Join colleagues to discuss the latest trends in health economics and outcomes research (HEOR) and help shape the future of HEOR.

**ISPOR is the leading scientific and educational organization for HEOR and its use in healthcare decision making.**

**Learn** new methods and novel applications in the conduct and use of HEOR.

**Engage** with recognized global experts in the field.

**Network** with colleagues, collaborators, and clients.

**Share** your research and ideas with other ISPOR members in an open and neutral environment.

**Advance** your career through active participation (e.g., attend an ISPOR Short Course or a New Professional event).

**Why Attend ISPOR 2019?**

ISPOR 2019 will provide a forum for discussion and dissemination of HEOR information for more than 4000 delegates. The conference is a great opportunity to present your work, collaborate and network with colleagues in the field, and hear about innovative research methods and new health policy developments. Reflecting on revolutionary transformations affecting today's healthcare, ISPOR New Orleans will address medical technology development, health technology assessment, and policy and clinical decision making while exploring the theme *Rapid. Disruptive. Innovative: A New Era in HEOR*.

**Who Attends?**

The ISPOR sphere of influence engages global leaders in the international HEOR community, including policy makers, regulators, researchers, academicians, health technology developers, payers, decision makers, and patient groups. This multistakeholder group is invested in using science and research to make better healthcare decisions.

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**Register by April 9, 2019 and SAVE!**

www.ispor.org
Make the most of ISPOR 2019!

PROGRAM

ISPOR 2019 features 2000+ presentations!
The program offers scientific topics of interest at multiple session times and in a variety of presentation formats.

Pre-Conference Short Courses are training courses offered across 7 HEOR key topic areas. The skill level ranges from introductory to experienced, and continuing education credits are available. Separate registration is required.

Plenary Sessions feature thought-provoking discussions on challenging topics related to healthcare policy, the application of HEOR in healthcare decision making, or methodology.

Spotlight Sessions (SP) highlight timely topics in HEOR and promote innovative areas of interest to the ISPOR community.

Issue Panels (IP) introduce debate with multistakeholder perspectives on new or controversial issues in HEOR.

Workshops (W) discuss new and innovative applications in the conduct and use of HEOR or the latest on real-world data, clinical-, economic-, or patient-reported outcomes, patient preferences, and healthcare policy.

Podium Presentations (P) consist of four 15-minute outcomes research presentations on a single topic.

Poster Presentations contain approximately 350 research posters per session arranged by disease, topic, or healthcare intervention with a scheduled author discussion hour.

Symposia are sponsored presentations related to ISPOR’s mission. The sponsor organization selects a subject of interest to delegates and arranges suitable speakers.

NETWORKING

Connect with over 4000 ISPOR members, colleagues, collaborators, and clients.

• Meet with experts, clients, and other attendees. Schedule meetings via the ISPOR2019 mobile app and web platform (available approximately 1 month prior to the conference).

• Engage in session discussions with colleagues during the morning and afternoon coffee breaks or during lunch in the Poster and Exhibit Hall.

• Explore the Exhibit Hall and find products and services that meet your needs.

• Network with student members worldwide at roundtables, showcases, receptions, and more.

ISPOR GROUPS

Collaborate with members of your ISPOR groups.

ISPOR Regional Groups (Chapters, Networks, and Consortia): Join the educational, research, and policy-related activities of these groups and meet other HEOR professionals from your region of the world.

ISPOR Scientific and Health Policy Groups (Task Forces, Special Interest Groups, and Council Working Groups): Collaborate with members of these groups and participate in the development of ISPOR knowledge products, such as ISPOR Good Practices for Outcomes Research Task Force Reports, manuscripts for Value in Health, and online tools used by decision makers and researchers around the world.

New Professionals: Attend the New Professional event “Career Advice Across the Globe," which touches on a different career-related topic for each conference. The event aims to provide a global perspective for those who are new to the field of HEOR. New Professionals also are encouraged to attend booth events specifically catering to this member type.

Students: Network with international student members! Join us at the Student Research Competition, Student and Faculty Icebreaker Reception, Student Research Spotlight, and the Student Roundtable — all highly attended events! The Student Network also will host a few booth events at the ISPOR booth, which we encourage students to attend to learn more. Not part of a Student Chapter currently? For more information on starting a chapter, visit www.ispor.org/member-groups/students/start-a-student-chapter.

