hall Theater**

- The Evidence Advantage: How Life Sciences Leaders Are Winning With Real-World Data *Theater 1, Poster & Exhibit Hall, Hall A, Level 200*

Sponsored by Corporate Partner, Premier Applied Sciences

12:15PM - 1:15PM **Educational Symposia**

- Measuring What Matters: Broader Value Elements in HTA and Their Impact on Access *Michael Nutter Theater, Level 100*

- Transforming HEOR With Artificial Intelligence and Real-World Data *Room 113ABC, Level 100*

Sponsored by Corporate Partner, Thermo Fisher Scientific

12:15PM - 1:15PM **Breakout Session**

- Health and the Labor Market: Capturing Supply and Demand Effects in HTA *Room 108AB, Level 100*

12:15PM - 1:15PM **Forums**

- Advancing Patient Experience Data to Strengthen Patient-Centered Real-World Evidence *Room 201BC, Level 200*

- Building Your HEOR Skill Set: Core Skills for Advancing Your Career *Room 204A-C, Level 200*

- Living HTA in the Age of AI Innovation: Supporting HTA Decisions at the Speed of Evolving Evidence *Room 103AB, Level 100*

- The Enduring Challenge of Medical Device Identification in Real-World Data: Is Artificial Intelligence Abstraction Ready for Broad Use and Acceptance? *Room 201AB, Level 200*

12:45PM - 1:15PM **Fast Facts**

The Global Pricing Pendulum: Value Assessment, and the Future of Pharmaceutical Innovation in a World Driven by Trade Incentives *Bridge Over Arch West, Level 200*

12:45PM - 1:15PM **Exhibit Hall Theaters**

- Beyond the Claim: What Your Real-World Evidence (RWE) May Be Missing Without Retail Pharmacy Data *Theater 2, Poster & Exhibit Hall, Hall A, Level 200*

Sponsored by CVS Healthspire Life Sciences

- Global Evidence Under Pressure: Building Evidence Strategies for Diverging US, EU, and Asia-Pacific Expectations *Theater 1, Poster & Exhibit Hall, Hall A, Level 200*

Sponsored by Corporate Partner, Parexel

1:15PM - 2:15PM **Member Group Meetings**

Advancing HEOR in India: ISPOR's Role Through Chapters, Collaboration, and Policy Impact *Room 106AB, Level 100*

Value in Health (VIH) Office Hours *Room 104AB, Level 100*

1:45PM - 2:45PM **Concurrent Breakout Sessions 2**

- Behavioral Phenotyping for Value Assessment: Trajectory and AI Approaches to Rethink Medication Adherence Measurement *Room 103BC, Level 100*

- Global Readiness for the Next Wave of Biotech Innovation: How Development Economics and Regulatory Context Predict Whether North America, Europe, or Asia Will Lead *Room 108AB, Level 100*

- Policy Evidence: Data-Driven Decision-Making for Policy Making *Room 204A-C, Level 200*

- Real-World Patient Voice at Scale: Can Social Media Listening Inform US Payer and Access Decisions? *Room 103AB, Level 100*

- Resolved That HEOR and RWE Scientists Should Actively Architect RWD vs Be An End User of RWD: A Debate *Michael Nutter Theater, Level 100*

- Use of Agentic AI to Create Health Economic Models in Both R and Excel *Room 201BC, Level 200*

- Whose Preferences Should Govern Health Technology Adoption? Debating the Foundations and the Future of Value Assessment *Room 201AB, Level 200*

1:45PM - 2:45PM **Podium Sessions**

- Bridging Evidence and Affordability *Theater 2, Poster & Exhibit Hall, Hall A, Level 200*

- Economic Evaluation of Vaccines: Methods, Equity, and Policy Implications *Theater 1, Poster & Exhibit Hall, Hall A, Level 200*

1:45PM - 2:45PM **Spotlight**

- Advancing Real-World Evidence in FDA Regulatory Decision Making *Room 113ABC, Level 100*

