

ISPOR Europe 2025

The Leading European Conference for Health Economics and Outcomes Research

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



PROGRAM GUIDE

*Powering Value and Access
Through Patient-Centered
Collaboration*

#ISPOREurope
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 **ISPOR**

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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 AI 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, AI 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 & Exhibit Hall, Poster Tour A*

024 Oncology Poster Tour *Poster & Exhibit 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 AI: 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** AI 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 2*

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 1*

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 AI 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 AI and EHR Data for Rapid Insights on GLP-1s *Poster & Exhibit Hall, Theater 2*

Sponsor: Corporate Partner, Truvena

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 & Exhibit Hall, Poster Tour B*

055 International Reference Pricing Poster Tour *Poster & Exhibit 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*

16:30 - 17:15 ISPOR Booth Event

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*

9:45 - 10:15 ISPOR Booth Event

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 AI 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 & Exhibit Hall, Poster Tour B*

080 Implementing the European HTA Regulation Poster Tour *Poster & Exhibit 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*

12:30 - 13:15 ISPOR Booth Event

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 AI in Systematic Literature Reviews: First Case Study on Gen AI 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 PICO: 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 AI *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 AI-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?

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Exhibitor Listing and Location

EXHIBITOR	STAND
Access Infinity	504
Adelphi Real World and Adelphi Values	620
Adigen 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
BMJ	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 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 AI 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
Ipsos 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*	407
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 AI 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	920
Vitaccess	1118
VitalTransformation BVBA	828
Wickenstones Ltd	1016
York Health Economics Consortium	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 >