Thank you to the following ISPOR 2019 Supporters and Sponsors:

(Sponsors as of press time)

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Veradigm

Bronze:
Kantar
Precision Xtract / Precision for Value
Prognos
RTI (h)h(s) Health Solutions

Interested in becoming a conference Sponsor?
See www.ispor.org/ISPOR2019sponsorship for available sponsorships.

The ISPOR 2019 Exhibit Hall provides the perfect setting for attendees to meet professionals in the health economics and outcomes research (HEOR) field, discuss the latest trends, and learn from industry experts.

EXHIBIT HALL HOURS

Monday, May 20, 10:30AM - 7:30PM
Exhibitor Reception 6:00PM - 7:30PM

Tuesday, May 21, 10:30AM - 7:30PM
Exhibitor Reception 6:00PM - 7:30PM

Wednesday, May 22, 9:30AM - 2:00PM

ISPOR GENERAL BUSINESS MEETING: Tuesday, May 21 from 1:00PM - 2:00PM
**FIRST PLENARY SESSION: MONDAY, MAY 20, 8:30AM - 10:30AM**

**The Dawn of Disruption in the Health Sector: Will Innovative Technologies Require Innovative Ways of Thinking?**

The healthcare sector has recently witnessed several landmark moments in the development of the next generation of medical care. While media attention has rightly focused on milestone regulatory approvals for several groundbreaking curative treatments and devices, the best is likely yet to come: over 2600 clinical trials of gene therapies are either completed or ongoing; nearly 1000 trials of regenerative medicine are in progress worldwide; and more than 7000 trials for medical devices ranging from bionic eye brain implants to spinal cord stimulators are underway.

Disruption will not be limited to drugs and devices, however. Advances in the applications of 3-D printing as well as artificial intelligence have the potential to generate powerful new tools for disease prevention, diagnosis, and treatment. In short, innovations that have long been the stuff of science fiction may no longer be distant points on the horizon. Are we entering a “golden age” of disruptive innovation in medical care? What new challenges and opportunities will these technologies bring? How can a health sector attuned to an old way of doing things truly prepare for treatments that break the mold? This plenary session will begin with an overview of the current and future landscape followed by a discussion among leading experts. Emerging challenges and opportunities presented by disruptive technologies will be addressed from the perspective of a variety of stakeholders such as payers, manufacturers, and patients.

**SECOND PLENARY SESSION: TUESDAY, MAY 21, 8:30AM - 10:30AM**

**Medical Device Innovation and Regulation: Turbocharged for Success?**

The medical implants market is one of the fastest-growing in healthcare. Yet alongside this rapid growth, the industry is facing increasing calls for regulation and oversight. As the demand for innovative medical devices accelerates, how can regulators ensure the highest level of health protection without hindering research and growth in the sector? This tension emerges from the two forces shaping the medical devices market: companies who are driving innovation, eager to bring needed new advances to patients and clinicians as quickly as possible and the regulators, responsible for governing the parameters of these advances.

So how will the latest legislation fare? The new EU Medical Devices Regulation ((EU) 2017/745) will come into force on May 26, 2020 and is intended to “ensure a high level of safety and health while supporting innovation.” Other regulators such as the FDA are also instituting major changes to their medical device regulations. How will these new regulations better guarantee patients’ safety and strengthen confidence on the uptake and diffusion of medical devices? This plenary will explore how our healthcare systems navigate these controversies and identify implications and opportunities for the HEOR community, including the generation of relevant real-world evidence to support better decision-making as well as what further regulations are needed. Finally, the panel will consider how such systems can evolve to keep up with the rapidly-innovating world of medical devices.

**THIRD PLENARY SESSION: WEDNESDAY, MAY 22, 11:00AM - 12:30PM**

**Is Affordability Driving a Need to Revolutionize Drug Pricing?**

Promoting rapid and equitable access to promising therapies in an affordable manner is a laudable goal for all health systems. However, with the explosion of high cost, disruptive, and innovative drugs — many of which are promising a cure — payers are facing a crisis of affordability. We are in an era with six-figure cancer treatments, curative and costly gene therapies, ultra-high cost drugs for treating orphan diseases, and even expensive drugs for more common diseases. It is an exciting and promising time for patients, clinicians, and pharmaceutical companies, and a challenging time for payers who must now look beyond cost-effectiveness to address affordability.