2:45PM - 3:15PM **Coffee and Connect**

Poster & Exhibit Hall, Hall A, Level 200

2:45PM - 3:15PM **ISPOR Booth Event** *ISPOR Booth #625, Poster & Exhibit Hall, Hall A, Level 200*

Get Involved—Make the Most of Your ISPOR Membership

2:45PM - 3:45PM **Member Group Meetings**

ISPOR Brazil Chapter Meeting *Room 104AB, Level 100*

ISPOR Environmental Assessment in HEOR Special Interest Group Meeting *Room 106AB, Level 100*

3:15PM - 3:45PM **Exhibit Hall Theater**

- Minutes, Not Months: AI-Enabled Insights to Drive Evidence Strategy *Theater 1, Poster & Exhibit Hall, Hall A, Level 200*

Sponsored by Corporate Partner, Truveta

3:15PM - 4:00PM **ISPOR Booth Event** *ISPOR Booth #625, Poster & Exhibit Hall, Hall A, Level 200*

Special Onsite Join / Renewal Event for ISPOR Membership

3:15PM - 4:15PM Educational Symposia

- MFN Meets IRP: How US Pricing Reform Reshapes Global Market Interdependencies *Room 113ABC, Level 100*
Sponsored by Corporate Partner, Cencora

3:15PM - 4:15PM Forums

- Collaborating With Patients to Define Digital Endpoints and Biomarkers That Truly Matter *Michael Nutter Theater, Level 100*
- Global Value Frameworks: Aligning HEOR, Access and Policy Across Borders *Room 103AB, Level 100*

Good Practices Reports in Action: Advancing Evidence for Policy, Access, and Value *Bridge Over Arch West, Level 200*

- HEOR at US Federal Agencies: State of the Science *Room 108AB, Level 100*
- Prioritizing Your Mental Health and Wellness: Honing Your Secret Weapon *Room 201AB, Level 200*
- The Business of Evidence: HEOR for C-Suite Decision Making *Room 204A-C, Level 200*
- Translating Equity Goals Into Practical Methods, Evidence, and Decision Tools: Lessons From Global Practice. A Value in Health Regional Issues Forum *Room 201BC, Level 200*

3:30PM - 4:00PM Exhibit Hall Theater

- Optimizing IEGPs: How HEOR Leadership and Strategic Planning Drive Better Outcomes *Theater 2, Poster & Exhibit Hall, Hall A, Level 200*
Sponsored by Corporate Partner, Lumanity

4:00PM - 7:00PM Poster Session 2

Poster & Exhibit Hall, Hall A, Level 200
(Poster Discussion Period: 6:00PM - 7:00PM)

4:00PM - 4:45PM Poster Tours

Methodology Research in HEOR Poster Tour *Tour Area B, Poster & Exhibit Hall, Hall A, Level 200*

Rare Disease Poster Tour *Tour Area A, Poster & Exhibit Hall, Hall A, Level 200*

4:15PM - 5:00PM ISPOR Booth Event

ISPOR Booth #625, Poster & Exhibit Hall, Hall A, Level 200
Accelerate Your Career Growth With ISPOR Education

4:15PM - 5:15PM Member Group Meetings

Frontiers in Health Decision Modeling: A Dialogue With ISPOR and SMDM *Room 106AB, Level 100*

ISPOR Boston Chapter Meeting *Room 104AB, Level 100*

4:45PM - 5:45PM Concurrent Breakout Sessions 3

- Agentic AI in Evidence Submissions: Rigor, Trust, Traceability, & Compliance *Room 204A-C, Level 200*
- Beyond Claims and EHRs: Social Media as Real-World Evidence to Uncover Patient Experiences and Unmet Needs *Room 103BC, Level 100*
- Forks in the Road: Critical Decision Points and FDA Insights From 6 Years of Physical Function COA Development *Room 113ABC, Level 100*

