



How to Get Published and Influence People!

An “inside view” from *Value in Health*’s Editors-in-Chief on how to give your paper the best chance of success



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Welcome!

1. How to give your paper the best chances of success of being published in *Value in Health*
2. What you can do as authors—and what *Value in Health* can do—to maximize the impact of your research once it is published.

Publishing your paper is important but is just the start of a process to share your work and maximize its impact.

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About Value in Health

About *Value in Health*

- Publishes original research and health policy articles that advance the field of HEOR to help healthcare leaders make evidence-based decisions.
- Two Editors-in-Chief: **Nancy J. Devlin, PhD** and **C. Daniel Mullins, PhD**
- Plus: a team of Associate Editors, supported by the ISPOR publications team.
- Our latest impact factor is: **4.9**
 - Increased from 4.5
 - Expected to be > 5 next year
- Published by Elsevier on behalf of ISPOR, and is the home for
 - ISPOR 'best practice' Taskforce Reports
 - Other key reports (eg, CHEERS)

**ScienceDirect**

Contents lists available at sciencedirect.com
Journal homepage: www.elsevier.com/locate/jval

ISPOR Report

Consolidated Health Economic Evaluation Reporting Standards 2022 (CHEERS 2022) Statement: Updated Reporting Guidance for Health Economic Evaluations

Don Husereau, BScPharm, MSc, Michael Drummond, MCom, DPhil, Federico Augustovski, MD, MSc, PhD, Esther de Bekker-Grob, MSc, PhD, Andrew H. Briggs, DPhil, Chris Carswell, BScPharm, MSc, Lisa Caulley, MD, MPH, FRCSC, Nathorn Chaiyakunapruk, PharmD, PhD, Dan Greenberg, PhD, Elizabeth Loder, MD, MPH, Josephine Mauskopf, PhD, C. Daniel Mullins, PhD, Stavros Petrou, MPhil, PhD, Raoh-Fang Pwu, PhD, Sophie Staniszweska, DPhil, on behalf of CHEERS 2022 ISPOR Good Research Practices Task Force



New! Updated VIH 'aims and scope'

- These strengthened aims better reflect our current standing and our ambitions for the journal

Value in Health aims to be a leading source of **new methods, best practice guidelines, and innovative research** in the field of health economics and outcomes research (HEOR).

Value in Health aims to publish papers that **expand the frontiers of HEOR science** and have a direct impact on the methods used in HEOR and the **evidence on value used in healthcare decision making** around the world.

<https://www.valueinhealthjournal.com/content/aims>

Call for Papers:

Health Equity: Methods and Measures for Equity Informative Evaluations

+

Measuring Change in Rare Disease Outcomes: Implications From Patient-Focused Drug Development Guidance

+

Digital Health Technologies: Examining Value, Regulation, and Equity

+

HEOR in Acute and Critical Care Medicine, Nursing, and Public Health

+

Artificial Intelligence in HEOR

+

**Look out
for calls
for papers
for themed
sections!**

You can find them here: <https://www.ispor.org/publications/journals/value-in-health/for-authors/call-for-papers>

Did You Know?

- Many universities have Open Access Agreements with Elsevier, which means papers accepted for publication in *Value in Health* can be published open access free-of-charge

<https://www.elsevier.com/open-access/agreements>

- Have you checked if your university is included?

Did You Know?

- In each issue, we select “Editor’s Choice” papers and these are given free promotional for 30 days.
- 12 months after papers have been published, all papers in *VIH* are available to everyone completely free of charge

