

# Understanding the Needs and Aspirations of Emerging HEOR Talent: Results From the ISPOR New Professional and Student Survey

OP25



Riku Ota, MBA, MSPH<sup>1</sup>, Irem Karaomerlioglu, PhD<sup>2</sup>, Yan Zhi Tan, BSc, MSc<sup>3</sup>, Taiwo Adesoba, PhD<sup>4</sup>,

Laura Elisabeth Gressler, MS, PhD<sup>5</sup>, Ka Keat Lim, MSc, RPh, PhD<sup>6</sup>, Robert Selby, MBA<sup>7</sup>, Nancy Chen, MD<sup>7</sup>.

<sup>1</sup>Global Payer Evidence Lead, Novo Nordisk A/S, Soborg, Denmark, <sup>2</sup>Turkish Medicines and Medical Devices Agency, Ankara, Turkey, <sup>3</sup>Lumany, Utrecht, Netherlands,

<sup>4</sup>Novo Nordisk, Little Rock, AR, USA, <sup>5</sup>University of Arkansas for Medical Sciences, Little Rock, AR, USA,

<sup>6</sup>Queen Mary University of London, London, United Kingdom, <sup>7</sup>ISPOR, Lawrenceville, NJ, USA.

## OBJECTIVE

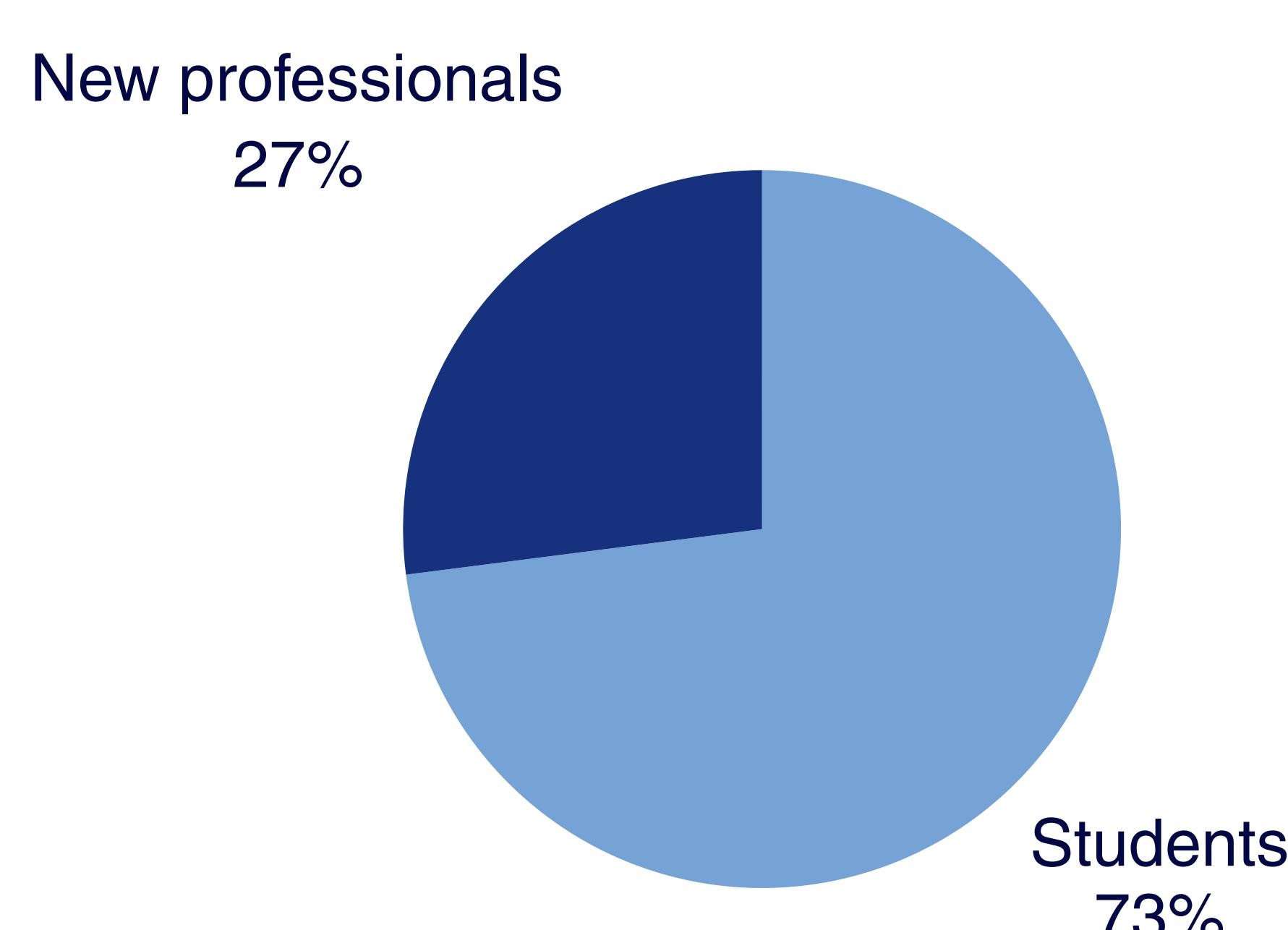
- The next generation of professionals in Health Economics and Outcomes Research (HEOR) will play a pivotal role in shaping the future of healthcare decision-making.
- However, the perspectives, development needs, and career aspirations of emerging professionals in health economics and outcomes research (HEOR) remain underexplored.
- This study aimed to understand the demographic characteristics, motivations, skill gaps, and future interests of students and new professionals (<3 years post-graduation) within the ISPOR network.

