

# ISPOR 2025

The Leading Global Conference for Health Economics and Outcomes Research

**May 13-16**

**Montreal Convention Centre**

**Montreal, QC, Canada**

## PROGRAM GUIDE

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*Collaborating to Improve  
Healthcare Decision  
Making for All:  
Expanding HEOR Horizons*



**#ISPORAnnual**  
[www.ispor.org](http://www.ispor.org)



 **ISPOR**

 **WIFI NETWORK: ISPOR2025 | Password: ISPORAnnual**

*as of May 13, 2025*

# Conference Program

## Tuesday May 13

7:00AM - 6:00PM **Registration Hours** *Viger Hall*

### 8:00AM - 12:00PM Morning Short Courses

001 A Health Economics Approach to US Value Assessment Frameworks *Room 514AB*

002 Advanced Patient-Reported Outcomes *Room 516DE*

003 Cost-Effectiveness Analysis Alongside Clinical Trials *Room 519B*

004 Health Economic Modeling in R: A Hands-On Introduction *Room 515BC*

005 Introduction to Applied Generative AI for HEOR *Room 516C*

006 Using Nontraditional Digital Health Platforms: A Novel Source of Real-World Evidence *Room 519A*

### 1:00PM - 5:00PM Afternoon Short Courses

007 Applied Cost-Effectiveness Modeling With R *Room 519A*

008 Causal Inference and Causal Diagrams in Big, Real-World Observational Data and Pragmatic Trials *Room 516DE*

009 Using LLMs to Simplify Real-World Evidence Research *Room 516C*

010 Using RWE to Inform the Value and Affordability Assessment of Cell and Gene Therapies *Room 519B*

011 Valuation of Innovative Drugs *Room 515BC*

012 Valuing Health: The Generalized Risk Adjusted Cost-Effectiveness (GRACE) Model *Room 514AB*

3:30PM - 5:00PM **First-Time Attendee Orientation**  
*La Station, Foyer 510-511*

5:00PM - 7:00PM **Student Competition** *Room 510*

7:00PM - 8:30PM **Student Network Reception**  
*La Station, Foyer 510-511*  
*Sponsored by National Pharmaceutical Council*

## Wednesday May 14

7:00AM - 5:00PM **Registration Hours** *Viger Hall*

7:00AM - 5:00PM **Path to Wellness Challenge**

7:00AM - 8:30AM **Morning Coffee Service** *517 Foyer*

### 8:30AM - 9:45AM Plenary Session *Room 517A-C*

● 014a Welcome Remarks—Celebrating 30 Years of ISPOR

● 014b Drug Price Controls—What Are the Unintended Consequences to Innovation?

9:30AM - 7:00PM **Exhibit Hall Open**  
*Poster & Exhibit Hall 220B-E*

9:45AM - 10:15AM **Coffee and Connect**  
*Poster & Exhibit Hall 220B-E*

### 10:15AM - 11:15AM Concurrent Breakout Sessions 1

● 015 From General to HEOR-Specific: Transforming LLMs Into Reliable Research Tools *Room 511*

● 016 Global Impact of JCA: Evaluating the Implications of the New EU HTA Regulation *Room 710B*

● 017 Healthcare Price Transparency: Is It Working?  
*Exhibit Hall Theater, Poster & Exhibit Hall, 220B-E*

● 018 How Much Do We Already Know? Building a Stated-Preference Evidence Base for Regulatory, Product Development, and Clinical Decision Applications *Room 510*

● 019 How Should Health Economists and Health Policymakers Measure the Costs of Inequality? *Room 524*

● 020 Lost in Translation: Disseminating Family Spillover Effects on Value and Affordability Assessment Decision Makers *Room 516C-E*

● 021 New Approaches to Sustainable Healthcare: How Can Environmental Impact Data Contribute to Whole Health? *Room 520*

● 022 What Causal Inference Teaches Us About the Limitations of Indirect Treatment Comparisons for Health Technology Assessment *Room 710A*

● 023 What's Next? Year 1 Learnings of Evidence Planning for IRA Drug Price Negotiation *Room 517D*

### 10:15AM - 11:15AM Podium Sessions

● 024 Healthcare Resource Utilization in Real-World Data *Room 519AB*

● 025 The Role of Patient-Reported Outcomes and Patient Preference Information in Regulatory and HTA Decision Making *Room 518*