- Getting Closer to the Target: Practical Strategies to Hit the Mark in Trial Emulation *Room 103AB, Level 100*
- Live, Interactive Workshop of Generative AI for Real-World Market Access Challenges *Room 201BC, Level 200*
- The Alphabet Soup of Drug Pricing: Understanding Interactions of ASP, MFP, MFN, 340B, and MDRP *Room 108AB, Level 100*
- The Metrics Behind the Money: Case Studies and Insights From Bridging Health Economics and Investment *Michael Nutter Theater, Level 100*
- The NextGen of Clinical Trials: Patient-Driven or Tech-Driven? *Room 201AB, Level 200*

4:45PM - 5:45PM Podium Sessions

- New Frontiers in Large Language Models *Theater 2, Poster & Exhibit Hall, Hall A, Level 200*
- Novel Real-World Evidence Applications *Theater 1, Poster & Exhibit Hall, Hall A, Level 200*

6:00PM - 7:00PM Welcome Reception

Poster & Exhibit Hall, Hall A, Level 200
Supported by ISPOR Corporate Partners

6:00PM - 7:00PM ISPOR Women in HEOR Reception

Poster & Exhibit Hall, Hall A, Level 200
Sponsored by Corporate Partner, Premier Applied Sciences

Tuesday May 19

7:00AM - 5:00PM Registration Hours

Grand Hall, Level 200

7:00AM - 8:30AM Morning Coffee Service

Ballroom AB Foyer, Level 300

8:30AM - 10:00AM Plenary Session

- Presidential Addresses, Special Address, and Awards *Ballroom AB, Level 300*
- The True Cost of Cancer: Aligning Innovation, Access, and Affordability *Ballroom AB, Level 300*

9:30AM - 7:00PM Exhibit Hall Hours

Poster & Exhibit Hall, Hall A, Level 200

10:00AM - 10:30AM Coffee and Connect

Poster & Exhibit Hall, Hall A, Level 200

10:15AM - 11:15AM Member Group Meetings

Asia Consortium Open Meeting *Room 106AB, Level 100*
ISPOR Global Access to Medical Innovation Special Interest Group Meeting *Room 104AB, Level 100*

10:30AM - 11:30AM Concurrent Breakout Sessions 4

- Are Drug Prices Rising Too Fast? Rethinking Inflation Benchmarks Through the Lens of Value, Access, and Innovation *Room 204A-C, Level 200*

- Beyond the Bots: How AI-Enabled Literature Reviews Are Maturing, and What HEOR Needs Next *Michael Nutter Theater, Level 100*
- Bridging the Gap or Respecting the Divide? Discussing the Integration of Clinical Outcome Assessments and Patient Preference Data *Room 201BC, Level 200*
- Can the Estimand Framework Strengthen Patient-Centered Cancer Research Throughout the Evidence-Generation Life Cycle Beyond Approval? Opportunities and Challenges Ahead *Room 201AB, Level 200*
- Data and Approaches to Measuring Affordability and Access to Healthcare Services *Room 103AB, Level 100*
- Including Equity in Health Technology Assessment: DCEA, Social Welfare Functions, and Inequality-Aversion Approaches *Room 103BC, Level 100*
- Rare Hope for Even Rarer Diseases: Innovation, Evidence, and Regulatory Perspectives *Room 108AB, Level 100*
- Unlocking the Power of Real-World Evidence: The CFL-SASS Expert Consensus *Room 113ABC, Level 100*

10:30AM - 11:30AM Podium Sessions

- Health-Related Quality of Life and Utility Estimation *Theater 2, Poster & Exhibit Hall, Hall A, Level 200*
- Mental Health: Preferences, Outcomes, and Equity *Theater 1, Poster & Exhibit Hall, Hall A, Level 200*

10:30AM - 1:30PM Poster Session 3
Poster & Exhibit Hall, Hall A, Level 200
(Poster Discussion Period: 12:30PM - 1:30PM)

11:30AM - 12:00PM Fast Facts
 Closing the Clinical Impact Evidence Gap: Practical RWE Strategies for Medical Devices and Diagnostics Using Registries, Research Partners, and Regulatory Data *Bridge Over Arch West, Level 200*

11:30AM - 12:15PM Poster Tours
 Access and Policy Poster Tour *Tour Area B, Poster & Exhibit Hall, Hall A, Level 200*
 Student Poster Tour *Tour Area A, Poster & Exhibit Hall, Hall A, Level 200*