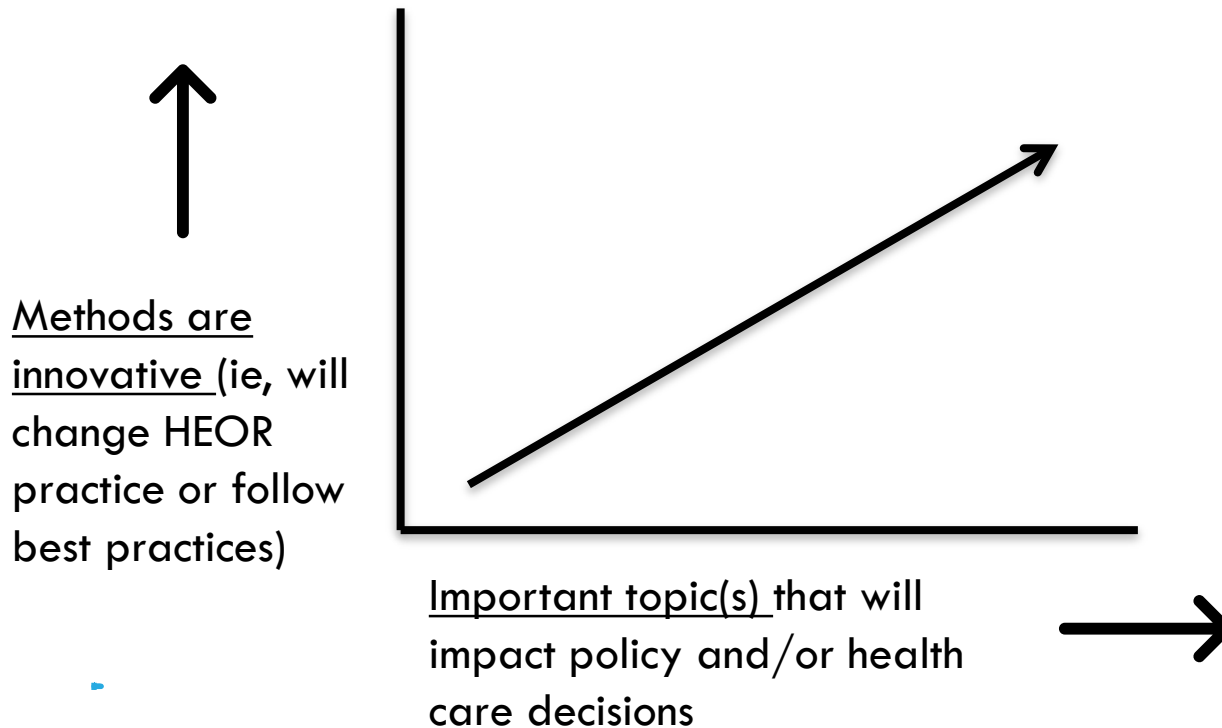
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**Giving Your Paper the Best Chance
of Getting Accepted for Publication
in *Value in Health***

The Process

- *VIH* receives ~1 300 **new** submissions each year
- All of these are initially reviewed by an EiC (randomly assigned)
- The review process reduces this number to ~200 papers published in the journal each year
 - *VIH* accepts around 15% of the papers submitted
- If every paper were to be sent out to peer review, we would require almost 3000 reviewers = infeasible
- Therefore, a substantial proportion of papers are rejected after internal review by the journal's editors

What Makes an Interesting Paper?



What Type of Evaluation Occurs at Each Stage?

EIC Evaluation

Mainly an assessment of methodological/policy interest and relevance to our scope.

Some assessment of methodological interest/quality

AE Evaluation

Equal assessment of methodological and policy/practice interest

Reviewer Evaluation

Mainly assessment of methodological interest/quality

Some assessment of policy/practice interest

Reject 60%

Reject an additional 5%-10%

Reject an additional 10%-15%

A Few Words About Certain Types of Papers We See...

Burden of disease/cost of illness studies	Must have some methodological interest
Systematic reviews of the cost effectiveness of an intervention	Should draw conclusions about methods. Conclusions about cost effectiveness per se of limited interest.
Systematic reviews	Doing/reporting these to a very high standard is a 'given'. Don't just <u>describe</u> the literature: critically review and synthesize the literature.
Cost effectiveness analyses	Doing/reporting these to very high standard is a 'given'. To be published, must also be important or use innovative methods
Other empirical papers	Avoid a 'cookie cutter' approach to writing up - engage with the issues and make sure you offer insights
Policy evaluations & commentaries	Make sure you focus on the insights of interest to an <u>international</u> audience

What Does a Busy* Editor-in Chief Look At?

1. Title
2. Abstract
3. Highlight Points
4. Covering letter
5. First few paragraphs of the Introduction (maybe more depending on how interesting it seems); especially the Aims
6. Discussion and Conclusions
7. Quick checks: iThenticate %; word count; number of authors

*Last year *VIH* received ~1300 new submissions; we each read ~650 of them


Editor's Evaluation: Does the Paper...

- ☐ Align with the journal's scope?
- ☐ Represent a novel contribution?
 - ☐ An advancement of HEOR methods?
 - ☐ A novel application, of international relevance?
- ☐ Use rigorous methods?
 - ☐ Use appropriate comparators + methods?
 - ☐ Follow best practice guidelines, where available?
 - ☐ Match data to the research question?
- ☐ Communicate its main messages effectively?
- ☐ Avoid bias or a marketing message?
- ☐ Use English language and grammar appropriately?

Do Your “Highlight Points” Answer These Questions?

1. What methods or evidence gap does your paper address?
2. What are the key findings from your research?
3. What are the implications of your findings for healthcare decision making or the practice of HEOR?