10:15AM - 11:15AM **Member Group Meeting**  
ISPOR Brazil Chapter Meeting *Room 513C*

10:30AM - 1:30PM **Poster Session 1**  
*Poster & Exhibit Hall 220B-E*  
*(Poster Discussion Period: 12:30PM - 1:30PM)*

11:15AM - 1:00PM **Lunch**  
*Poster & Exhibit Hall 220B-E*

### 11:30AM - 12:00PM Fast Facts

026 From a Blank Canvas to a Transparent Causal Diagram: How to Draw and Use Directed Acyclic Graphs (DAGs) *Connection Zone, Room 516AB*

## 11:30AM - 12:15PM **Poster Tours**

027 HEOR Impact Cases Poster Tour *Poster Tour B, Poster & Exhibit Hall 220B-E*

028 Oncology Poster Tour *Poster Tour A, Poster & Exhibit Hall 220B-E*

## 11:45AM - 12:15PM **Exhibit Hall Theater**

029 RWE Generation: Blueprint for Drug Development and Commercialization *Exhibit Hall Theater, Poster & Exhibit Hall, 220B-E*

*Sponsored by Corporate Partner, Aetion*

## 11:45AM - 12:45PM **Educational Symposia**

030 Driving Evidence-Based Medicine Forward With Generative AI (GenAI) *Room 518*

*Sponsored by Corporate Partner, Analysis Group*

031 Navigating the Path to COA Label Claims: Overcoming Challenges and Seizing Opportunities: A Success Story in Tenosynovial Giant Cell Tumor *Room 519AB*

*Sponsored by Corporate Partner, Thermo Fisher Scientific*

## 11:45AM - 12:45PM **Forums**

032 Enhancing HTA: Surrogate Endpoints, Statistical Standards, and Their Impact on Patients *Room 510*

033 Integrating the Value of Diagnostic and Prognostic Information With Efficiency Enhancements in Healthcare Systems *Room 524*

034 ISPOR Good Practices Task Force on Patient-Reported Outcomes (PROs) in Prospective Real-World Studies: Preliminary Recommendations *Room 516C-E*

## 11:45AM - 12:45PM **Member Group Meetings**

Keys to Your Success in the Access Function: Unlocking the Impact of HEOR *Room 513C*

ISPOR Statistical Methods in HEOR Special Interest Group Open Meeting *Room 513AB*

## 12:30PM - 1:00PM **Fast Facts**

035 From System-Centric to Patient-Centric: How Can We Incorporate Patient Centricity Into Real-World Evidence Used for Decision Making? *Connection Zone, Room 516AB*

## 1:00PM - 1:30PM **Exhibit Hall Theater**

036 From Data to Decisions: Leveraging RWE for Regulatory Success *Exhibit Hall Theater, Poster & Exhibit Hall, 220B-E*

*Sponsored by Corporate Partner, Premier Applied Sciences*

## 1:15PM - 2:15PM **Member Group Meetings**

ISPOR Emerging and Orphan Therapies Special Interest Group Open Meeting *Room 513AB*

ISPOR Global Access to Medical Innovations Special Interest Group Open Meeting *Room 513C*

## 1:30PM - 2:30PM **ISPOR Student Network Session**

037 Bridging Evidence and Action—Multistakeholder Collaborations for Value-Based Healthcare Decision Making *Connection Zone, Room 516AB*

## 1:45PM - 2:45PM **Concurrent Breakout Sessions 2**

038 Accelerating the Adoption of Generative AI in HEOR: Lessons From Early Adopters *Room 710A*

039 Bridging the Evidence Gap: Integrating Real-World Data With Randomized Controlled Trials *Room 511*

040 Collecting Actionable Evidence on the Full Range of Economic Impacts From Patients and Caregivers: Advancing “Whole Person” HTA *Room 510*

041 HEOR Meets Investing—Why Are Banks and VCs Collaborating With Health Economists? *Room 710B*

042 Integrating the Patient Voice: Successful Models of Continuous Engagement Science That Advance Data Science and Drug Development *Room 520*

043 Measuring and Evaluating Important Health Concepts: Are Patient-Reported or Device-Acquired Data Better? *Room 516C-E*