11:30AM - 1:15PM Lunch Service
Poster & Exhibit Hall, Hall A, Level 200

11:45AM - 12:45PM Meditation Session
 Meditation for Mental Clarity *Room 104AB, Level 100*

11:45AM - 12:45PM Member Group Meeting
 ISPOR Health Equity Research Special Interest Group Meeting *Room 106AB, Level 100*

12:00PM - 12:30PM Exhibit Hall Theater

- Operationalizing Life Cycle Evidence to Ensure Timely Treatment Utilization and Outcomes Insights *Theater 1, Poster & Exhibit Hall, Hall A, Level 200*
Sponsored by Corporate Partner, Datavant

12:15PM - 1:15PM Educational Symposium

- Driving the Next Era of Evidence-Based Medicine Through AI, Diverse Data, and Collaboration *Room 113ABC, Level 100*
Sponsored by Corporate Partner, Analysis Group

12:15PM - 1:15PM Forums

- Advancements in Real-World Evidence (RWE) to Accelerate Access in Rare Cancers: Challenges, Methods, and Decision Making *Room 108AB, Level 100*
- Aligning HEOR With Global Policy Shifts: How Should We Lead and Influence? *Room 204A-C, Level 200*
- Making Preferences Count: Patient-Engaged Values Clarification for Individual-Level Decision Making *Room 201BC, Level 200*
- Recent Reforms in HTA, Pricing, and Public Procurement Across Latin America: Implications for Access and Sustainability *Room 201AB, Level 200*
- The Evolving RWE Executive: Navigating AI Disruption and Changing Data Preferences *Michael Nutter Theater, Level 100*

12:30PM - 1:15PM ISPOR Booth Event
ISPOR Booth #625, Poster & Exhibit Hall, Hall A, Level 200
 Tackle AI in HEOR With ISPOR Education

12:45PM - 1:15PM Fast Facts
 Hidden in Plain Sight: How Social Value Modeling Can Assess the Whole Health Value of Innovative Medicines *Bridge Over Arch West, Level 200*

12:45PM - 1:15PM Exhibit Hall Theater
 Data Alone Can't Answer Your Question: How to Extract Meaningful Insights That Drive Impact *Theater 2, Poster & Exhibit Hall, Hall A, Level 200*
Sponsored by TriNetX

1:15PM - 2:15PM Member Group Meetings
 ISPOR Clinical Outcome Assessment Special Interest Group Meeting *Room 104AB, Level 100*
 ISPOR Medical Devices and Diagnostics Special Interest Group Meeting *Room 106AB, Level 100*

1:45PM - 2:45PM Concurrent Breakout Sessions 5
 Beyond Cronbach's Alpha: Modern Reliability Assessment for COA Research and Regulatory Decision Making *Room 103AB, Level 100*

- Coordinating the Quagmire: Real-World Evidence in Value Assessment in Later Stages of the Product Life Cycle *Room 108AB, Level 100*
- HEOR as a Compass, Not a Roadblock: How and When Development-Stage Biotech Companies Should Leverage HEOR *Michael Nutter Theater, Level 100*

- Incorporating Patient, Family, and Public Perspectives to Advance Novel and Societal Elements of Value in Value Assessment *Room 113ABC, Level 100*
- Making Caregiver Impact Count: Bridging the Evidence-to-Policy Gap in Value Assessment and Decision Making *Room 103BC, Level 100*
- Pursuing Affordability Decision Rules: Towards Transparent, Evidence-Informed Budget Impact Thresholds *Room 204A-C, Level 200*
- Rural-Urban Disparities in Cancer Care: Risk Factors, Treatment Access, and Survival Outcomes *Room 201BC, Level 200*
- The GenAI Paradox for Qualitative Evidence Summarization: Exploring Real-World Use Cases and Validation Frameworks for Understudied but Impactful Use Cases *Room 201AB, Level 200*

