

Background & Objective

- We surveyed HEOR leaders in pharmaceutical companies to solicit their views on current trends and future expectations for the changing field of HEOR.

Methods

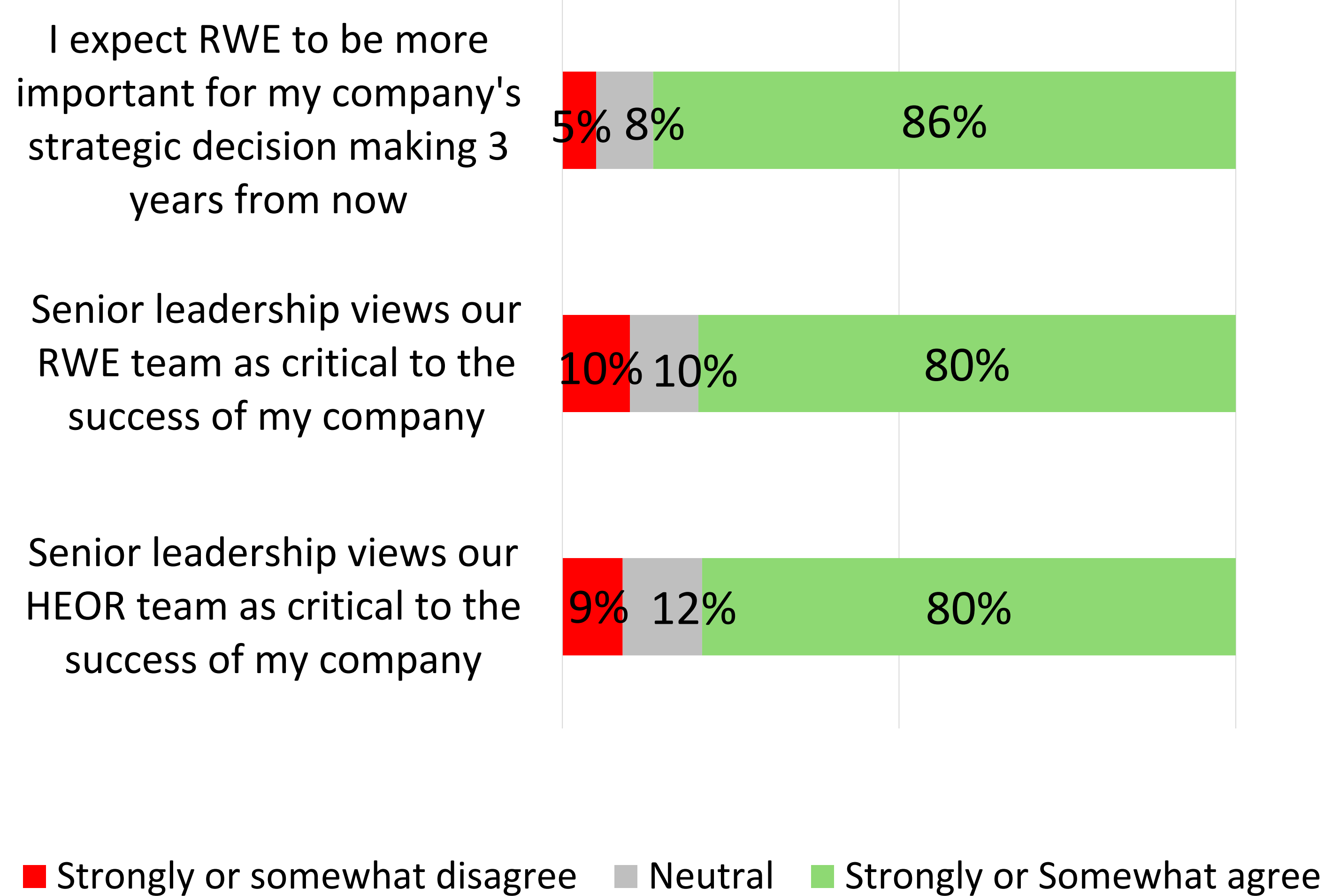
- We engaged a convenience sample of 100 U.S.-based HEOR leaders from 72 companies.
- We prioritized large companies, as well as smaller companies that subscribe to Tufts-CEVR databases.