044 Preventive Genomic Services: Trial- and Model-Based Approaches to Estimating Health and Economic Outcomes *Room 524*

## 1:45PM - 2:45PM **Podium Sessions**

045 Patient-Centricity in Oncology: From PROs to Endpoints *Room 519AB*

046 The Power and Pitfalls of AI in Health Data Analysis *Room 518*

## 1:45PM - 2:45PM **Spotlight**

047 Medicare Price Negotiation of Part B Drugs: Implications for Provider Reimbursement and Commercial Spillover *Room 517D*

## 2:45PM - 3:15PM **Coffee and Connect**

*Poster & Exhibit Hall 220B-E*

## 2:45PM - 3:15PM **ISPOR Booth Event**

Get Involved—Make the Most of Your ISPOR Membership *ISPOR Booth #1305, Poster & Exhibit Hall 220B-E*

## 2:45PM - 3:45PM **Member Group Meeting**

ISPOR Living HTA Working Group Open Meeting *Room 513C*

## 3:00PM - 3:30PM **Exhibit Hall Theater**

048 Harnessing AI and RWE: Developing Integrated Evidence Strategies for Market Access in the IRA Era *Exhibit Hall Theater, Poster & Exhibit Hall, 220B-E*

*Sponsored by PAREXEL*

## 3:15PM - 4:00PM **ISPOR Booth Event**

Special Onsite Join/Renewal Event for ISPOR Membership *ISPOR Booth #1305, Poster & Exhibit Hall 220B-E*

## 3:15PM - 4:15PM **Educational Symposia**

049 Bringing Us Together or Pushing Us Apart: Will JCA, HEMA, and Other Cross-Border Collaboration Initiatives Improve Patient Access? *Room 518*

*Sponsored by Corporate Partner, Cencora*



## 3:15PM - 4:15PM Educational Symposia

- **050** Navigating the Evolving Landscape of US Healthcare Policy Reforms: Implications for Drug Pricing and Access, Health Equity, and Healthcare Research *Room 519AB*  
*Sponsored by Corporate Partner, OPEN Health*

## 3:15PM - 4:15PM Forums

- **051** Climbing the HEOR Career Ladder: Strategies for Success in an Era of Change *Room 516C-E*
- **052** How to Address Health Equity Gaps With HEOR and Policy Development in Asia Pacific *Room 524*
- **053** Women in HEOR: Navigating HEOR Career Transitions—Insights, Experiences, and Growth Strategies *Room 510*

## 4:00PM - 7:00PM Poster Session 2

*Poster & Exhibit Hall 220B-E*  
(Poster Discussion Period:  
6:00PM - 7:00PM)

## 4:00PM - 4:30PM Exhibit Hall Theater

- **054** What's Really Happening with GLP-1s? Insights From AI-Enabled RWD *Exhibit Hall Theater, Poster & Exhibit Hall, 220B-E*  
*Sponsored by Corporate Partner, Truveta*

## 4:00PM - 4:45PM Poster Tours

- 055** Methodology Research in HEOR Poster Tour *Poster Tour A, Poster & Exhibit Hall 220B-E*
- 056** Rare Disease Poster Tour *Poster Tour B, Poster & Exhibit Hall 220B-E*

## 4:15PM - 5:15PM Member Group Meetings

- ISPOR Boston Chapter Open Meeting *Room 513C*
- New Professional Open Meeting *Room 513AB*

## 4:45PM - 5:30PM ISPOR Booth Event

Enhance Your Bench Strength With Unlimited Access to ISPOR Education *ISPOR Booth #1305, Poster & Exhibit Hall 220B-E*

## 5:00PM - 6:00PM Concurrent Breakout Sessions 3

- **057** Advancing Inclusive Healthcare Benefit Design: Engaging Employees Through Participatory Decision Making *Room 510*
- **058** Balancing Innovation and Affordability: A Roadmap for Navigating State Drug-Pricing Boards *Room 520*
- **059** Challenges in the Implementation of Generalized Cost-Effectiveness Analysis (GCEA): Debating a Path Forward *Room 511*
- **060** Designing Equitable Measurement Frameworks That Are Community Centered: Why, What, and How? *Room 710A*
- **061** Exploring the Influence of Patient Preference Information in Health Technology Assessment: Insights From Mock Deliberations With Agencies *Room 516C-E*
- **062** From Prompting to Policy: The Advances of Generative AI in the Last Year *Room 517D*

