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The Business of Evidence: HEOR for C-Suite Decision Making

Monday, May 18, 2026 | 3:15 – 4:15 PM EDT
ISPOR 2026
Philadelphia, PA, USA

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ISPOR Partnership Group

The ISPOR Partnership Group is a strategic platform that brings together organizations across industry and health policy to collaborate with ISPOR in advancing healthcare decision making. Through this partnership, organizations engage with ISPOR's global network via conferences, thought leadership initiatives, and year-round activities. It provides a unique opportunity to increase visibility, connect with key stakeholders, and contribute to important conversations shaping the future of HEOR.

Interested in joining the Partnership Group?
Please contact Sarina Lane, slane@ispor.org.



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2026 ISPOR Partnership Group

				
				
				
				

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Speakers

			
Chris Blanchette Novo Nordisk	Jaime Rubin Cahill Vertex Pharmaceuticals	Tommy Bramley Cencora	Adrian Kielhorn Alexion

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Poll

Why should HEOR be important to your C-suite?

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C-suite and what do they care about?

- CEO – revenue growth, profit margin, customer satisfaction
- COO – company strategy, efficient process, daily operations
- CFO – financial strategy, profit margin, return on investment
- Others: US, International Operations, R&D, Human Resources, Commercial/Marketing Officer, Legal, Compliance, Patient, Data, Information, etc.
- As a collective body – growth of the organization, Patient impact
- How does HEOR contribute to the growth of the organization?

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HEOR is important to the growth of the organization!
How do we show this?

- Evidence that is important
- Tailoring messages
- Story telling
- Determine what is important
- Budget accountability
- Brand vs enterprise focus
- Future focused
- What not to do
- Understand the politics – competing stakeholders
- How to develop
- Advice across the career journey

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