ISPOR Europe 2025

The Leading European Conference for Health Economics and Outcomes Research

9-12 November **Scottish Event Campus** Glasgow, Scotland, UK



Powering Value and Access Through Patient-Centered Collaboration

#ISPOREurope www.ispor.org







Conference Program

Sunday 9 November

7:00 - 18:00 Registration Hours Hall 5

8:00 - 17:00 All Day Short Course

001 Reimbursement Systems for Pharmaceuticals in Europe *Alsh*

8:00 - 12:00 Morning Short Courses

002 Advanced Patient-Reported Outcomes Boisdale

003 Risk-Sharing/Performance-Based Arrangements in Developing Countries *M2-M4*

004 Developing Decision-Grade Real-World Evidence Carron

005 Health Economic Modeling in R: A Hands-on Introduction *Dochart*

006 Introduction to Applied Generative AI for HEOR M1

13:00 - 17:00 Afternoon Short Courses

007 Causal Inference and Causal Estimands From Target Trial Emulations Using Evidence From Real-World Observational Studies and Clinical Trials *M1*

008 Valuation of Innovative Drugs Boisdale

009 Budget Impact Analysis II: Practical Steps to Building a BIA and Enhanced Applications *Dochart*

010 Using LLMs to Simplify Real-World Evidence Research *Carron*

011 Prompt Engineering for HEOR: Practical Skills and Use Cases for HEOR Professionals *M2-M4*

14:00 - 15:00 First-Time Attendee Orientation Island Suite, Crowne Plaza Hotel

Monday 10 November

7:00 - 17:00 **Registration Hours** *Hall* 5

7:00 - 8:30 Morning Coffee Service Clyde Auditorium, Armadillo

8:30 - 9:45 **Plenary Session** *Clyde Auditorium, Armadillo*

- 012a Welcome Remarks: Celebrating 30 Years of ISPOR
- 012b Keynote Address: Decision Making in a Complex World
- 012c Patient Engagement in Healthcare Investments A Promise or a Practice?

9:30 - 19:00 Exhibit Hall Open Poster & Exhibit Hall

9:45 - 10:15 Coffee and Connect Poster & Exhibit Hall

10:15 - 11:15 Concurrent Breakout Sessions 1

- 013 Patient Preference Evidence in Health Technology Assessment: What Do We Really Know? *Alsh*
- 014 Measuring What Matters: Practical Pathways for Personalized Endpoints and Patient-Centric Approaches in HTA Evaluation *M1*
- 015 Value Assessment From a Whole Health Perspective:
 Opportunities and Challenges Hall 3
- 016 External Control Studies—What Does It Take to Get Real? Hall 5
- 017 Managed Entry Agreements: Can CEE Countries Mutualize Lessons Learned? Boisdale
- 018 Unlocking the Untapped Potential of Comprehensive Genomic Profiling: Improving Patient Access and Outcomes Hall 1
- 019 Integrating Al Into Market Access Workflows Hall 2
- 020 Lines of Therapy in Oncology Real-World Data: Navigating Complexity for Robust Evidence Lomond Auditorium

10:15 - 11:15 **Podium Sessions**

- 021 Integrating Life-Cycle Modeling and Public Perspectives Into Evidence Frameworks *Poster & Exhibit Hall, Theater 1*
- 022 Artificial Intelligence and Advanced Analytics in HTA Poster & Exhibit Hall, Theater 2

10:15 - 11:15 Member Group Meeting

Reimagining HTA for HealthTech: NICE's Journey, Al Innovation, and International Collaboration Open Meeting *Carron 1*

10:30 - 13:30 **Poster Session 1** Poster & Exhibit Hall (Poster Discussion Period: 12:30 - 13:30)

11:15 - 13:00 Lunch Service Poster & Exhibit Hall

11:30 - 12:15 **Poster Tours**

023 HEOR Impact Cases Poster Tour *Poster & Exhibt Hall, Poster Tour A*

024 Oncology Poster Tour Poster & Exhibt Hall, Poster Tour B

11:45 - 12:15 Exhibit Hall Theater

● 025 Augmenting Integrated RWE Generation With Technology to Optimize Clinical Trials, Regulatory Strategy, and Commercialization *Poster & Exhibit Hall, Theater 1*