**063** Introducing HEMA: An International Working Group for Principled Assessment of Novel HTA Methods and Processes *Connection Zone, Room 516AB*

● **064** Real-World Life-Cycle Evaluation for Precision Medicine: From Conceptualization to Successful Implementation *Room 710B*

● **065** Unlocking Ethics in Health Technology Assessment: Exploring Practice and Impact *Room 524*

## 5:00PM - 6:00PM Podium Sessions

- **066** AI-Assisted Literature Reviews: Requirements and Advances *Room 518*
- **067** Health Disparities: Trends in Patient Access and Policy Insights Across the Globe *Room 519AB*

## 6:00PM - 7:00PM Welcome Reception

*Poster & Exhibit Hall 220B-E*  
*Supported by ISPOR Corporate Partners*

## 6:00PM - 6:30PM ISPOR Booth Event

Cheers to 30 Years: ISPOR 30th Anniversary Celebration *ISPOR Booth #1305, Poster & Exhibit Hall 220B-E*

## 6:30PM - 7:00PM ISPOR Booth Event

ISPOR Women in HEOR Reception *ISPOR Booth #1305, Poster & Exhibit Hall 220B-E*

# Thursday May 15

7:00AM - 5:00PM **Registration Hours** *Viger Hall*

7:00AM - 5:00PM **Path to Wellness Challenge**

7:00AM - 8:30AM **Morning Coffee Service** *517 Foyer*

8:30AM - 9:45AM **Plenary Session** *Room 517A-C*

- **068a** Welcome Remarks and Presidential Address
- **068b** Evolution of Evidence—Innovating for the Future of HTA

9:30AM - 7:00PM **Exhibit Hall Open**  
*Poster & Exhibit Hall 220B-E*

9:45AM - 10:15AM **Coffee and Connect**  
*Poster & Exhibit Hall 220B-E*

## 10:15AM - 10:45AM Exhibit Hall Theater

- **069** Cloud-First Insights Generation: How Research Teams and RWD Sources Are Collaborating for Faster, More Secure Data Discovery and Assessment *Exhibit Hall Theater, Poster & Exhibit Hall, 220B-E*  
*Sponsored by Datavant*

## 10:15AM - 10:45AM ISPOR Booth Event

Get Involved—Make the Most of Your ISPOR Membership *ISPOR Booth #1305, Poster & Exhibit Hall 220B-E*

## 10:15AM - 11:15AM Concurrent Breakout Sessions 4

- **070** AI Agents and Guardrails in HEOR: The Ultimate Solution to GenAI Shortcomings or Just Another Overhyped Tool? *Room 511*
- **071** Bridging the Credibility Gap: Establishing Competent and Reliable Scientific Evidence (CARSE) to Support Productive Healthcare Economic Information (HCEI) Discussions With US Payer Audiences *Room 520*
- **072** Enhancing Regulatory Engagement to Streamline and Advance Patient-Focused Drug Development *Room 516C-E*
- **073** Flip (to) the Script: Is It Time to Rethink Health Economic Modeling for HTAs? *Room 510*
- **074** IRA Under Trump: What Is Next? *Room 517D*
- **075** Rethinking Clinical Meaningfulness and Value Assessment in the Context of Chronic Progressive Diseases *Room 710B*
- **076** Rethinking Value and Access Strategy Through the Lens of Value Evidence Archetypes in a Dynamic Healthcare Landscape *Room 710A*
- **077** Value Flower: How Can We Make It Blossom in Value Assessments? *Room 524*

## 10:15AM - 11:15AM Podium Sessions

- **078** New Tools Facilitating Health Economics and Outcomes Research *Room 519AB*
- **079** Real-World Evidence to Inform Decisions: Focus in Oncology *Room 518*

## 10:15AM - 11:15AM Member Group Meetings

ISPOR Health Equity Research Special Interest Group Open Meeting *Room 513AB*

ISPOR Real-World Evidence Special Interest Group Open Meeting *Room 513C*

## 10:30AM - 1:30PM Poster Session 3

*Poster & Exhibit Hall 220B-E*  
(Poster Discussion Period: 12:30PM - 1:30PM)