Results

Table 1. Organizational Characteristics of Respondents' Companies (n=59, 46 companies)

Survey Question	Category	%
What is your company's size?	>30,000 employees	40.7
What is the size of your company's US HEOR department?	>30 HEOR FTEs	42.4
To what office does your HEOR team report?	Market Access	30.5
	Marketing	5.1
	Medical Affairs	39.0
	Research and Development	11.9
	Other	13.6

Figure 1. Perceived Importance of HEOR and RWE Teams (n=59)



Results

Figure 2. Team size & budget (n=58)

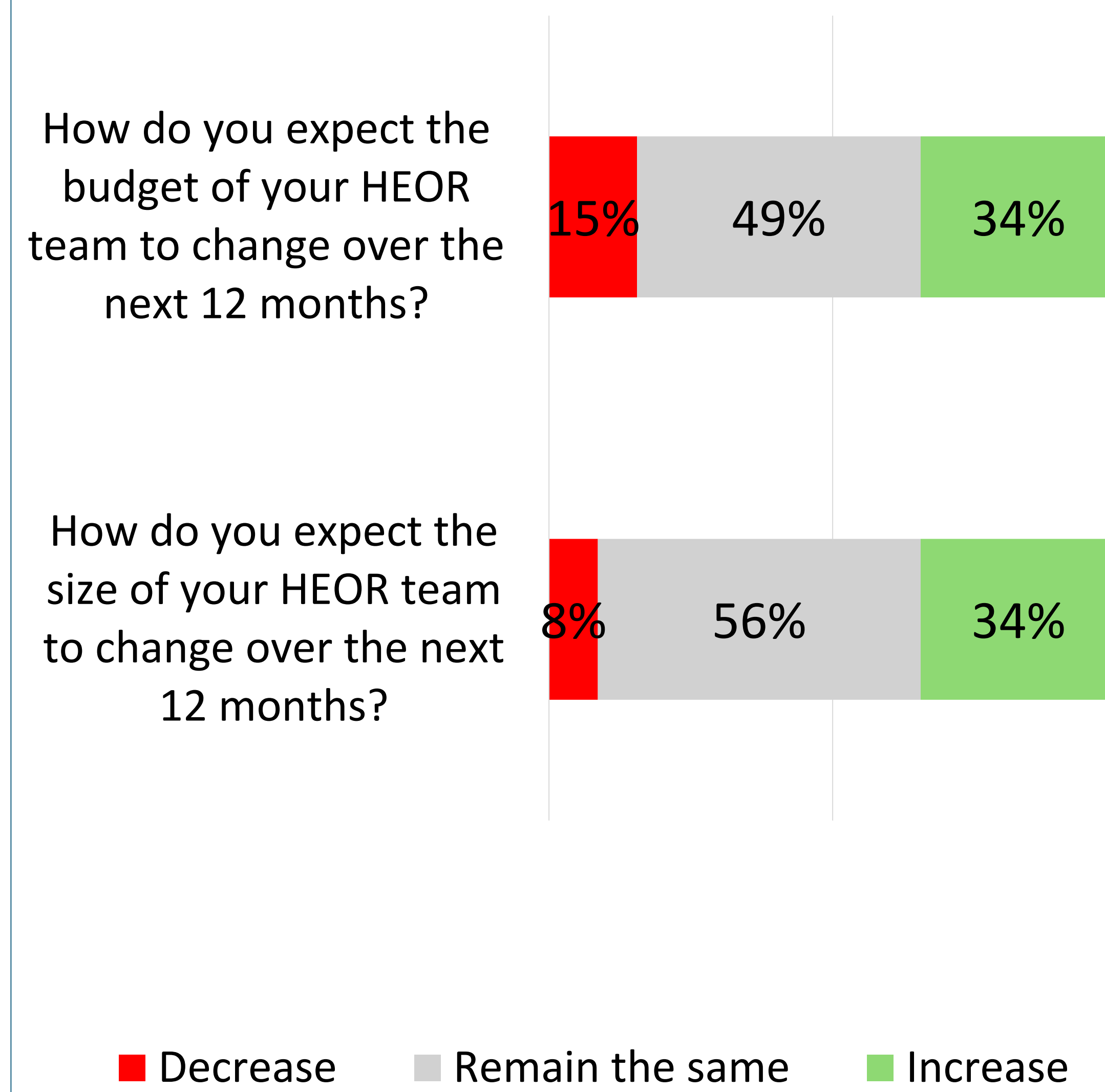


Figure 3. What are the most important ways your company uses HEOR to guide decision-making? Select up to three. (n=59)