Sponsor: Corporate Partner, Datavant

Monday 10 November continued

11:45 - 12:45 Educational Symposia

 026 Strategic Insights From 5 Years of the EU HTA Regulation: Unleashing the Ambition for Orphan Products and Vaccines Alsh

Sponsor: Corporate Partner, Thermo Fisher Scientific

 027 Generative Al: Driving the Next Era of Evidence-Based Medicine Boisdale

Sponsor: Corporate Partner, Analysis Group

11:45 - 12:45 Forums

- 028 The Potential Impact of AI in Healthcare: MENA Region Perspectives Lomond Auditorium
- 029 Partnering for Progress: Advancing Patient-Centered Evidence in HEOR Hall 5
- 030 Survival at the Margins: Navigating HTA Challenges in Modern Oncology Trials *Hall 3*

11:45 - 12:45 Student Network Session

 031 Fostering the Next Generation: Incorporating the Patient Voice Into Decision Making M1

11:45 - 12:45 **Breakout Session**

• 032 Al in CEE Health System Decision Making: Can Payers, Patients, and Policy Align for Smarter Access? *Hall 1*

11:45 - 12:45 **Member Group Meetings**

The Editor Exchange: Ask Questions and Get Insider Tips From the Editors-in-Chief of *Value in Health Carron 1*ISPOR Nordic Chapter Open Meeting *Carron 2*

12:15 - 12:45 Exhibit Hall Theater

 033 From Data to Decisions: Leveraging RWE for Regulatory Success Poster & Exhibit Hall, Theater 1
 Sponsor: Corporate Partner, Premier Applied Sciences

12:45 - 13:15 Exhibit Hall Theater

 034 Connecting the Dots in Autoimmune Disease HTA: Practical Strategies and Future Opportunities in ITC, Modeling, and RWE Poster & Exhibit Hall, Theater 2 Sponsor: connectHEOR

12:45 - 13:15 Fast Facts

035 Elevating HEOR Leadership: From Data Owner to Strategic Business Partner *Connection Zone, Hall 2*

13:15 - 14:15 **Member Group Meetings**

ISPOR - SMDM Joint Model Validation II Task Force: Making the Black Box Transparent - New Tools for Quality Assurance in Health Economic Modeling *Carron 1*

ISPOR Ukraine, Hungary, Poland Joint Chapter Meeting *Carron 2*

13:45 - 14:45 **Spotlight**

 036 How Could Patient-Centric HTA Evolve in the Changing Global Pricing Landscape? Hall 2

13:45 - 14:45 Concurrent Breakout Sessions 2

- 037 The Evidence Was There. So Why Didn't It Matter?
 Hall 3
- 038 Is Transferring Evidence Across Europe a Herculean Task? The Opportunities and Challenges of Transportability Analyses in the Context of European Union Joint Clinical Assessments Lomond Auditorium
- 039 COAs and Patient Preference Information: Building on a Promising but Challenging Relationship *Alsh*
- 040 Transparent, Traceable, and Reliable Generative Al in HEOR: A Hands-on Workshop on Retrieval-Augmented Generation (RAG) For Evidence Generation Hall 5
- 041 Does Environmental Sustainability Warrant a Spot on ISPOR's Value Flower: A Multistakeholder Debate Boisdale
- 042 Patient Experience Data for Evidence Generation to Support Regulatory and Access Decision Making *M1*
- 043 Implementing a Program for Early Feasibility Studies in Europe: Goldmine or Fool's Gold? *Hall 1*

13:45 - 14:45 **Podium Sessions**

- 044 Measuring the Broader Impact of Health on Quality of Life and Productivity: Advances in Patient-Reported Outcomes and Economic Evaluation Poster & Exhibit Hall, Theater 1
- 045 Modeling Methods and Practice Poster & Exhibit Hall, Theater 2