## 11:15AM - 1:00PM Lunch

*Poster & Exhibit Hall 220B-E*

## 11:30AM - 12:15PM Poster Tours

**080** Access and Policy Poster Tour *Poster Tour A, Poster & Exhibit Hall 220B-E*

**081** Student Research Poster Tour *Poster Tour B, Poster & Exhibit Hall 220B-E*

## 11:30AM - 12:00PM Fast Facts

**082** Flash Back! A Look Back at *Value in Health* Papers of the Year for 2023 and 2024 *Connection Zone, Room 516AB*

## 11:45AM - 12:15PM Exhibit Hall Theater

● **083** Is IRA Becoming America's HTA? *Exhibit Hall Theater, Poster & Exhibit Hall, 220B-E*  
*Sponsored by Corporate Partner, Genesis Research Group*

## 11:45AM - 12:45PM Educational Symposium

● **084** The Unexpected Liver Disease MASH: The Clinical Burden and Cost of Inaction of an Underdiagnosed Metabolic Disease *Room 518*  
*Sponsored by Novo Nordisk*

## 11:45AM - 12:45PM Forums

● **085** Health Preference Research Today: How Patient-Centered Is It and How Can It Be More Patient-Centric? *Room 516C-E*

● **086** Leveraging Automated Tools for Literature Reviews in Health Economics and Outcomes Research: Opportunities, Challenges, and Best Practices *Room 524*

## 11:45AM - 12:45PM Meditation Session

Meditation for Mental Clarity *Room 513C*

## 11:45AM - 12:45PM Member Group Meeting

ISPOR Mexico Chapter Meeting *Room 513AB*

## 12:30PM - 1:00PM Fast Facts

**089** Delivering Pharma Value: Where Is the Optimal Home for Health Economics and Outcomes Research (HEOR)? *Connection Zone, Room 516AB*

## 12:30PM - 1:15PM ISPOR Booth Event

Special Onsite Join/Renewal Event for ISPOR Membership  
*ISPOR Booth #1305, Poster & Exhibit Hall 220B-E*

## 1:00PM - 1:30PM Exhibit Hall Theater

● **090** Unlocking the Potential of Routine Patient Health Records for RWE *Exhibit Hall Theater, Poster & Exhibit Hall, 220B-E*  
*Sponsored by Corporate Partner, Cardinal Health*

## 1:15PM - 2:15PM Member Group Meeting

ISPOR Oncology Special Interest Group Open Meeting  
*Room 513AB*

## 1:15PM - 2:15PM Forum

**091** From Insight to Impact: ISPOR Task Force Reports Improving Healthcare Decision Making and Your Career *Room 513C*

## 1:30PM - 2:30PM ISPOR New Professional Session

**092** Leading With Curiosity—How Lifelong Learning Drives Success *Connection Zone, Room 516AB*

## 1:45PM - 2:45PM Concurrent Breakout Sessions 5

- **093** Accelerating Health Economics Research Through Privacy-Enhancing Technologies (PETs) *Room 520*
- **094** Best Research Practice: Does the Practice of Implementation Sciences Have a Place in Industry-Sponsored Research? *Room 510*
- **095** Bridging the Gap in Early Stage Clinical Research: Lessons for EU Stakeholders From the US FDA Early Feasibility Studies Program *Room 710A*

● **096** Identifying Gaps and Establishing a Development Plan for Consensus Real-World Data Standards *Room 511*

● **097** Integrating Financial Risk Protection Into Economic Evaluation and Policy Decision Making: What, Why, and How? *Room 516C-E*

● **098** To What Extent Will the Inflation Reduction Act (IRA) Impact Innovation and Access to Rare Disease Treatments—Did the IRA Temporarily Spook Industry or Will It Have a Permanent Influence? *Room 710B*

● **099** When One Size Doesn't Fit All: Incorporating the Child's Perspective in Health Technology Assessment in North America *Room 524*

## 1:45PM - 2:45PM Podium Sessions

● **100** Cost-Effectiveness Evaluation of Medical Therapies *Room 519AB*

● **101** Patient-Reported Outcomes in Clinical Trials and Routine Healthcare *Room 518*

## 1:45PM - 2:45PM Spotlight Session

● **102** Prompt Engineering: Harnessing Generative AI for HEOR *Room 517D*

## 2:45PM - 3:15PM Coffee and Connect *Poster & Exhibit Hall 220B-E*

## 2:45PM - 3:45PM Member Group Meeting ISPOR Health Preference Research Special Interest Group Open Meeting *Room 513AB*