1:45PM - 2:45PM Podium Sessions

- Expanding the Societal Perspective in Economic Evaluation *Theater 1, Poster & Exhibit Hall, Hall A, Level 200*
- Heterogeneity and Uncertainty in Economic Modeling *Theater 2, Poster & Exhibit Hall, Hall A, Level 200*

2:15PM - 2:45PM ISPOR Booth Event

ISPOR Booth #625, Poster & Exhibit Hall, Hall A, Level 200
Get Involved—Make the Most of Your ISPOR Membership

2:45PM - 3:15PM Coffee and Connect

Poster & Exhibit Hall, Hall A, Level 200

2:45PM - 3:30PM ISPOR Booth Event

ISPOR Booth #625, Poster & Exhibit Hall, Hall A, Level 200
Special Onsite Join / Renewal Event for ISPOR Membership

2:45PM - 3:45PM Member Group Meetings

ISPOR Emerging and Orphan Therapies Special Interest Group *Meeting Room 106AB, Level 100*

ISPOR Good Practices Task Force on Generative Artificial Intelligence (GenAI) for Systematic Literature Reviews (SLRs): Preliminary Recommendations *Room 104AB, Level 100*

3:15PM - 3:45PM Fast Facts

Leveraging Open Claims In Real-World Evidence Generation: An Emerging Innovative Solution *Bridge Over Arch West, Level 200*

3:15PM - 3:45PM Exhibit Hall Theater

● Navigating Strategies for Comparative Effectiveness From Trials to Real-World Evidence *Theater 1, Poster & Exhibit Hall, Hall A, Level 200*

Sponsored by Corporate Partner, Genesis Research Group

3:15PM - 4:15PM Educational Symposium

● Exploring the Wider Implications of Healthcare Policy Shifts in the US, UK, and Canada: Can We Really Claim Independence? *Room 113ABC, Level 100*

Sponsored by Corporate Partner, OPEN Health

3:15PM - 4:15PM Forums

● A New Gold Standard for Valuing Health-Related Quality of Life? The Impact of the New UK EQ-5D-5L Utilities for HEOR and Decision Makers. A Value in Health Forum *Michael Nutter Theater, Level 100*

● Communicating Value in the Age of AI—Skills, Tools, and Confidence for HEOR Careers *Room 108AB, Level 100*

● Making Market Access Work in LMIC Settings: Practical Examples and Future Considerations *Room 201BC, Level 200*

● Raising the Bar on RWE for Publication: A Discussion With Leading Journal Editors *Room 204A-C, Level 200*

3:30PM - 4:00PM Exhibit Hall Theater

● The Future of RWE: Claims and EMR Were Just the Beginning *Theater 2, Poster & Exhibit Hall, Hall A, Level 200*
Sponsored by Corporate Partner, Cardinal Health

4:00PM - 7:00PM Poster Session 4

Poster & Exhibit Hall, Hall A, Level 200
(Poster Discussion Period: 6:00PM -7:00PM)

4:00PM - 4:45PM Poster Tours

PROs and Patient Preference Poster Tour *Tour Area A, Poster & Exhibit Hall, Hall A, Level 200*

Real-World Evidence Poster Tour *Tour Area B, Poster & Exhibit Hall, Hall A, Level 200*

4:45PM - 5:45PM Concurrent Breakout Sessions 6

● Advancing HEOR With Next-Generation AI: Multimodal LLMs, Digital Twins, and Reinforcement Learning for Personalized Therapy *Room 201AB, Level 200*

● Following the Trail: A Journey of Individual Patient Preference Data From Response to Analysis to Clinical Encounter *Room 103AB, Level 100*

● The Time Has Come for Patient-Centric Composite Endpoints in Comparative Studies *Room 204A-C, Level 200*

● Advancing Real-World Evidence for Pediatric Drug Safety: Methods, Off-Label Use, and Regulatory Applications *Room 103BC, Level 100*

● Beyond the Usual First Launch: Making Differential Pricing Work for Innovative NCD Medicines in Middle-Income Countries *Room 108AB, Level 100*