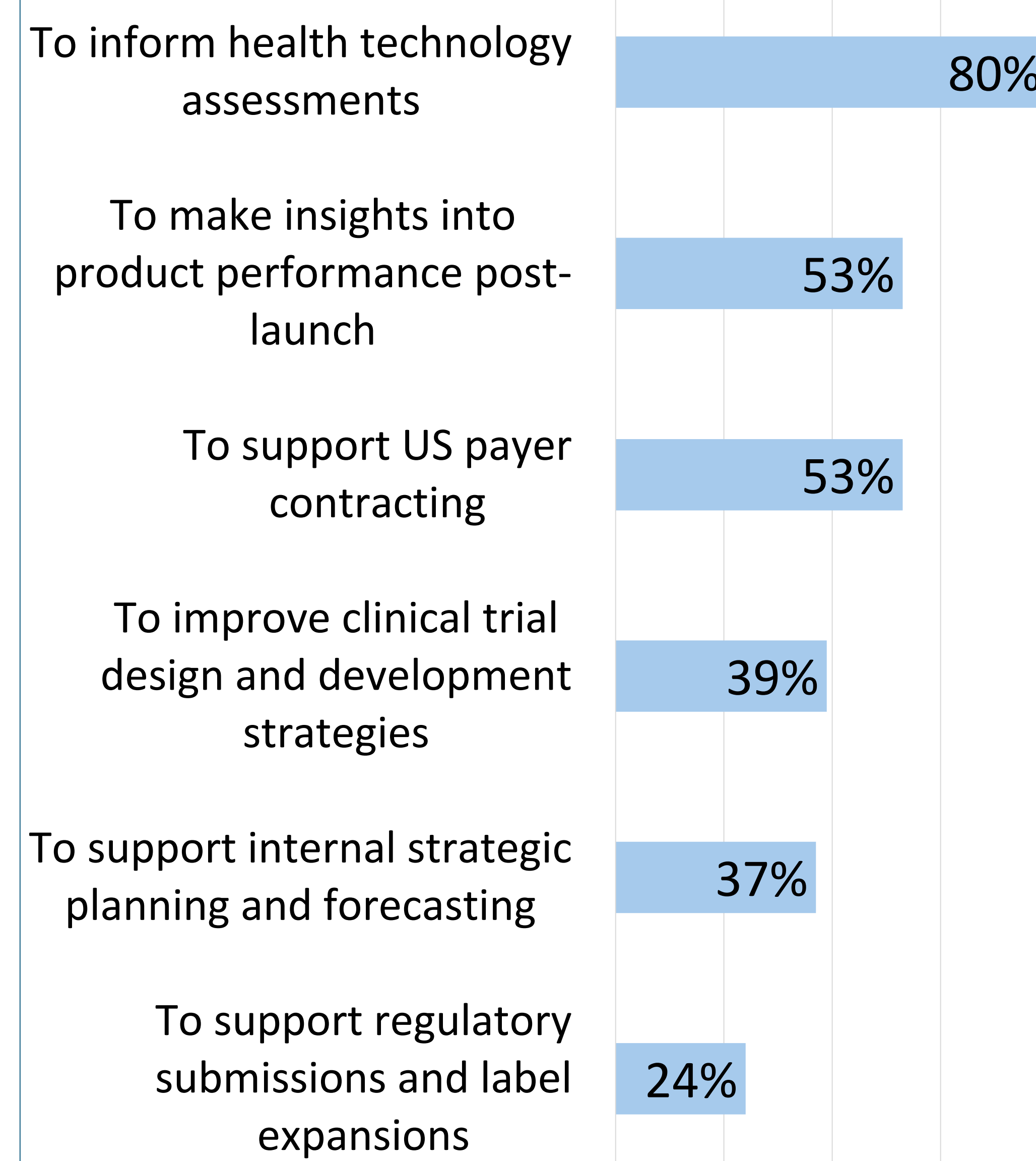


Figure 4. AI in the workplace (n=59)