14:45 - 15:15 Coffee and Connect Poster & Exhibit Hall

14:45 - 15:45 Meditation Session

Meditation for Mental Clarity Carron 1

14:45 - 15:45 Member Group Meeting

ISPOR Turkey Chapter Meeting Carron 2

14:45 - 15:15 **ISPOR Booth Event**

Get Involved—Make the Most of Your ISPOR Membership Poster & Exhibit Hall, ISPOR Booth #705

15:00 - 16:00 **HEOR Impact Cases**

046 HEOR Impact Cases in Affordability and Access *Connection Zone, Hall 2*

15:15 - 15:45 Exhibit Hall Theater

047 Challenges and Methods for JCA in Orphan Indications
 — Applying Early Learnings Poster & Exhibit Hall, Theater 1
 Sponsor: RTI Health Solutions

15:15 - 16:15 **Educational Symposium**

 048 Navigating Global Policy Shifts: Implications for Europe's Pharmaceutical Pricing, Market Access, and HTA Landscape Alsh

Sponsor: Corporate Partner, Cencora

Monday 10 November continued

15:15 - 16:15 Forums

- 049 Modernizing Medical Device Evaluation: Aligning Life-Cycle Evidence, HTA Methodologies, and Digital Support Tools Hall 1
- 050 Navigating Complexity in Population Health Decision Making: Evidence, Values, and Real-World Constraints Hall 3
- 051 Drug Pricing in Theory and in Practice: Value in Health Showcase Hall 5

15:15 - 16:15 **Breakout Session**

 052 Building HTA Capacity in CEE: Is it Possible to Be Made Within a Common Roadmap—From Pilot Projects to Sustainable Systems M1

15:15 - 16:00 **ISPOR Booth Event**

Special Onsite Join / Renewal Event for ISPOR Membership Poster & Exhibit Hall, ISPOR Booth #705

15:45 - 16:15 Exhibit Hall Theater

 053 Harnessing Al and EHR Data for Rapid Insights on GLP-1s Poster & Exhibit Hall, Theater 2

Sponsor: Corporate Partner, Truveta

16:00 - 19:00 Poster Session 2 Poster & Exhibit Hall

(Poster Discussion Period: 18:00 - 19:00)

16:00 - 16:45 **Poster Tours**

054 Patient Engagement Poster Tour *Poster & Exhibt Hall, Poster Tour B*

055 International Reference Pricing Poster Tour *Poster & Exhibt Hall, Poster Tour A*

16:15 - 17:15 Member Group Meetings

ISPOR Digital Health and Medical Devices & Diagnostics Special Interest Group Joint Open Meeting *Carron 1* Psychedelic Therapies and HTA Methods *Carron 2*

16:20 - 16:50 Fast Facts

056 Need. Method. Match. Explore the SUSTAIN-HTA Tools Connection Zone, Hall 2

Enhance Your Bench Strength With Unlimited Access to ISPOR Education *Poster & Exhibit Hall, ISPOR Booth #705*

17:00 - 18:00 Concurrent Breakout Sessions 3

- 057 Regulatory Update from the European Medicines Agency Hall 2
- 058 Embedding Effective Patient Involvement in EU Joint Clinical Assessments Lomond Auditorium
- 059 Real-World Evidence— From the Clinician's Perspective Hall 3
- 060 Operationalizing Life-Cycle Health Technology Assessment for Precision Medicine *M1*

- 061 Barriers and Enablers to the Adoption of Innovative Methods for Health Technology Assessment (HTA) Decision Making Hall 5
- 062 Diving Into the Intended and Unintended Consequences of how the Societal Perspective is Captured in Cost-Effectiveness Analyses Alsh
- 063 Beyond Regulatory Approval: Making Patient Experience Central to HTA Decision Making Hall 1
- 064 Integrating Capacity-Enhancing Innovations in Healthcare Systems: Are Current Methods Adequate to Demonstrate the Impact on Efficiency and Capacity? Boisdale

17:00 - 18:00 **Podium Sessions**

- 065 Incorporating Patients' Perspectives in HTA Poster & Exhibit Hall, Theater 1
- 066 Leveraging Real-World Data in HTA Poster & Exhibit Hall, Theater 2