● Can New Approaches to Estimating Dynamic Efficiency Help to Maintain Both Access and Innovation in Pharmaceutical Markets? *Room 201BC, Level 200*

● Measuring What Matters: A New Blueprint for HEOR Impact Metrics *Michael Nutter Theater, Level 100*

4:45PM -5:45PM Podium Sessions

● Health Equity in Treatment, Costs, and Care Delivery *Theater 1, Poster & Exhibit Hall, Hall A, Level 200*

● Looking Beyond Traditional Domains in Patient-Reported Outcomes *Theater 2, Poster & Exhibit Hall, Hall A, Level 200*

4:45PM - 6:00PM **Spotlight**

● Distributional Cost-Effectiveness Analysis in Practice: Are We Facing Mountains or Molehills? *Room 113ABC, Level 100*

6:00PM - 7:00PM **Philadelphia Street Festival**

Poster & Exhibit Hall, Hall A, Level 200

Supported by ISPOR's Year-Round Conference Sponsors

Wednesday May 20

7:00AM - 1:00PM **Registration Hours** *Grand Hall, Level 200*

7:00AM - 8:00AM **Coffee and Connect**

Breakout Room Foyers

8:00AM - 9:00AM **Concurrent Breakout Sessions 7**

● A Rare Dilemma: How to Fit an Unfit into Current HTA Paradigm *Room 103BC, Level 100*

● Advancing Patient-Centered Health Technology Assessment to Strengthen Equity and Transparency in Latin American Health Systems *Room 103AB, Level 100*

● From Engagement to Strategy: An Evidence-Based Framework for Evaluating Patient-Centricity in the Pharmaceutical Industry *Room 201AB, Level 200*

● Patient-Centered Clinical Trial Design: Using Patient Experience Research to Improve the Patient-Centeredness of Patient-Reported Outcomes Measures and Patient Preference Research to Prioritize Patient-Centered Endpoints *Room 201BC, Level 200*

● Productivity Gains From Generative AI Across the HEOR Workflow: Successful Case Studies *Room 113ABC, Level 100*

● Real-World Data and Evidence Supporting Value Assessment for Access and Reimbursement Decisions: Advancements and Experiences in US and China *Michael Nutter Theater, Level 100*

● Rewriting the Global Evidence Playbook: China's Emergence as a Strategic Hub for Evidence Generation *Room 204A-C, Level 200*

8:30AM - 11:30AM **Exhibit Hall Hours**

Poster & Exhibit Hall, Hall A, Level 200

8:30AM - 10:00AM **Networking Breakfast Bites**

Poster & Exhibit Hall, Hall A, Level 200

8:45AM - 9:45AM **Podium Sessions**

● Medical Devices and Diagnostics: Economic Evaluation to Inform Decisions *Theater 1, Poster & Exhibit Hall, Hall A, Level 200*

● Real-World Burden in Clinical Practice *Theater 2, Poster & Exhibit Hall, Hall A, Level 200*

9:00AM - 11:30AM **Poster Session 5**

Poster & Exhibit Hall, Hall A, Level 200

(Poster Discussion Period:

9:00AM - 10:00AM)

10:00AM - 11:00AM **Concurrent Breakout Sessions 8**

● Amplifying Patient Voice: AI-Driven Narrative Analysis in Clinical Trials *Room 204A-C, Level 200*

● Beyond Commercially Available Real-World Data: Harnessing Public Data for HEOR Research in the US and Globally *Room 201AB, Level 200*

● Changing Policies in the United States and the Return of Pediatric Vaccine-Preventable Diseases *Michael Nutter Theater, Level 100*

● From Debate to Dialogue: Building Consensus on Prior Authorization Reform *Room 103BC, Level 100*

● From Engagement to Influence: What Should Patient-Centered Economic Models Actually Look Like? *Room 108AB, Level 100*

● Is It Worth Building Disease-Specific Patient-Reported Outcomes (DSPRO) Value Propositions for Orphan and Innovative Therapies? Bridging Economic Models and Patient Lived Experience *Room 103AB, Level 100*