## 3:00PM - 3:30PM Exhibit Hall Theater

● **103** Gen AI-Powered Evidence Generation: Implementing Advanced RAG Architecture for Sensitive Data in HEOR Applications *Exhibit Hall Theater, Poster & Exhibit Hall, 220B-E*  
*Sponsored by PharmacoEvidence Pvt. Ltd*

## 3:15PM - 4:15PM Breakout Session

● **104** The Three Percent Discount Rate: Is It Really Time to Move On: How Much Does It Matter? *Room 518*

## 3:15PM - 4:15PM Forums

- **105** Clinical Trial Design, Beyond the Regulatory *Room 510*
- **106** Qualitative Research in Rare Disease Populations: Optimizing Data Collection for Different Stakeholders Including Patients, Caregivers, Regulators, and HTA Agencies *Room 524*
- **107** The Evolution of Patient-Reported Outcome (PRO) Collection in Oncology: Will the Need for Multistakeholder Alignment Prevent Improved Patient-Centered Care? *Room 516C-E*

## 3:30PM - 4:15PM ISPOR Booth Event Enhance Your Bench Strength With Unlimited Access to ISPOR Education *ISPOR Booth #1305, Poster & Exhibit Hall 220B-E*

## 4:00PM - 7:00PM Poster Session 4 *Poster & Exhibit Hall 220B-E* *(Poster Discussion Period: 6:00PM - 7:00PM)*

## 4:00PM - 4:45PM Poster Tours

**108** EQ-5D Developments Poster Tour *Poster Tour A, Poster & Exhibit Hall 220B-E*

**109** Real-World Evidence Poster Tour *Poster Tour B, Poster & Exhibit Hall 220B-E*

## 4:15PM - 5:15PM Member Group Meetings

ISPOR Medical Devices and Diagnostics Special Interest Group Meeting *Room 513C*

Student and Faculty Open Meeting *Room 513AB*

## 4:20PM - 4:50PM Fast Facts

**110** From Data to Dialogue: Mastering Conversations to Amplify HEOR Impact and Influence *Connection Zone, Room 516AB*

## 5:00PM - 6:00PM Concurrent Breakout Sessions 6

● **111** Assessing the Broader Economic Impact of Investment in Healthcare Interventions—How Input-Output Modeling Complements HTA *Room 511*

● **112** Emerging Innovations in Health Services: Can Value Assessment Unlock Their Potential? *Room 710B*

● **113** How Do We Generate RWE in Rare Diseases or Targeted Subgroups? Use of Multimodal Data and Methodologies *Room 520*

● **114** How Should Artificial Intelligence (Not) Be Used in Health Preference Research? *Room 516C-E*

● **115** Implementation of Performance Outcome (PerfO) Assessments in Clinical Trials: Final Recommendations From the ISPOR PerfO Task Force *Room 710A*

● **116** Less Is More? Understanding and Rewarding the Full Value of Long-Acting Therapies *Room 524*

● **117** Moving Beyond Market Access to Patient Access: What Are the Unintended Consequences of the Inflation Reduction Act (IRA)/Drug Price Negotiation (DPN)? *Room 510*

● **118** Personalizing Race and Ethnicity Data to Improve Real-World Evidence Relevance and Reliability *Exhibit Hall Theater, Poster & Exhibit Hall, 220B-E*

● **119** Pharmaceutical Policy Provisions of the Inflation Reduction Act: Beyond Drug Negotiation *Room 517D*

## 5:00PM - 6:00PM Podium Sessions

● **120** Current Trends and Advances in Health Preference Methods and Insights From Health Preference Studies *Room 518*

● **121** Frontiers in Survival Analysis for Health Technology Assessment *Room 519AB*

## 6:00PM - 7:00PM Montreal Street Festival *Poster & Exhibit Hall 220B-E* *Supported by ISPOR Year-Round Conference Sponsors*

## Friday May 16

**7:00AM - 1:00PM Registration Hours** *Viger Hall*

**7:00AM - 11:00AM Path to Wellness Challenge**

**7:00AM - 8:00AM Coffee and Connect** *Level 5 and Level 7*

**8:00AM - 9:00AM Concurrent Breakout Sessions 7**

● **122** Addressing Information Bias in Electronic Health Records and Claims Data: What Can the Literature Tell Us and How Should We Respond? *Room 520*