The ISPOR 2019 Top 10 HEOR Trends report identified drug spending and pricing as the top trend. In the United States, President Trump launched his Blueprint to Lower Drug Prices in May 2018, and a recent paper from the University of Chicago reported that average total drug spending per hospital admission increased 18.5% between 2015 and 2017. Affordability of pharmaceuticals has become a truly global issue. Is it time for a revolution in how we price, fund, and manage drugs? Are there innovative approaches that can promote access, manage affordability, and still foster innovation? What can be done to significantly improve the transparency of drug prices? How do we ensure equitable access to low- and middle-income countries and disadvantaged populations?
Pre-Conference Short Course Program

Learn. Apply. Advance. Attend any session, including one of our 4 NEW courses!

The ISPOR HEOR Short Course Program, offered in conjunction with ISPOR conferences around the world as a series of 4- and 8-hour training courses, is designed to enhance your knowledge in 7 key topic areas (“tracks”) related to HEOR. Short courses (many with hands-on training opportunities) range from introductory to experienced and are taught by leading experts in the field. Separate registration is required for Short Courses.

Short Courses are offered Saturday, May 18 and Sunday, May 19 in the following topic areas:

**Health Policy & Regulatory**
- Elements of Pharmaceutical/Biotech Pricing 1 — Introduction
- Case Studies in Pharmaceutical/Biotech Pricing 2 — Advanced
- **NEW!** US Healthcare System and Its Approach to Value and Affordability
- Risk-Sharing/Performance-Based Arrangements for Drugs and other Medical Products
- **NEW!** Market Access & Value Assessment of Medical Devices

**Methodological & Statistical Research**
- Bayesian Analysis: Overview and Applications
- Introduction to Modeling Methods
- Modeling: Design and Structure of a Model
- Using DICE Simulation for Health Economic Analyses
- Advanced Decision Modeling for Health Economic Evaluations

**Health Technology Assessment**
- Introduction to Health Technology Assessment
- A Health Economics Approach to US Value Assessment

**Patient-Centered Research**
- Utility Measures
- **NEW!** Health State Utility (HSU) Recommendations for Identification and Use of HSU Data in Cost-Effectiveness Modeling
- Stated Preference Methods — Part 1
- Advanced Patient-Reported Outcomes
- Patient-Reported Outcomes: Item Response Theory
- Stated Preference Methods — Part 2
- Preference Data for Patient-Centric Benefit Risk Analysis

**Study Approaches**
- Introduction to the Design & Database Analysis of Observational Studies of Treatment Effects Using Retrospective Data Sources
- Use of Propensity Scores in Observational Studies of Treatment Effects
- Meta-Analysis and Systematic Reviews in Comparative Effectiveness Research Applications in Using Large Databases
- Use of Instrumental Variables in Observational Studies of Treatment Effects
- Network Meta-Analysis

**Real World Data & Information Systems**
- **NEW!** Tools for Reproducible Real-World Data Analysis
- Causal Inference and Causal Diagrams in Big, Real-World Observational Data and Pragmatic Trials

**Economic Evaluation**
- Introduction to Health Economics and Outcomes Research
- Value of Information: Active Learning, Modeling Tools, and Applications
- Statistical Methods in Economic Evaluations
- Cost-Effectiveness Analysis Alongside Clinical Trials
- Budget Impact Analysis 1 — A 6-Step Approach
- Budget Impact Analysis 2 — Applications and Design Issues

Select courses require use of your personal laptop.

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**SHORT COURSE FEES**

**ALL-DAY COURSES**
- Thru April 9, 2019
  - Standard: $700
  - Clinical/Government/Academia: $500
  - Full-Time Student: $200
  - Patient Representative: $200
- After April 9, 2019
  - Standard: $800
  - Clinical/Government/Academia: $600
  - Full-Time Student: $250
  - Patient Representative: $250

**HALF DAY COURSES**
- Thru April 9, 2019
  - Standard: $350
  - Clinical/Government/Academia: $250
  - Full Time Student: $100
  - Patient Representative: $100
- After April 9, 2019
  - Standard: $400
  - Clinical/Government/Academia: $300
  - Full-Time Student: $125
  - Patient Representative: $125