18:00 - 19:00 Welcome Reception Poster & Exhibit Hall Supported by: ISPOR Corporate Partners

18:00 - 18:30 **ISPOR Booth Event**

Cheers to 30 Years: ISPOR 30th Anniversary Celebration Poster & Exhibit Hall, ISPOR Booth #705

18:30 - 19:00 **ISPOR Booth Event**

ISPOR Women in HEOR Reception Poster & Exhibit Hall, ISPOR Booth #705

Tuesday 11 November

| 7:00 - 17:00 | Registration Hours Hall 5 | |
|--------------|----------------------------------|--|
| | | |

7:30 - 8:00 **Morning Coffee Service** Clyde Auditorium, Armadillo

8:30 - 9:45 **Plenary Session** *Clyde Auditorium, Armadillo*

- 067a Welcome Remarks, Presidential Address, and Awards
- 067b Pragmatic Trials—Bridging Research and Real-World Care

9:30 - 19:00 **Exhibit Hall Open** Poster & Exhibit Hall

9:45 - 10:15 Coffee and Connect Poster & Exhibit Hall

Get Involved—Make the Most of Your ISPOR Membership

Poster & Exhibit Hall, ISPOR Booth #705

10:15 - 11:15 Concurrent Breakout Sessions 4

● 068 Outcome Assessment in Rare Diseases: Is JCA Breaking the Silos or Perpetuating the Chaos? *Hall 1*

Tuesday 11 November continued

- 069 Navigating the Global Pricing Policy Landscape and Leveraging AI for Strategic Insights *Lomond Auditorium*
- 070 Building Multi-Agent Al Systems to Reduce Subject Matter Expert Burden in Health Economics Research Hall 5
- 071 Beyond the Health Sector: Embedding Labor Market Effects and Productivity in HTA M1
- 072 Data From Early Access Programs: Essential HTA Evidence or Misaligned Value Tool? *Hall 2*
- 073 The ECOnomic Valuation of the Health Impacts of Climate Action (or Inaction): The ECO-CHICA Guidelines Boisdale
- 074 Navigating a Maze of Indirect Treatment Comparisons: How to Ensure We Have Selected the Ideal Method for a Decision-Problem Hall 3
- 075 Patient-Centric Approaches When Using Digital Health Technology in Drug Development *Alsh*

10:15 - 11:15 Podium Sessions

- 076 Advancing Statistical Methods in Survival Analysis Poster & Exhibit Hall, Theater 1
- 077 Preferences in Frail and Older Patient Populations Poster & Exhibit Hall, Theater 2

10:15 - 11:15 Member Group Meeting

CEE Consortium Meeting Carron 1

10:30 - 13:30 **Poster Session 3** Poster & Exhibit Hall (Poster Discussion Period: 12:30 - 13:30)

11:15 - 13:00 Lunch Service Poster & Exhibit Hall

11:30 - 12:00 Fast Facts

078 EU Pharmaceutical Package: Where Are We and Where Are We Going? *Connection Zone, Hall 2*

11:30 - 12:15 **Poster Tours**

079 Research and Modelling Methods Poster Tour *Poster & Exhibt Hall, Poster Tour B*

080 Implementing the European HTA Regulation Poster Tour *Poster & Exhibt Hall, Poster Tour A*

11:30 - 12:45 **Member Group Meeting**

ISPOR Spain Chapter Meeting Carron 1

11:45 - 12:45 Member Group Meeting

ISPOR Patient-Centered Research Special Interest Group Joint Open Meeting *Carron 2*

11:45 - 12:15 Exhibit Hall Theater

• 081 The Real-World Mosaic: Uniting Data to Illuminate the Patient Experience *Poster & Exhibit Hall, Theater 2 Sponsor: Corporate Partner, Cardinal Health*

11:45 - 12:45 Educational Symposium

 082 More Than a Long Shot: Rethinking the ROI of Modern Medicines for Public Health Alsh

Sponsor: GSK

11:45 - 12:45 Forums

- 083 Swimming in the Sea of RWE Guidance: Debating a Path Forward Lomond Auditorium
- 084 Effectively Advocating for HEOR: Cross-Organization Experiences (A Women in HEOR Forum) *Hall 3*
- 085 Competencies That Matter: Building Effective HEOR Capabilities for Medical Devices and Diagnostics M1