● Strategic Integration of Generative AI in Health Economic Modeling: Emerging Methods, Implementation, Evaluation, and HTA Implications *Room 201BC, Level 200*

10:00AM - 11:00AM **Podium Sessions**

● Access: Pricing, Policy, and Market Dynamics *Theater 1, Poster & Exhibit Hall, Hall A, Level 200*

● Oncology: Advancing Patient-Centered Research *Theater 2, Poster & Exhibit Hall, Hall A, Level 200*

10:00AM - 11:00AM **Spotlight Session**

● Beyond Black Boxes: Case Studies of Transparent, Validated LLM Workflows for Accelerating Global HTA Submissions and Decisions *Room 113ABC, Level 100*

11:00AM - 11:30AM **Break**

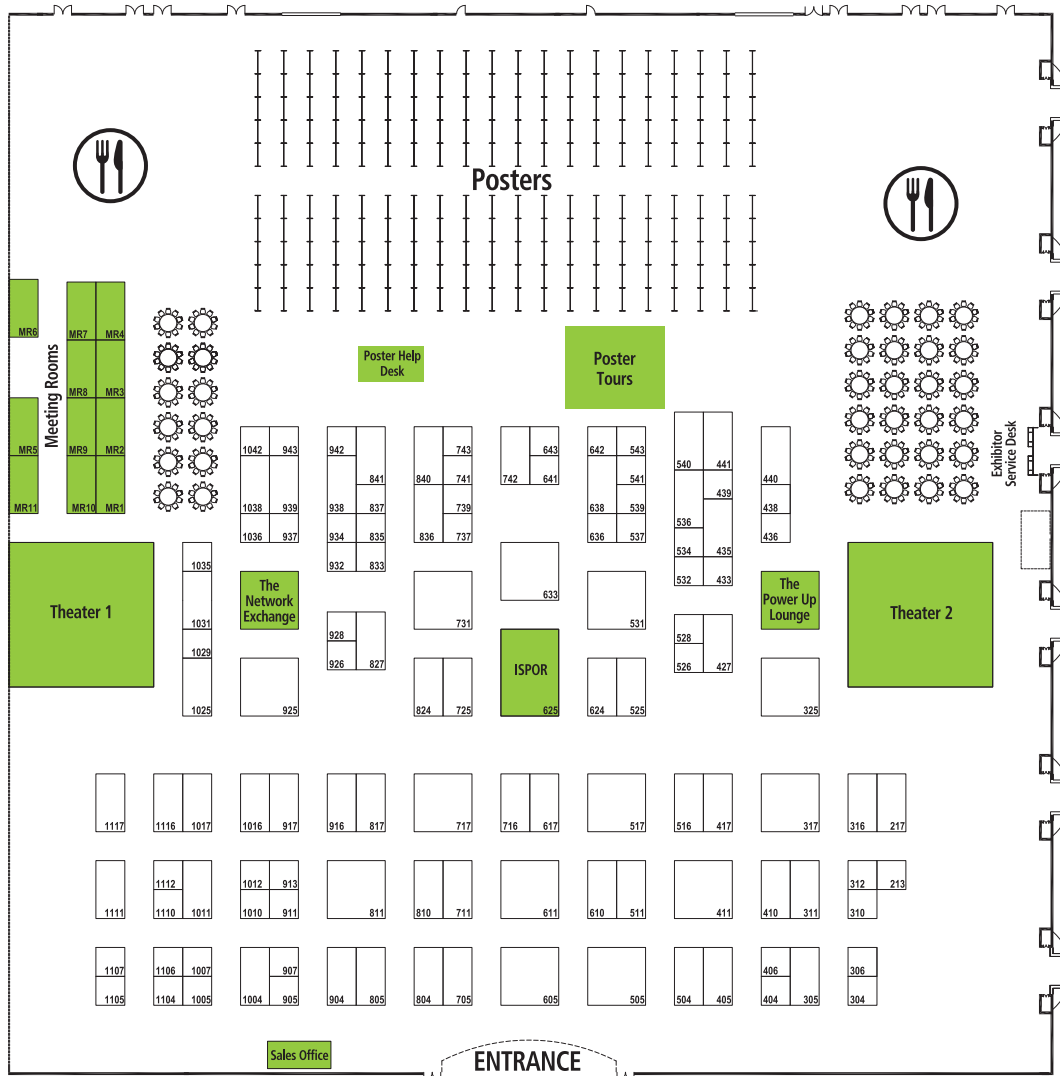
Poster & Exhibit Hall, Hall A, Level 200

