

# ISPOR 2022–2023 TOP10 HEOR TRENDS



## The Pandemic

COVID-19 has permeated and/or impacted virtually every trend in this “Top 10” list



## 1 Real-World Evidence

RWE in healthcare decision making remains the top trend as its use and impact grows in importance



## 2 Value Assessment

The shift to value-driven healthcare strengthens the need for value assessment



## 3 Health Equity

Illuminated by the pandemic, interest in researching and addressing healthcare disparities intensifies



## 4 Healthcare Financing

As new and innovative technologies come to market, healthcare financing remains in the spotlight



## 5 Patient Engagement

Interest in infusing the “patient voice” in healthcare research remains high



## 6 Drug and Healthcare Pricing

The need for price transparency in healthcare continues as a vital issue and top trend



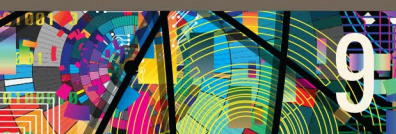
## 7 Public Health

The significance of key priorities in public health has been elevated in light of the pandemic



## 8 Health Technology Assessment

The benefits and challenges of cross-country cooperation brings HTA back to the trends list



## 9 Health Data

Infrastructure and interoperability of health data becomes integral to its effective use



## 10 Artificial Intelligence

The potential grows for AI and advanced analytics to have a profound impact on healthcare