11:45 - 12:45 New Professional Session

 086 Networking in 2025: What Is Truly Impactful and What Isn't Hall 1

11:45 - 12:45 **Breakout Session**

 087 Joint Clinical Assessment (JCA) in Practice:
 Strengthening EU HTA Through CEE Expertise and Patient Perspectives Hall 5

12:15 - 12:45 Exhibit Hall Theater

 088 MFN Pricing: "More Fun to Navigate" - A European Roadmap to Success Poster & Exhibit Hall, Theater 1
 Sponsor: Corporate Partner, Genesis Research Group

12:45 - 13:15 Exhibit Hall Theater

● 089 EMA vs. JCA vs. HTA: Navigating Evidence Requirements and Simultaneous Interactions *Poster & Exhibit Hall, Theater 2*

Sponsor: Paraxel

12:45 - 13:15 Fast Facts

090 Core Outcome Sets—A Key Enabler of Patient-Centered, System-Wide Efficiencies Linking Clinical Trials, Regulatory Processes, and Reimbursement Decisions? *Connection Zone, Hall 2*

13:15 - 14:15 Member Group Meeting

ISPOR Statistical Methods in HEOR Special Interest Group Meeting *Carron 2*

13:45 - 14:45 **Spotlight**

091 Accelerating Patient Access to Innovations in Europe:
 Is It Possible to Integrate the JCA Into Diverse HTA systems?
 Hall 2

13:45 - 14:45 Concurrent Breakout Sessions 5

- 092 Can We Have It "Whole"? Barriers and Opportunities for Embracing a Whole Health Perspective in HEOR *Hall 1*
- 093 Can We Quantify the Public Health Impact of Vaccines in Mitigating Antimicrobial Resistance? *Boisdale*
- 094 The Issue No One Talks About: Standardizing Adverse Event Inclusion in Economic Evaluations M1

Tuesday 11 November continued

- 095 What Lessons Can the US Learn from Europe's Experience With International Reference Pricing? Hall 3
- 096 Expanding the Evidence Base in Network Meta-Analysis: Leveraging Surrogacy Meta-Analysis and Matching Techniques Lomond Auditorium
- 097 Trusting a Machine? Opportunities and Challenges to Using Artificial Intelligence in Qualitative Patient Research Alsh
- 098 Is It Really Time to Abandon Excel or Can R Generate Excel Models for HTA Submissions? Hall 5

13:45 - 14:45 **Podium Sessions**

- 099 Integrating Environmental, Well-Being, and Public Health in Health Economic Assessment Poster & Exhibit Hall, Theater 2
- 100 Maximizing Patients' Voices in HTA: Innovations in Elicitation Practices *Poster & Exhibit Hall, Theater 1*

Special Onsite Join / Renewal Event for ISPOR Membership Poster & Exhibit Hall, ISPOR Booth #705

14:45 - 15:45 Member Group Meeting

ISPOR Artificial Intelligence in HEOR Carron 1

14:45 - 15:15 Coffee and Connect Poster & Exhibit Hall

15:00 - 16:00 **HEOR Impact Cases**

101 HEOR Impact Cases in Oncology and Rare Disease Connection Zone, Hall 2

15:15 - 15:45 Exhibit Hall Theater

 102 Gen Al in Systematic Literature Reviews: First Case Study on Gen Al in a NICE Submission Poster & Exhibit Hall, Theater 2

Sponsor: Pharmacoevidence

15:15 - 16:15 Educational Symposium

• 103 Beyond Good Intentions: Keeping Patient-Centricity Patient-Centric *Alsh*

Sponsor: Corporate Partner, OPEN Health

15:15 - 16:15 **Forums**

- 104 Making Health Equity Actionable in HTA: From Frameworks to Implementation *Hall 1*
- 105 Harmonizing and Enabling Cross-Border Real-World Evidence Studies in Europe Hall 3
- 106 Final Recommendations From the ISPOR Taskforce on Statistical Evaluation of Surrogacy Endpoints for Value Demonstration and Health Economic Modeling Hall 5