## METHODS

- An online survey was distributed to ISPOR student members and new professionals from March to May 2025.
- The questionnaire covered demographic background, educational and career paths, motivations for joining ISPOR, skill development needs, expectations for mentorship, and satisfaction with ISPOR engagement.
- Descriptive statistics were used to summarise responses.

## RESULTS

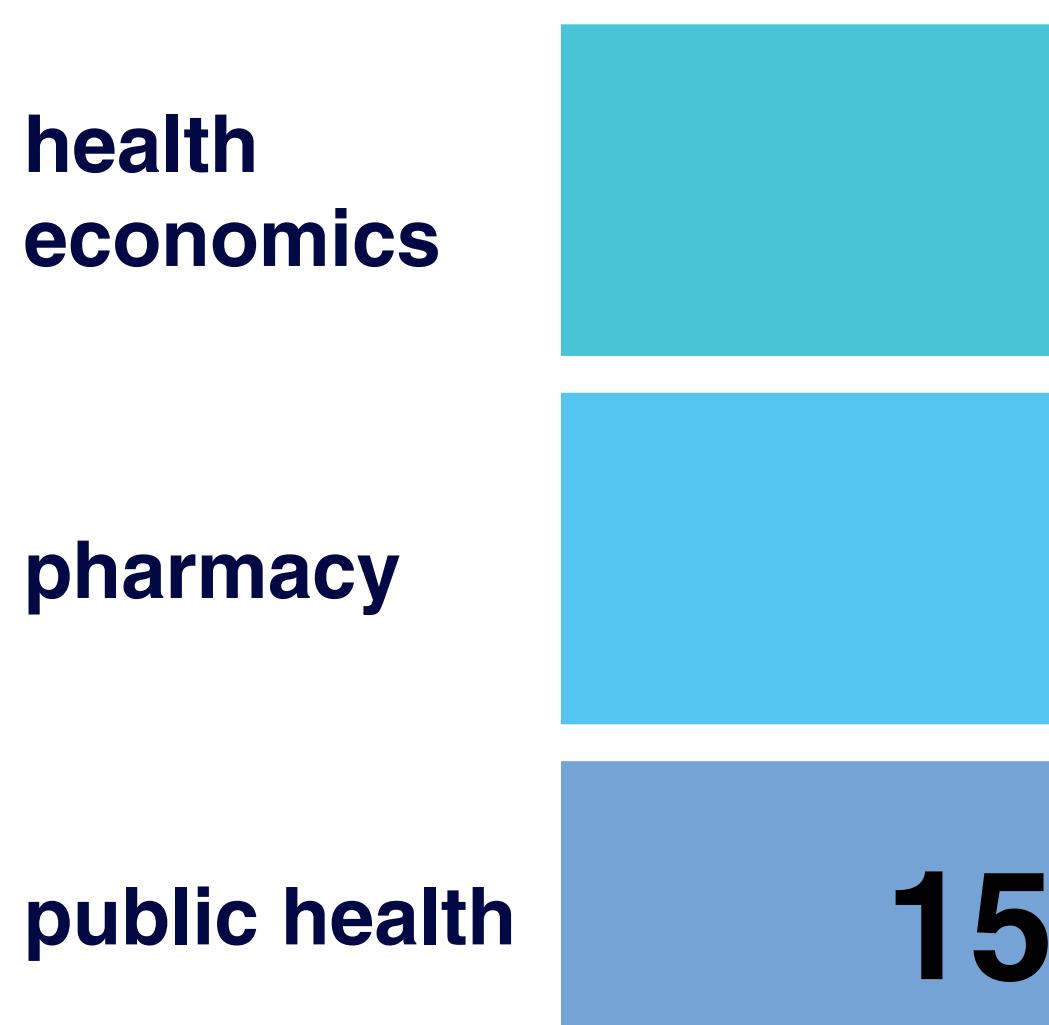
### Participation Type (n=74)