**CONFERENCE ENHANCEMENT FEES**
- Short Course Continuing Education Accreditation (CPE & CME): $125

**SEPARATE SHORT COURSE REGISTRATION IS REQUIRED.**

See www.ispor.org/ISPOR2019shortcourses for Short Course schedule and descriptions, and to register.
Conference Program*

ISPOR 2019 features 3 thought-provoking plenary sessions and more than 2000 presentations in the form of workshops, issue panels, symposia, podium presentations, and poster presentations on innovative research methods, health policy development using outcomes research, patient preferences, real-world data, and clinical-, economic-, and patient-reported outcomes. 

Conference registration is required.

Saturday May 18

8:00 AM - 5:00 PM SHORT COURSES (Separate registration required)

5:30 PM - 6:30 PM EDUCATIONAL SYMPOSIUM
De-Risking Risk Sharing: Enabling Payer-Pharma Interactions and Value-Based Contracting With RWE (Sponsored by AETION)

Sunday May 19

8:00 AM - 5:00 PM SHORT COURSES (Separate registration required)

5:00 PM - 7:00 PM ISPOR STUDENT RESEARCH COMPETITION

5:30 PM - 6:30 PM EDUCATIONAL SYMPOSIUM
Able to Cure, Able to Pay: Closing the Widening Gap (Sponsored by National Pharmaceutical Council)

6:30 PM - 7:30 PM ISPOR STUDENT & FACULTY ICEBREAKER RECEPTION

7:30 PM - 9:30 PM ISPOR AWARDS BANQUET
The inaugural ISPOR Awards Banquet will highlight member contributions to excellence in the science of HEOR and exemplary service to the Society. Hilton New Orleans Riverside. Limited tickets available/$150 per person. Ticket includes entrance to President's Reception. Separate registration required.

Monday May 20

7:15 AM - 8:15 AM EDUCATIONAL SYMPOSIUM
21st Century FDA - Exploring the Rise of Real-World Evidence (Sponsored By Cardinal Health)

8:30 AM - 10:30 AM WELCOME & FIRST PLENARY SESSION
THE DAWN OF DISRUPTION IN THE HEALTH SECTOR: WILL INNOVATIVE TECHNOLOGIES REQUIRE INNOVATIVE WAYS OF THINKING?

10:30 AM - 2:00 PM RESEARCH POSTERS — SESSION 1

10:30 AM - 7:30 PM POSTER & EXHIBIT HALL HOURS

11:00 AM - 12:00 PM BREAKOUT SESSION 1
IP1: The Controversial QALY: Is There a Middle Ground in the Debate?
IP2: Replication of Randomized Controlled Trials Using Real World Data: What Does Good Look Like?
IP3: Can Health Plans Address the Challenges to Accommodating the Growing Number of Orphan Drugs Entering the Marketplace?
IP4: Artificial Intelligence Studies

P2: Cardiovascular Studies
W1: Early Prediction of Survival Outcomes—Modeling Approaches for Translation of Tumor Response to Long-Term Clinical Benefits in Early Stage Cancer
W2: An Analytic Approach to Incorporating Patient Preferences into Value Elements for Economic Evaluation

12:00 PM - 1:30 PM LUNCH IN THE POSTER & EXHIBIT HALL

12:00 PM - 2:00 PM EXHIBITS AND RESEARCH POSTER PRESENTATIONS VIEWING — SESSION 1

12:30 PM - 1:30 PM EDUCATIONAL SYMPOSIUM
Challenges of Economic Modeling in Rare Diseases and Assessment of Value in SMA (Sponsored by Biogen)

1:00 PM - 2:00 PM POSTER AUTHOR DISCUSSION HOUR — SESSION 1

2:15 PM - 3:15 PM SPOTLIGHT SESSION
SP1: Global Developments in Artificial Intelligence and Machine Learning in Healthcare
SP2: 20th Anniversary of Value in Health Session
SP3: Beyond One Size Fits All: The Importance of Heterogeneity in Preference Research