11:30AM - 1:00PM **Plenary Session** *Ballroom AB, Level 300*

● Leadership Reports and Closing Keynote Address

● Innovation Under Pressure: How Will US Drug Policy Reshape Innovation, Evidence, and Access Globally?

Poster and Exhibit Hall Floor Plan - Hall A



Mapi Research Trust	1112
MarketScan by Merative	411
MARs Market Access & Pricing Strategy GmbH	926
Medicus Economics, LLC	827
MGB HIRO	932
Model N	739
ModMed	1035
Natera, Inc.	1011
Nested Knowledge	427
nference	312
Novellia	939
OM1	1025
OMNY Health	435
OneMedNet	526
Ontada	410
OPEN Health*	717
Optum (E)	731
Oracle Health and Life Sciences	633
Panalgo	711
PAREXEL*	716
PearlDiver Technologies	534
Pedestal Health, formerly Target RWE	1111
Penfield Search	1029
Peritia	540
Petauri	804
Pharmacoevidence Pvt. Ltd.	841
PharmaQuant	405
PhaseV	306
Pienomial Inc	907
PointClickCare	404
PolicyMap	438
Precision AQ	610
Premier Applied Sciences*	824
Red Nucleus	916
Reliant AI Inc.	1012
RTI Health Solutions	516
Simplify SLR Private Limited	543
SimulStat	836
SmartStep Consulting GmbH	942
Stage Analytics	833
Stratevi	737
Tempus	1010
Thermo Fisher Scientific*	611
TreeAge Software, Inc.	743
TriNetX	817
Trinity Life Sciences	1117
Truvena	505
United BioSource LLC (UBC)	317
Value Analytics Labs	917
Veradigm	742
Verana Health	1005
Verantos, Inc.	406
Viver Health LLC	1104
Wickenstones Ltd	840

ORGANIZATION	BOOTH				
Access Infinity Ltd	305	Clarivate	1042	GeneDx	837
Acumetis	811	Clinigma	441	Genesis Research Group*	725
Adelphi Real World and Adelphi Values	525	CMap	1105	Guardian Research Network	835
Adigen Health Limited	928	Columbia Data Analytics	511	Guidehouse	905
Amaris Consulting	539	ConnectHEOR	705	Health Analytics LLC	536
American Association for Cancer Research (AACR)	741	Core Clinical Sciences	537	Health Catalyst	934
Analysis Group*	605	Costello Medical	440	HealthVerity	1004
Arcadia.io	913	Curta	904	ICON Clinical Research, LLC	1017
Arcturus Data (UK) Ltd	937	CVS Healthspire	1016	IMO Health	304
ATHAGORAS Holding GmbH	436	Cytel	1036	Indence Research Private Limited	433
Avalere Health LLC	938	Datavant*	617	Initiate Consultancy	810
Barrington James	532	DistillerSR, Inc.	1031	Inovalon Inc.	311
Behavioral Health Insights	1106	EBM Health Consultants	643	IQVIA	531
BioverseAI	1107	Elicit	1116	ISPOR	625
BRG	541	eMAX Health Systems	310	Keiji.AI	213
Cardinal Health*	325	EntityRisk, Inc.	805	Kielo Research	636
Carelon Research	925	EPI-Q, Inc.	1110	KMK Consulting Inc.	217
Castor	1007	EVERSANA	417	Komodo Health	504
Cencora*	517	Evidencia Life Sciences	528	Limina	1038
Certara, L.P.	911	Flatiron	316	Loopback Health	943
		Folia Health	642	Luminity*	624
		Forian Inc.	638	MadeAi	641
		Frekil	439		

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