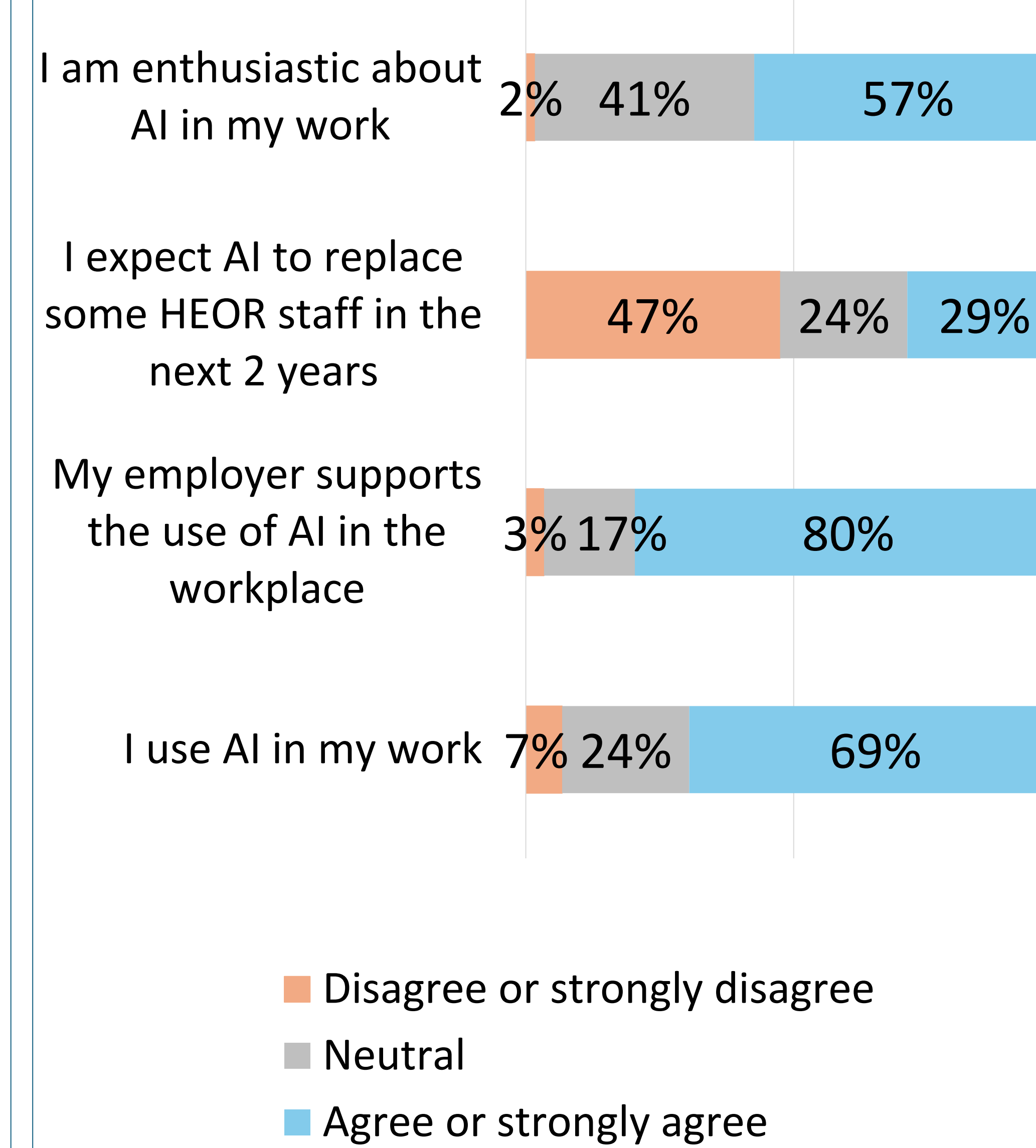
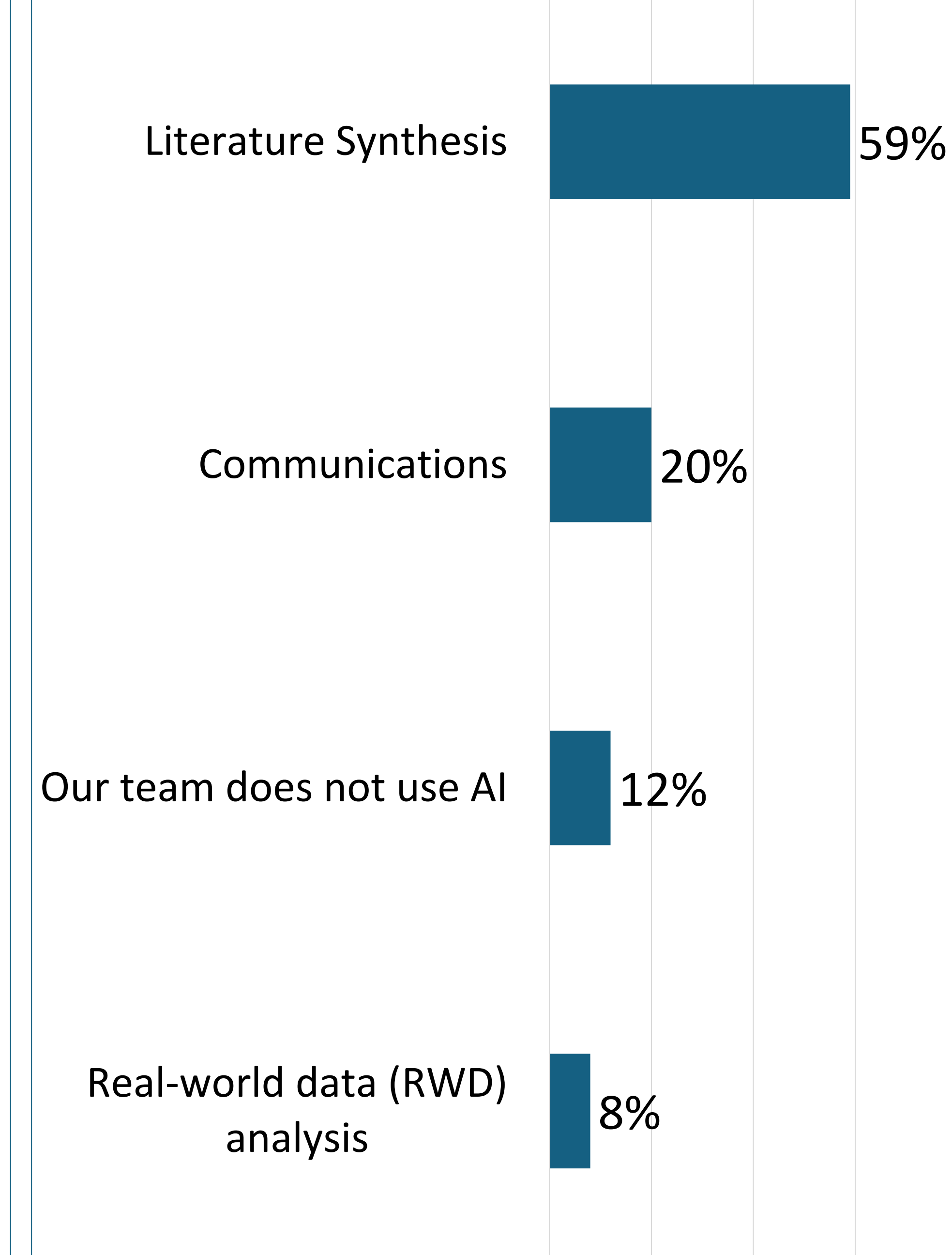


Figure 5. What is the most important way your HEOR team uses AI? (n=59)



Discussion

- Despite restructuring and budget constraints, the HEOR field remains resilient with strong engagement.
- Respondents had mostly positive views about prospects for HEOR departments.
- AI is increasingly becoming a part of HEOR work, but HEOR professionals are determining how best to apply these new tools.

Advice for the field

- As HEOR is tested, leaders should prioritize influence, their communication skills, and their cross-functional fluency over team size.
- There is significant opportunity for HEOR to focus on supporting clinical trial design, to support the value of a molecule at launch
- HEOR teams should leverage AI, particularly in communications and data analytics, where usage remains limited.

Funding

This research was funded by argenx.

Contact

Grace Hatfield
(grace.hatfield@tuftsmedicine.org)

<https://cevr.tuftsmedicalcenter.org>

