

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*



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

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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

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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, 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 & 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*

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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*

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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 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 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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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.

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Exhibitor Listing and Location

EXHIBITOR	STAND	EXHIBITOR	STAND	EXHIBITOR	STAND
Access Infinity	504	Evidence Prime	113	Pharmacoevidence	707
Adelphi Real World and Adelphi Values	620	Evidencia Life Sciences	312	PharmaQuant	1019
Adigens Health Limited	115	Evimed Solutions Ltd	1015	Pienomial Inc	1112
Akrivia Health	1106	Flatiron Health	515	Precision AQ	1003
Amaris Consulting	1203	Genesis Research Group*	212	Premier Applied Sciences*	407
Amiculum	911	Giles AI Ltd	314	Prescient Healthcare Group	1129
Analysis Group*	604	GIPAM	420	Prime	310
AplusA Real World	1105	Global Market Access Solutions	520	ProductLife Group	1020
Arcturis Data (UK) Ltd	320	Global Perspectives, an IQVIA Business	1128	Putnam	211
Asc Academics	116	Guidehouse	1200	Quinten Health	513
AstraZeneca	1123	HEOR	419	RCTs	516
Atropos Health	820	HEVA SAS	213	Red Nucleus	308
Avalere Health	412	HTA-Hive	1026	Red Thread Market Access	1204
AXIS Reimbursement	912	HSJ Information	415	Regulatory Scientific and Health Solutions (R-S-S)	316
Barrington James	1213	Human Data Sciences	110	Reliant AI Inc.	1028
BMJ	1104	ICON	824	Remap Consulting	919
Cardinal Health*	1008	IGES	909	RTI Health Solutions	607
Carenity	1113	Indence Health	514	SCHARR, University of Sheffield	1117
Castor	925	Initiate Consultancy	511	Simon-Kucher & Partners LLC	615
CEMKA	219	Inpharmation	1110	Skyward Analytics	1122
Cencora*	712	Ipsos Market Access	916	Source Health Economics	815
Certara	711	IQVIA	816	Symmetron	1108
CHEORS	118	ISPOR	705	Syneos Health	812
Clarivate	411	Jumping Rivers	1115	Thermo Fisher Scientific*	804
Clever-Access	1119	Kielo Research	1013	TriNetX, LLC	416
Clevidence	112	Kintiga	716	Trinity Life Sciences	508
CLINIGMA	408	LatticePoint Consulting	612	Truveta*	603
Cogentia	507	LCP Health Analytics	1202	Tune Insight	114
Columbia Data Analytics	826	Lightning Health	1103	UBC	1127
ConnectHEOR	619	Logex	119	Valid Insight	117
Coronado Research	503	Lumanyti	720	Value Analytics Labs	510
Costello Medical Consulting Ltd	1011	MadeAi	927	Veradigm	713
Crystallise Ltd	216	Marbls	108	Visible Analytics Ltd	920
Cytel	1024	MArS Market Access & Pricing Strategy GmbH	928	Vitaccess	1118
Datavant*	907	Maverex Ltd.	120	VitalTransformation BVBA	828
Decisive Consulting, a Herspiegel Company	403	Nested Knowledge	1126	Wickenstones Ltd	1016
DeSC Healthcare, Inc.	1102	Nordic Market Access NMA AB	614	York Health Economics Consortium	1004
Dexter	1116	Numerus AG	217		
DistillerSR Inc.	1107	OM1	315		
EasySLR	1120	OneMedNet	215		
EBM Health Consultants	509	Ontada	616		
Ecker + Ecker GmbH	715	OPEN Health*	908		
Elicit	404	Optimax Access	1125		
ESHPM/iMTA Erasmus University Rotterdam	109	Oracle Life Science	1012		
European Med Tech and IVD Reimbursement Consulting Ltd.	1201	Oxford Pharmagenesis	1124		
EVERSANA	304	Panalgo LLC	1027		
		PAREXEL	904		
		Petauri	608		
		Pharmaceutical Development Company	1214		

*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 >