● **123** Alternative Recruitment Options for Patient Preference Studies: Thinking Outside the Market Research Panel Box *Room 510*

● **124** Are Social Determinants of Health (SDoH) Data Ready for Primetime? *Room 710B*

● **125** Can Prelaunch Collaboration With Payers Address Uncertainty in Value Assessments Amid Growing Regulatory and Access Gaps? *Room 511*

● **126** Navigating Complexities in Calculating Therapeutic Alternative Starting Points in CMS Data *Room 524*

● **127** Prescription Drug Affordability Boards (PDABs): Are There Opportunities for Robust and Transparent Engagement? *Room 710A*

● **128** Rare but Common: Generative AI's Potential on Data, Evidence, and Insight Generation in Rare Diseases *Room 517D*

● **129** The Intended and Unintended Consequences of Societal Perspective Cost-Effectiveness Analyses *Room 516C-E*

**8:00AM - 9:00AM Podium Sessions**

● **130** Access and Affordability *Room 519AB*

● **131** Novel Concepts and Frameworks in Health Economic Evaluations *Room 518*

**8:30AM - 11:30AM Exhibit Hall Open**  
*Poster & Exhibit Hall 220B-E*

**8:30AM - 10:00AM Networking Breakfast Bites**  
*Poster & Exhibit Hall 220B-E*

**9:00AM - 11:30AM Poster Session 5**  
*Poster & Exhibit Hall 220B-E*  
*(Poster Discussion Period: 9:00AM - 10:00AM)*

**9:15AM - 9:45AM Exhibit Hall Theater**

● **132** The Need for Data and Collaboration Never Ends: A Conversation About Meeting the Requirements of Postapproval Safety Studies *Exhibit Hall Theater, Poster & Exhibit Hall, 220B-E*  
*Sponsored by CVS Healthspire*

**10:00AM - 11:00AM Concurrent Breakout Sessions 8**

● **133** Advancing the Definition and Reporting of Digital Health Interventions: From PICOTS-ComTeC to CHEERS-DHI *Room 524*

● **134** Drug Shortages in Focus: Strategies and Policies for Sustainable Solutions *Room 710B*

● **135** Ensuring the Validity of Real-World Evidence Studies: How Much Can You Check the Data Before You Start? *Room 520*

● **136** Fit-for-Purpose Real-World Data for Medical Device Decision Making: Hype or Hope? *Room 710A*

● **137** From MAR to SMART: Advanced Methods for Integrating Patient Preferences in Regulatory Science *Room 510*

● **138** Global Guidance for Evidence-Based Value Assessment of Innovative Health Technologies: Feasible Reality or Idealistic Dream? *Room 511*

● **139** Value Assessment Is No Longer Just for Payers: Debating How Provider Health Systems Can Leverage HEOR Methods to Inform Decision Making Under Value-Based Care and Alternative Payment Models *Room 516C-E*

**10:00AM - 11:00AM Podium Sessions**

● **140** Advancing Accuracy and Transparency in Health Economic Evaluation *Room 518*

● **141** Health Policies and Process of Care: Examples From Europe, USA, and Canada *Room 519AB*

**10:00AM - 11:15AM Spotlight Session**

● **142** Cost Benefit Analysis in Value Assessment: Spotlight on Methods *Room 517D*

**11:00AM - 11:30AM Break**  
*Poster & Exhibit Hall 220B-E*

**11:30AM - 12:45PM Plenary Session** *Room 517A-C*

● **143a** Welcome Remarks and Leadership Reports

● **143b** Balancing Speed and Scientific Rigor—Patient-Centered Methodologies for Surrogate Endpoints in Accelerated Access



**Do you have the Digital Conference Pass for ISPOR 2025?**

**Catch Sessions That You Missed • Rewind Session Favorites**  
**Revisit and Review Sessions at Your Own Pace**

You can add the Digital Conference Pass to your registration by going to the [ispor.org/ISPOR2025](https://www.ispor.org/ISPOR2025) website and adding it to your existing registration or by visiting the registration desk.