3:15 PM - 3:45 PM BREAK, RESEARCH POSTERS — SESSION 2 & EXHIBITS

3:30 PM - 4:30 PM ISPOR STUDENT RESEARCH SPOTLIGHT

3:30 PM - 7:00 PM RESEARCH POSTERS — SESSION 2

3:45 PM - 4:45 PM BREAKOUT SESSION 2
IP4: Proactive Post-Market Surveillance, 510(K) Update, and Real-World Evidence: Can It Improve Patient Safety, Outcomes and Provide a Competitive Edge?
IP5: Are Novel Concepts of Value Ready for Prime Time?
IP6: The Clinical and Economic Value of Genetic Sequencing in Cancer Care: Are Next Generation Sequencing (NGS)-Based Tests Clinically Useful and Cost Effective in Real World Settings? What is Necessary to Fully Realize Their Value?
IP7: How Much Should We – And Can We – Pay for Gene Therapies?
IP8: Can We Make Global Value Assessments More Flexible and Comprehensive?
IP9: Are Standard HTA Approaches to Cost-Effectiveness Modeling Appropriate for Tumor-Agnostic Oncology Products With Basket Trials?
P3: Modeling & Simulation Studies
P4: Rare & Orphan Diseases Studies
W3: Using PFS to Determine the Cure Potential of New Innovative Therapies in DLBCL
W4: Proactive: Linking Design, Analysis and Interpretation of PROs in Clinical Trials

5:00 PM - 6:00 PM BREAKOUT SESSION 3
IP7: How Much Should We – And Can We – Pay for Gene Therapies?
IP8: Can We Make Global Value Assessments More Flexible and Comprehensive?
IP9: Are Standard HTA Approaches to Cost-Effectiveness Modeling Appropriate for Tumor-Agnostic Oncology Products With Basket Trials?
P5: Adherence, Persistence and Compliance Studies

#ISPORAnnual 5
**Tuesday May 21**

**7:15AM - 8:15AM**  **EDUCATIONAL SYMPOSIUM**  
Concept to Coverage: Utilization of Value Assessment Frameworks in Payer Decision-Making  
*(Sponsored by Xcenda)*

**8:30AM - 10:30AM**  **WELCOME & SECOND PLENARY SESSION**  
MEDICAL DEVICE INNOVATION AND REGULATION: TURBOCHARGED FOR SUCCESS?

**10:30AM - 2:00PM**  **RESEARCH POSTERS — SESSION 3**

**11:00AM - 12:00PM**  **BREAKOUT SESSION 4**

**IP10:** The Rise of ICER Means the Loss of Choice: True, False or Uncertain?

**IP11:** MCDA or Weighted CEA Based on the QALY? Which is the Future for HTA Decision Making?

**IP12:** Controversies Around the Use of Patient-Reported Measures in Oncology: What are the Benefits, Risks, and Barriers to Implementing PR-PMS in Value-Based Payment Programs?

**P7:** Clinical Outcomes Assessment Studies

**P8:** Medical Technology Studies

**W7:** How to Tackle the Estimation of Treatment Impact in the Presence of Differential Withdrawal and Missing Data Among Study Arms?

**W8:** Assessing the Value of Rare Disease Treatments: Global Lessons from Recent Case Studies

**12:00PM - 1:30PM**  **LUNCH IN THE POSTER & EXHIBIT HALL**

**12:00PM - 2:00PM**  **EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING — SESSION 3**

**12:30PM - 1:30PM**  **EDUCATIONAL SYMPOSIUM**  
Cell and Gene Therapy - Value and Access  
*(Sponsored by Analysis Group)*

**1:00PM - 2:00PM**  **POSTER AUTHOR DISCUSSION HOUR — SESSION 3**

**1:00PM - 2:00PM**  **ISPOR GENERAL BUSINESS MEETING**

**2:15PM - 3:15PM**  **BREAKOUT SESSION 5**

**IP13:** To Register or Not Register (The Protocol). That is the Question in Observational and Big Data Studies, Economic Models, and Cost-Effectiveness Analysis