15:15 - 16:15 Breakout Session

 107 Vaccine Value Assessment in CEE Countries: Challenges and Opportunities M1

16:00 - 19:00 Poster Session 4 Poster & Exhibit Hall

(Poster Discussion Period: 18:00 - 19:00)

16:00 - 16:45 **Poster Tours**

108 Student Research Poster Tour Poster & Exhibit Hall, Poster Tour B

109 Pricing & Reimbursement Poster Tour Poster & Exhibit Hall, Poster Tour A

16:00 - 17:00 **Member Group Meetings**

ISPOR Environmental Assessment in HEOR Special Interest Group *Carron 2*

16:15 - 17:15 Member Group Meetings

ISPOR Greece Chapter Meeting Carron 1

16:20 - 16:50 Fast Facts

110 Defining Appropriate Benefits for Economic Evaluation: Do Recommendations From HEMA Help? *Connection Zone, Hall 2*

16:30 - 17:15 **ISPOR Booth Event**

Highlight Your Unique Skills With ISPOR Education *Poster & Exhibit Hall, ISPOR Booth #705*

17:00 - 18:00 Concurrent Breakout Sessions 6

- 111 Increasing Transparency of Public Funding in Pharmaceutical Research and Development Reporting Boisdale
- 112 Optimal Strategies for Predicting and Consolidating PICOs: One Best Method or a Blended Approach? Lomond Auditorium
- 113 A New Era for EU HTA: What Can the EU HTAR Learn From the EMA's Path to Harmonization? *Hall 2*
- 114 A Match Made in Heaven? Optimal Selection of Preference Elicitation Methods to Address Study Purpose and Objectives Hall 1
- 115 How Can We Make Innovative Payment And Pricing Schemes a "Win" From All Perspectives? Alsh
- 116 Mind the Gaps: Managing Missing PRO Data in the Era of JCA for HTA Submissions *Hall 5*
- 117 Adding Nature's Petal to the Value Flower: Can Inclusion of Environmental Impact in HTA Aid the Race to Net Zero? *M1*
- 118 Survival Analysis in the Era of Generative Al Hall 3

17:00 - 18:00 **Podium Sessions**

- 119 Measuring Health-Related Quality of Life Across the Lifespan *Poster & Exhibit Hall, Theater 2*
- 120 Cost-Effectiveness Modeling of Gene Therapies:
 Challenges and Solutions Poster & Exhibit Hall, Theater 1

18:00 - 19:00 **Taste of Scotland** Poster & Exhibit Hall Supported by: ISPOR Year-Round Conference Sponsors

Wednesday 12 November

7:00 - 13:00 Registration Hours Hall 5

7:00 - 8:00 Morning Coffee Service

8:00 - 9:00 Concurrent Breakout Sessions 7

- 121 Beyond P-Values and Sample Size Calculations: Probability of Success for Indirect Comparative Efficacy Forecasting and Its Role in Industry Decision Making *Hall 5*
- 122 Taking a Timeout to Understand Innovations in Survival Modeling: A Practical and Open Discussion of Time-Varying Network Meta-Analyses (NMA) Informing Cost-Effectiveness Models (CEM) and Health Technology Assessments (HTA) Hall 3
- 123 Traditional And Emerging Methods for Including Caregiver's Health-Related Quality of Life in Economic Evaluation: Can We Reconcile Modeling Assumptions With Caregivers' Experiences? *Lomond Auditorium*
- 124 Europe at Crossroads: Can It Compete With Other Regions for Healthcare Innovation? *Hall 2*
- 125 Beyond the QALY: Alternatives in the US and Implications for EU M1
- 126 Rethinking Access Frameworks for the Next Generation of Multi-Indications/I&I Therapies *Boisdale*
- 127 The Variable Thresholds Issue: A Necessary Tool or a Misguided Obsession? *Alsh*
- 128 Lost in a Labyrinth: EMA and HTA Create Confusion Around Patient-Centered Evidence Requirements in Europe Hall 1