Reviewer's Evaluation

Questionnaire	Yes	No	Not applicable
Does the manuscript contain new and significant information to justify publication?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Does the Abstract (Summary) clearly and accurately describe the content of the article?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is the problem significant and concisely stated?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are the methods described comprehensively?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Are the interpretations and conclusions justified by the results?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is adequate reference made to other work in the field?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is the language acceptable?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Please rate the priority for publishing this article (1 is the highest priority, 10 is the lowest priority)	<div>Select... </div>		

Peer reviewers are asked to:

- Evaluate the scientific merit and overall relevance of a paper
- Provide constructive feedback to authors
- Make a recommendation
 - Accept without revision
 - Minor revisions needed
 - Major revisions needed
 - Reject

One of the best ways to get a sense for what makes a good paper for VIH is to become a peer reviewer!

- Sign up to be a reviewer for *Value in Health* via ScholarOne:

<https://mc.manuscriptcentral.com/valueinhealth>

New to doing peer reviews?

- Talk to your supervisor
- Gain experience by reviewing in parallel to your supervisor's own peer review work and comparing notes.

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Amplifying the Impact of Your Paper in *Value in Health*

Write for Impact!

- Introduction should be clear about the evidence/methods gaps, and why your paper is needed
- Make sure your paper highlights the interesting results
- Avoid uninformative conclusions, like ‘we undertook research on x. Our results have implications for policy and decision making’.
- Think: **who you want to influence?**
 - Be specific about the implications—who should care, and why? **What should be done differently as a result of your findings?**
 - Craft your abstract and highlight points carefully—don’t treat them as an afterthought!

Highlight Points

- Appear in the published paper.
- Appear on the ISPOR page for your paper
- Are used as content for social media posts (X/LinkedIn) from @ISPORjournals

Tips:

- Be concise. Don't recycle the abstract.
- Be specific. **Answer the 'so what?' question. Who should care—and why?**
- Grab the reader's attention (they might actually read the paper!)

Economic Evaluation

Do Quality-Adjusted Life-Years Discriminate Against the Elderly? An Empirical Analysis of Published Cost-Effectiveness Analyses

Feng Xie, PhD, Ting Zhou, PhD, Brittany Humphries, PhD, Peter J. Neumann, ScD

ABSTRACT

Objectives: Critics of quality-adjusted life-years argue that it discriminates against older individuals. However, little empirical evidence has been produced to inform this debate. This study aimed to compare published cost-effectiveness analyses (CEAs) on patients aged ≥ 65 years and those aged < 65 years.

Methods: We used the Tufts Cost-Effectiveness Analysis Registry to identify CEAs published in MEDLINE between 1976 and 2021. Eligible CEAs were categorized according to age (≥ 65 years vs < 65 years). The distributions of incremental cost-effectiveness ratios (ICERs) were compared between the age groups. We used logistic regression to assess the association between age groups and the cost-effectiveness conclusion adjusted for confounding factors. We conducted sensitivity analyses to explore the impact of mixed age and age-unknown groups and all ICERs from the same CEAs. Subgroup analyses were also conducted.

Results: A total of 4445 CEAs categorized according to age < 65 years ($n = 3784$) and age ≥ 65 years ($n = 661$) were included in the primary analysis. The distributions of ICERs and the likelihood of concluding that the intervention was cost-effective were similar between the 2 age groups. Adjusted odds ratios ranged from 1.132 (95% CI 0.930-1.377) to 1.248 (95% CI 0.970-1.606) (odds ratio > 1 indicating that CEAs for age ≥ 65 years were more likely to conclude the intervention was cost-effective than those for age < 65 years). Sensitivity and subgroup analyses found similar results.

Conclusion: Our analysis found no systematic differences in published ICERs using quality-adjusted life-years between CEAs for individuals aged ≥ 65 years and those for individuals aged < 65 years.

Keywords: age, cost-effectiveness analysis, elderly, discrimination, quality-adjusted life-year.

Highlights

- Critics argue that quality-adjusted life-years discriminate against older people and those with disabilities or receiving palliative care.
- Analyses of published cost-effectiveness analyses found no systematic differences in cost-effectiveness conclusions between cost-effectiveness analyses focused on individuals aged ≥ 65 years and those for individuals aged < 65 years.
- This empirical evidence can be used to inform debates about the use of quality-adjusted life-years in drug price negotiations, reimbursement, and coverage policy making.

After Publication: Social Media

Value in Health posts on LinkedIn via ISPOR, and on X as [@ISPORJournals](#)

- Tag us in any posts you make on your papers, and ISPOR's social media team will like/share
- Daniel and Nancy are both on LinkedIn—tag us, and we'll like and reshare your posts if we can!
- Nancy is also on X: [@nancydevlin1](#)
- Tag your own institution media teams & your coauthors



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Other Ways *VIH* Helps to Drive Impact

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2024 Editor's Choice

Value in Health

JAN

FEB

MAR

APRIL

- **Editorials** (eg, highlighting specific papers or synergies between papers on related topics in the same issue).
- *New author services, aimed at elevating impact of *VIH* papers, are actively being explored.*



Questions?