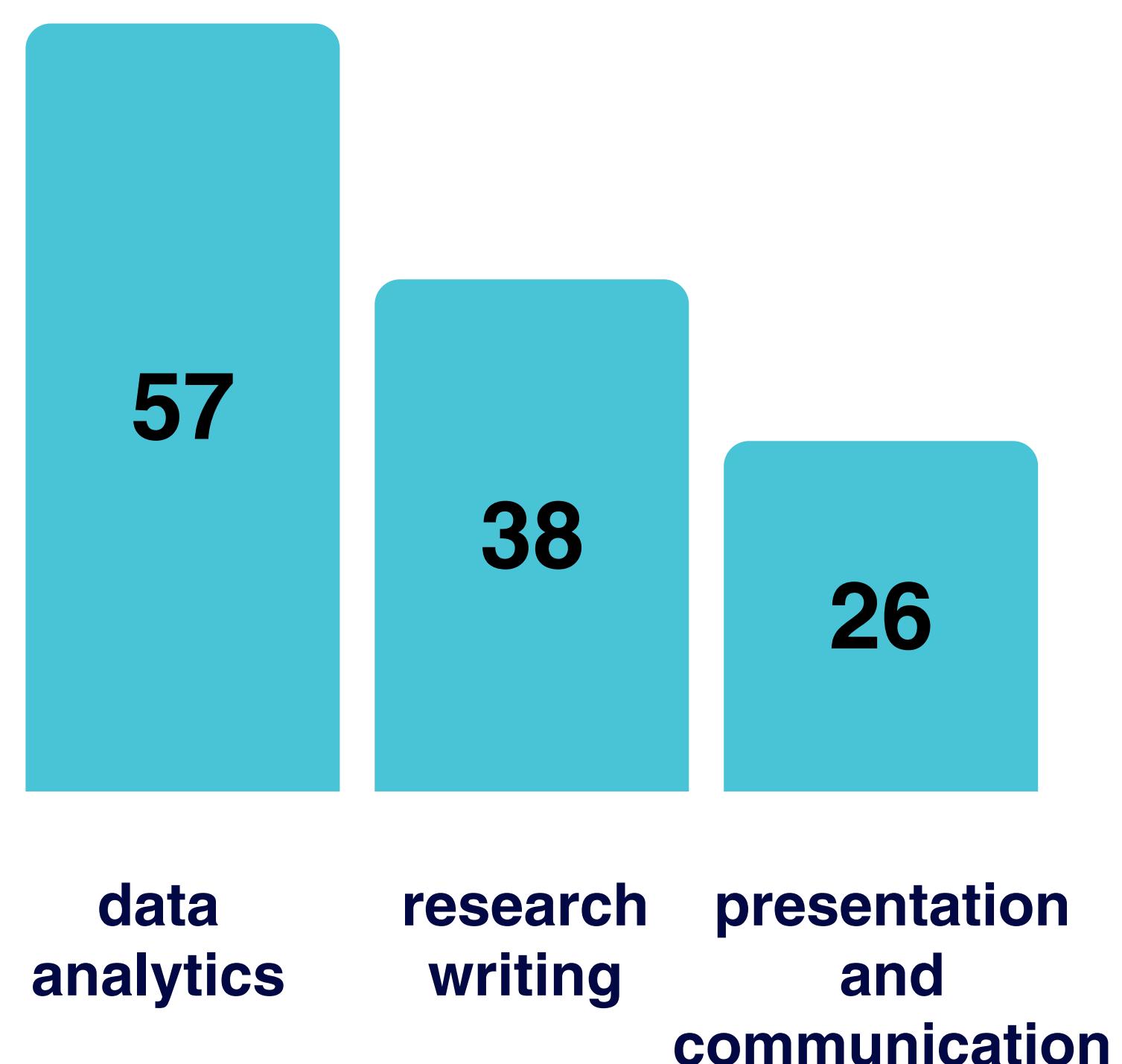
### Diverse Representation Across 6 Continents



