



Generative AI:

The Next Frontier in Health Economic Model Conceptualization

ISPOR EU 2024 Exhibit Hall Theater, Barcelona



Panelists Today



Shilpi Swami

Vice President, Consulting and
HTA Strategy



Vladimir Babiy

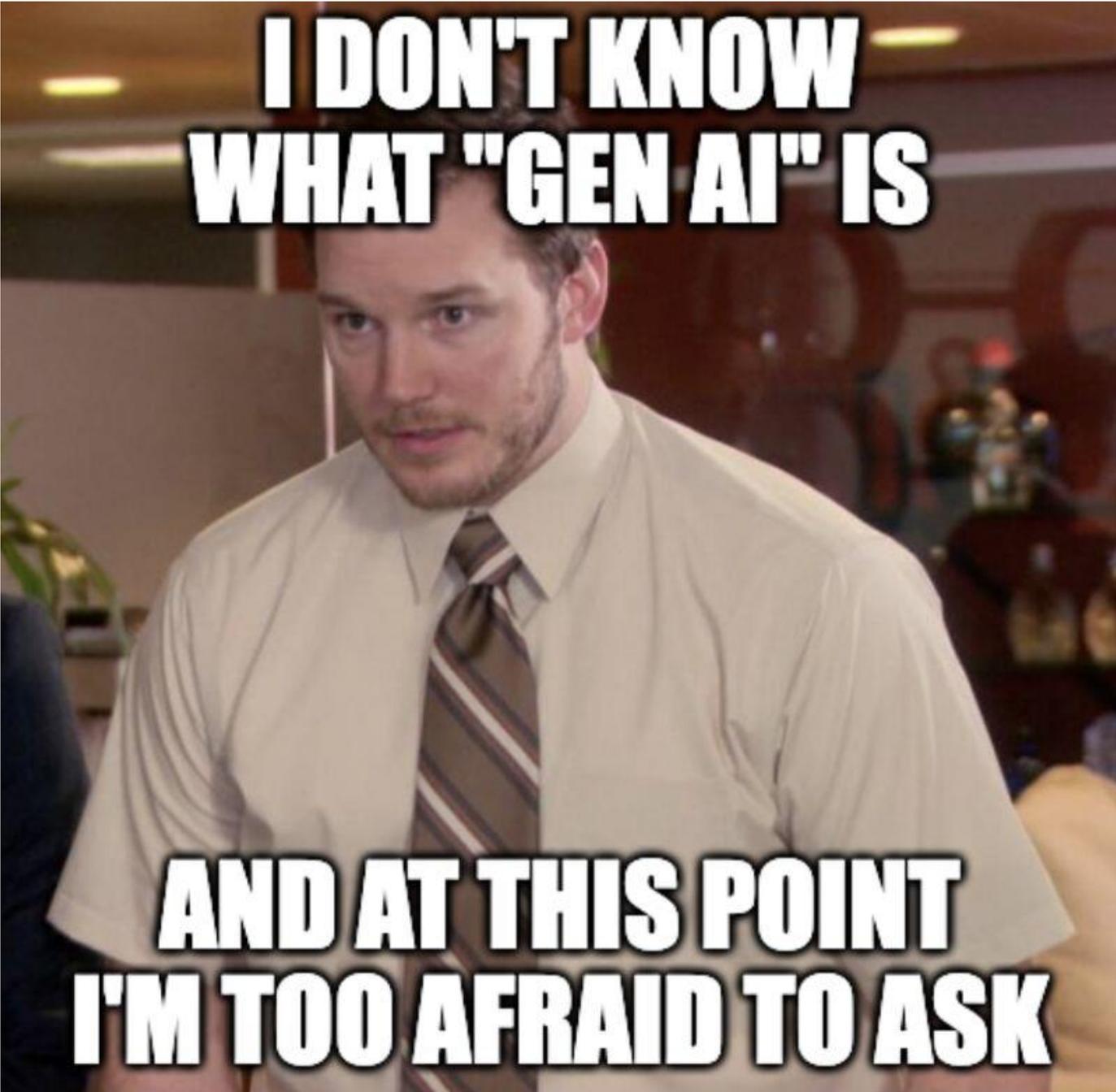
Associate Director,
HEOR



Tushar Srivastava

Director, HEOR and Gen-AI
Lead



A meme featuring Chris Pratt in a white dress shirt and a striped tie, looking slightly to the side with a confused or uncertain expression. The background is an office setting with blurred lights and furniture.

**I DON'T KNOW
WHAT "GEN AI" IS**

**AND AT THIS POINT
I'M TOO AFRAID TO ASK**

What we are already hearing:

“AI won’t replace humans, but humans who use AI will”

Adapting it to HEOR:

**“AI won’t replace HEOR professionals,
but HEOR professionals who use AI
will”**

Looking into the near future - ISPOR EU 2025 conversations?

“Gen-AI is essential in HEOR, not optional”

“Real question is not whether HEOR teams should use Gen-AI or not, but how well we apply it to streamline workflows and transform the way of decision-making”

“Gen-AI is a **FORCE MULTIPLIER for
HEOR professionals”**