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

- 129 Addressing the Socioeconomic Burden and Policy Barriers in Rare Diseases *Poster & Exhibit Hall, Theater 1*
- 130 Methodological Developments in Indirect Treatment Comparisons and Network-Meta-Analyses *Poster & Exhibit Hall. Theater 2*

8:30 - 11:30 Exhibit Hall Open Poster & Exhibit Hall

8:30 - 10:00 **Networking Breakfast Bites** Poster & Exhibit Hall

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

10:00 - 11:15 Spotlight Session

• 131 What's Your Health Worth? Contingent Valuation and Discrete Choice Approaches to Assigning Monetary Values to Health Benefits *Hall 2*

10:00 - 11:00 Concurrent Breakout Sessions 8

- 132 Innovation and Environmental Sustainability in Healthcare: A Multistakeholder Responsibility *M1*
- 133 Science at PACE? A Multistakeholder Developed Framework for Accelerated Patient Access to Cancer Care Hall 3
- 134 Handling Transitions Between Child and Adult HRQoL in Economic Evaluation *Alsh*
- 135 Embedding the Patient Voice Within EU HTA: How Can We Balance Inclusivity, Representativeness, and Scientific Rigor? *Hall 5*
- **136** Battle of the Bots: Navigating the Landscape of Al-Enabled Systematic Literature Review Platforms *Connection Zone, Hall 2*
- 137 US-Centric Drug Policies: How National Interests Are Reshaping Global Innovation and Access *Boisdale 1 & 2*
- 138 Delay in Patients' Access Is the Price of Misalignment: Why Evidence Must Speak Also the Language of Payers and Patients Lomond Auditorium
- 139 What Is Your Estimand? Navigating Conditional and Marginal Effects in Cost-Effectiveness Modeling *Hall 1*

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

- 140 Measuring the Social and Environmental Impacts of Innovative Treatments *Poster & Exhibit Hall, Theater 1*
- 141 Patient Preferences in Clinical Trials and HTA *Poster & Exhibit Hall, Theater 2*

11:00 - 11:30 **Break** *Poster & Exhibit Hall*

11:30 - 12:45 **Plenary Session** *Clyde Auditorium, Armadillo*

- 142a Special Remarks and Leadership Reports
- 142b RWE in European Healthcare Decision Making— What's in It for Patients?

Do you have the Digital Conference Pass for ISPOR Europe 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/ISPOR Europe 2025 website and adding it to your existing registration or by visiting the registration desk.

Exhibitor Listing and Location

| EXHIBITOR | STAND |
|--|-------|
| Access Infinity | 504 |
| Adelphi Real World and | |
| Adelphi Values | 620 |
| Adigens Health Limited | 115 |
| Akrivia Health | 1106 |
| Amaris Consulting | 1203 |
| Amiculum | 911 |
| Analysis Group* | 604 |
| AplusA Real World | 1105 |
| Arcturis Data (UK) Ltd | 320 |
| Asc Academics | 116 |
| AstraZeneca | 1123 |
| Atropos Health | 820 |
| Avalere Health | 412 |
| AXIS Reimbursement | 912 |
| Barrington James | 1213 |
| ВМЈ | 1104 |
| Cardinal Health* | 1008 |
| Carenity | 1113 |
| Castor | 925 |
| CEMKA | 219 |
| Cencora* | 712 |
| Certara | 711 |
| CHEORS | 118 |
| Clarivate | 411 |
| Clever-Access | 1119 |
| Clevidence | 112 |
| CLINIGMA | 408 |
| Cogentia | 507 |
| Columbia Data Analytics | 826 |
| ConnectHEOR | 619 |
| Coronado Research | 503 |
| Costello Medical Consulting Ltd | 1011 |
| Crystallise Ltd | 216 |
| Cytel | 1024 |
| Datavant* | 907 |
| Decisive Consulting, | |
| a Herspiegel Company | 403 |
| DeSC Healthcare, Inc. | 1102 |
| Dexter | 1116 |
| DistillerSR Inc. | 1107 |
| EasySLR | 1120 |
| EBM Health Consultants | 509 |
| Ecker + Ecker GmbH | 715 |
| Elicit | 404 |
| ESHPM/iMTA Erasmus University Rotterdam | 109 |
| European Med Tech and IVD | 1204 |
| Reimbursement Consulting Ltd. | 1201 |
| EVERSANA | 304 |

