ISPOR 2022–2023

TOP 10 HEOR TRENDS

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

2. Real-World Evidence
   RWE in healthcare decision making remains the top trend as its use and impact grows in importance

3. Value Assessment
   The shift to value-driven healthcare strengthens the need for value assessment

4. Health Equity
   Illuminated by the pandemic, interest in researching and addressing healthcare disparities intensifies

5. Healthcare Financing
   As new and innovative technologies come to market, healthcare financing remains in the spotlight

6. Patient Engagement
   Interest in infusing the “patient voice” in healthcare research remains high

7. Drug and Healthcare Pricing
   The need for price transparency in healthcare continues as a vital issue and top trend

8. Public Health
   The significance of key priorities in public health has been elevated in light of the pandemic

9. Health Technology Assessment
   The benefits and challenges of cross-country cooperation brings HTA back to the trends list

10. Health Data
    Infrastructure and interoperability of health data becomes integral to its effective use

11. Artificial Intelligence
    The potential grows for AI and advanced analytics to have a profound impact on healthcare