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**Wednesday May 22**

**7:15AM - 8:15AM**  **EDUCATIONAL SYMPOSIUM**  
Assessing the Value of Rare Disease Treatments: Global Lessons from Recent Case Studies  
*(Sponsored by Amgen)*
8:30AM - 9:30AM  **BREAKOUT SESSION 8**
**IP21:** Replicable and Robust Database Evidence: What Does It Look Like?
**IP22:** How Can Biosimilars Make Headway in the USA? Dealing with The Legal, Regulatory, Payer Coverage Policy, and Access Challenges
**IP23:** Can an Alternative Evaluation Approach, Addressing the Needs of the Purchaser Rather Than the Payer, be the Answer to Standardizing the Information Set Used to Make Healthcare Purchasing Decisions?
**P15:** Cost and Resource Use Studies
**P16:** Treatment Patterns
**W16:** Eliciting and Applying Patient Preference Information for Regulatory Decision-Making: What Have We Learned and Where Are We Going?
**W17:** New Wine in Old Bottles: Changing Values for Health - EQ-5D as a Case Study

9:30AM - 2:00PM  **POSTER & EXHIBIT HALL HOURS**
**9:30AM - 2:00PM  RESEARCH POSTERS — SESSION 5**

9:45AM - 10:45AM  **BREAKOUT SESSION 9**
**IP24:** Can Meaningful Models be Constructed for Rare Conditions?
**IP25:** Is There an Urgent Need to Explore the Opportunities and Challenges of Wide Use of RWE in Medical Devices?
**IP26:** Could Formal HTA Be the Solution to High Healthcare Costs in the USA?
**P17:** Conceptual Papers
**P18:** Diabetes Studies
**W18:** Generating External Control Arms Using Real-World Data: Analytic Challenges and Recommendations

10:45PM - 11:00AM  **BREAK**

11:00AM - 12:30PM  **WELCOME & THIRD PLENARY SESSION**
Is Affordability Driving a Need to Revolutionize Drug Pricing?

12:45PM - 1:45PM  **POSTER AUTHOR DISCUSSION HOUR — SESSION 5**

12:30PM - 1:45PM  **EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING — SESSION 5**

12:30PM - 2:00PM  **LUNCH IN THE POSTER & EXHIBIT HALL**

2:00PM - 3:00PM  **BREAKOUT SESSION 10**
**W20:** Improving Patient Access to Life-Saving Therapies: What Needs to Be Done to Fulfill the Promise of Biosimilars?
**W21:** Identifying and Addressing Barriers to the Adoption of Standardized Outcome Measures in Patient Registries and Clinical Practice
**W22:** Beyond Trial Replication: Using Real-World Data to Bridge the Efficacy-Effectiveness Gap in Healthcare
**W23:** Getting the Most Out of Value Based Contracting for Medical Devices
**W24:** Patient-Focused Drug Development: Operational Considerations for Conducting Qualitative Research in Special Populations

*Program subject to change. Please visit the conference website for the most current information.

**CONFERENCE REGISTRATION FEES  Early Registration Deadline: April 9, 2019**

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<th>REGISTRATION FEES</th>
<th>Through April 9, 2019</th>
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<td>Full-Time Students (with current enrollment docs)</td>
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**CONFERENCE ENHANCEMENT FEES**

ISPOR Awards Banquet: Sunday, May 19, 7:30PM - 9:30PM—Hilton New Orleans Riverside. Ticket includes entrance to President’s Reception and the Awards Banquet. $150 per person/LIMITED SEATS AVAILABLE.

Register at: www.ispor.org/ISPOR2019Reg

**Hotel/Venue Information:** ISPOR 2019 will be held at the New Orleans Ernest N. Morial Convention Center, http://www.mccno.com/, conveniently located for easy access by air, rail, or car. The convention center is an approximate 20-minute drive from the Louis Armstrong International Airport; and 1.2 miles using Amtrak rail services to New Orleans Union Passenger Terminal.

Registration will be located in the Lobby entrance to Hall H in the Convention Center. Posters and exhibits will be in Hall H.

ISPOR has negotiated discounted rates with prime hotels. **Attendees may reserve accommodations until Monday, April 15, 2019, by visiting the Venue and Hotel Information page on the ISPOR 2019 website at www.ispor.org/ISPOR2019venue. Accommodations are available on a first come, first served basis; subject to availability. Book early to secure your discounted rate.**

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505 Lawrence Square Blvd, South
Lawrenceville, NJ 08648 USA

ISPOR 2019
May 18-22
New Orleans, LA, USA

Rapid. Disruptive. Innovative:
A New Era in HEOR

Register by April 9 for early bird rates.
Discounted hotel rates until April 15th, based on availability.