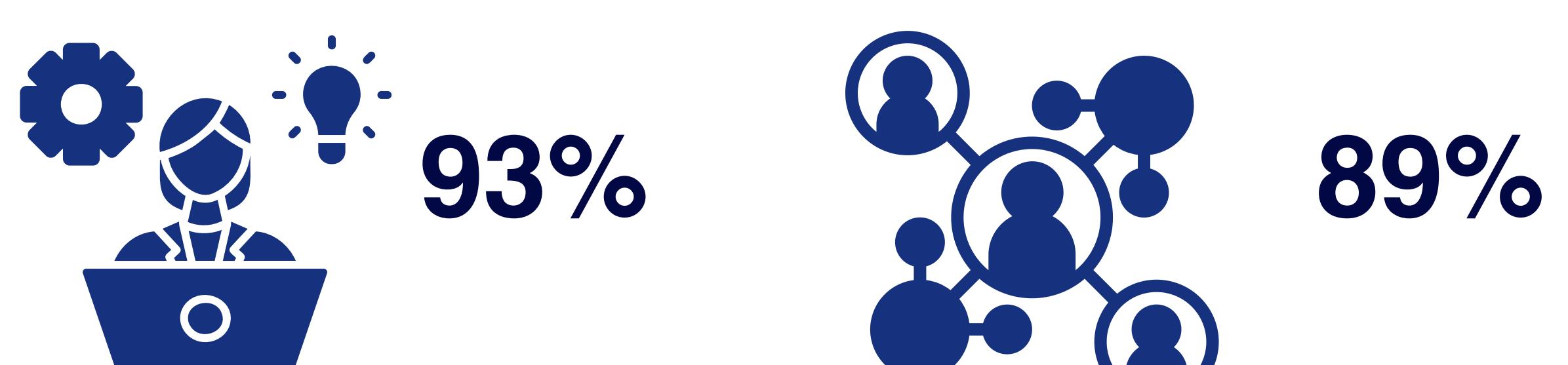
### Educational Background of Respondents (%)



### Top Desired Skills Among Respondents (%)



### Professional Development and Networking



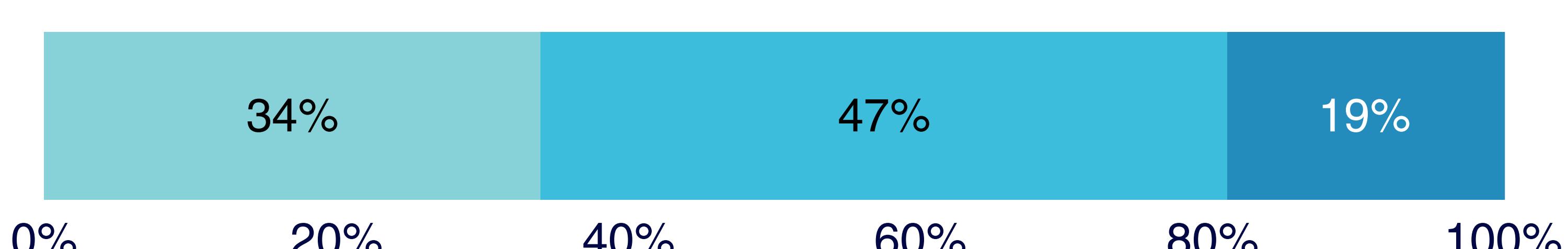
### Mentorship Matters: Perception vs Access

89% agreed that mentorship supports career development

45% had access to a mentor

### Satisfaction with ISPOR Events

● promoters ● passives ● detractors



## CONCLUSION

- This survey highlights the goals and unmet needs of early-career HEOR professionals. Addressing identified gaps in mentorship and skill development through targeted ISPOR initiatives could better support the growth of early-career professionals and enhance their overall satisfaction.
- These findings will inform future programming aimed at strengthening engagement and inclusivity within the ISPOR community.