| EXHIBITOR | STAND |
|---|-------|
| Evidence Prime | 113 |
| Evidencia Life Sciences | 312 |
| Evimed Solutions Ltd | 1015 |
| Flatiron Health | 515 |
| Genesis Research Group* | 212 |
| Giles Al Ltd | 314 |
| GIPAM | 420 |
| Global Market Access Solutions | 520 |
| Global Perspectives, | |
| an IQVIA Business | 1128 |
| Guidehouse | 1200 |
| HEOR | 419 |
| HEVA SAS | 213 |
| HTA-Hive | 1026 |
| HSJ Information | 415 |
| Human Data Sciences | 110 |
| ICON | 824 |
| IGES | 909 |
| Indence Health | 514 |
| Initiate Consultancy | 511 |
| Inpharmation | 1110 |
| lpsos Market Access | 916 |
| IQVIA | 816 |
| ISPOR | 705 |
| Jumping Rivers | 1115 |
| Kielo Research | 1013 |
| Kintiga | 716 |
| LatticePoint Consulting | 612 |
| LCP Health Analytics | 1202 |
| Lightning Health | 1103 |
| Logex | 119 |
| Lumanity | 720 |
| MadeAi | 927 |
| Marbls | 108 |
| MArS Market Access & Pricing Strategy GmbH | 928 |
| Maverex Ltd. | 120 |
| Nested Knowledge | 1126 |
| Nordic Market Access NMA AB | 614 |
| Numerus AG | 217 |
| OM1 | 315 |
| OneMedNet | 215 |
| Ontada | 616 |
| OPEN Health* | 908 |
| Optimax Access | 1125 |
| Oracle Life Science | 1012 |
| Oxford Pharmagenesis | 1124 |
| Panalgo LLC | 1027 |
| PAREXEL | 904 |
| Petauri | 608 |
| Pharmaceutical Development | |
| Company | 1214 |

| EXHIBITOR | STAND |
|----------------------------------|--------|
| Pharmacoevidence | 707 |
| PharmaQuant | 1019 |
| Pienomial Inc | 1112 |
| Precision AQ | 1003 |
| Premier Applied Sciences* | |
| Prescient Healthcare Group | 1129 |
| Prime | 310 |
| ProductLife Group | 1020 |
| Putnam | 211 |
| Quinten Health | 513 |
| RCTs | 516 |
| Red Nucleus | 308 |
| Red Thread Market Access | 1204 |
| Regulatory Scientific and | |
| Health Solutions (R-S-S) | 316 |
| Reliant Al Inc. | 1028 |
| Remap Consulting | 919 |
| RTI Health Solutions | 607 |
| SCHARR, University of Sheffield | 1117 |
| Simon-Kucher & Partners LLC | 615 |
| Skyward Analytics | 1122 |
| Source Health Economics | 815 |
| Symmetron | 1108 |
| Syneos Health | 812 |
| Thermo Fisher Scientific* | 804 |
| TriNetX, LLC | 416 |
| Trinity Life Sciences | 508 |
| Truveta* | 603 |
| Tune Insight | 114 |
| UBC | 1127 |
| Valid Insight | 117 |
| Value Analytics Labs | 510 |
| Veradigm | 713 |
| Visible Analytics Ltd | |
| Vitaccess | |
| VitalTransformation BVBA | |
| Wickenstones Ltd | |
| York Health Economics Consortiur | m 1004 |

*ISPOR Corporate Partner



Exhibit Hall Hours

Poster & Exhibit Hall 3-5 is located on Ground level of the SEC Building

Monday: 9:30-19:00 Tuesday: 9:30-19:00 Wednesday: 8:30-11:30

Scan to Download Exhibit and Poster Hall Floorplan >