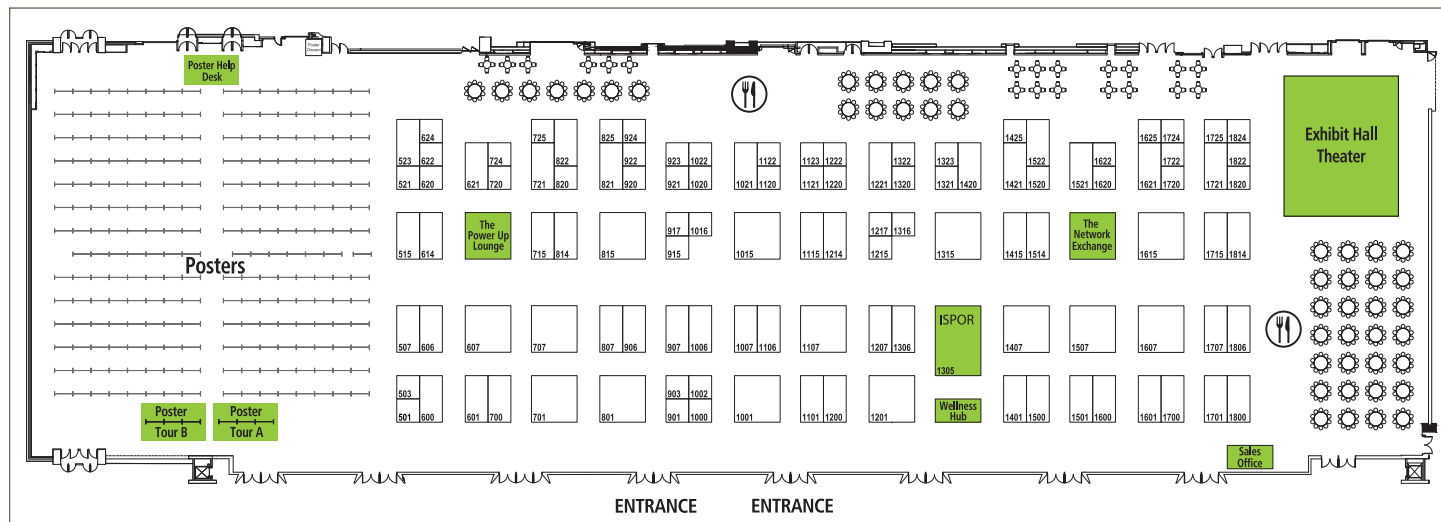
## Poster and Exhibit Hall Floor Plan

### Exhibit Hall Hours:

Wednesday, May 14  
9:30AM – 7:00PM

Thursday, May 15  
9:30AM – 7:00PM

Friday, May 16  
8:30AM – 11:30AM



## Exhibitor Listing and Location

### ORGANIZATION BOOTH

Access Infinity Ltd	1522
Adelphi Real World and Adelphi Values	1401
Aetion	1106
Amaris Consulting UK LTD	624
American Association for Cancer Research (AACR)	923
Amplify Health	1621
Analysis Group	1001
Ardea Outcomes	1220
Avalere Health	906
Barrington James	1320
BRG	1622
CapeStart	1820
Cardinal Health	1407
Carelon Research	1607
Carenity	1121
Castor	922
Cencora	607
Certara	1214
CHEORS powered by BioBridges	1514
Clever-Access	1814
Clinigen	1725
Clinigma	721
Columbia Data Analytics	521
ConnectHEOR	515
Core Clinical Sciences	1217

Costello Medical	700
Curta	1521
CVS Healthspire	715
Cytel	1824
Datavant	1707
DeSC Healthcare, Inc.	1323
DistillerSR Inc.	1721
EBM Health Consultants	501
Elicit	622
eMAX Health Systems	1222
Embleema	503
EntityRisk, Inc.	807
EPI-Q, Inc.	1022
EVERSANA	701
Evidence Prime	1724
Evidinno Outcomes Research Inc.	621
FIECON	1800
Flatiron Health	601
Folia Health	901
Forian Inc.	1021
Genesis Research Group	1306
Guardian Research Network	1425
Guidehouse	825
Health Analytics LLC	1600
Health Catalyst	1020
HealthVerity	903
Helpware	1722
Human Data Sciences	1002

ICON	814
Initiate Consultancy	1207
Inovalon Inc.	1507
Inspire	1520
IQVIA	1615
ISPOR	1305
Kielo Research	1321
KMK Consulting Inc.	1700
Komodo Health	507
LexisNexis Risk Solutions	606
Lumanity	1415
Mapi Research Trust	820
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