

ISPOR Europe 2026

The Leading European Conference for Health Economics and Outcomes Research

8-11 November
Austria Center Vienna
Vienna, Austria



PROGRAM GUIDE

*Shaping the Future
of Access Through
Science and Policy*

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 **ISPOR**

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Conference Program

Sunday 8 November

7:00 - 18:00 Registration Hours Entrance Hall, Level 0

7:00 - 8:00 Morning Coffee Service
Foyer E, Level 0; Foyer F, Level 0; Foyer N, Level 1

8:00 - 17:00 All Day Short Course
Reimbursement Systems for Pharmaceuticals in Europe
Hall F1, Level 0

8:00 - 12:00 Morning Short Courses
Applied Generative AI for HEOR: Introduction Hall F2, Level 0
Developing Decision-Grade Real-World Evidence Hall E1, Level 0
Health Economic Modeling in R for Decision Making:
Assessment, Adaptation, and AI-Assisted Validation
Hall E2, Level 0
Prompt Engineering for HEOR: Practical Skills and Use Cases
for HEOR Professionals Hall N1, Level 1
Risk-Sharing/Performance-Based Arrangements in Developing
Countries Hall N2, Level 1

11:00 - 12:00 First-Time Attendee Orientation
Business Lounge, Level 0

13:00 - 17:00 Afternoon Short Courses
Applied Generative AI for HEOR: Robust Architectures
Hall F2, Level 0
Causal Inference and Causal Estimands from Target Trial
Emulations Using Evidence from Real-World Observational
Studies and Clinical Trials Hall E1, Level 0
Designing a Patient-Centered Strategy for Drug Development
and Value Room 1.85-1.86, Level 1
Integrating Patient, Payer, and Investor Perspectives on
Valuing Innovative Medicines for Orphan Diseases
Hall N2, Level 1
Practical Applications of Large Language Models for Real-
World Evidence Generation and HEOR Hall N1, Level 1

Monday 9 November

7:00 - 17:00 Registration Hours Entrance Hall, Level 0

7:00 - 8:30 Morning Coffee Service Gallery, Level 1

8:30 - 10:00 Plenary Session
● Plenary Session 1: Opening Remarks and Special Address
Hall A, Level 2
● Plenary Session 1: The Science of What Matters: Rethinking
Value in Healthcare Hall A, Level 2

9:30 - 19:00 Exhibit Hall Hours
Poster & Exhibit Hall, Level -2, Hall X1-X4

10:00 - 10:30 Coffee and Connect
Poster & Exhibit Hall, Level -2, Hall X1-X4

10:15 - 11:15 Member Group Meetings
ISPOR Central and Eastern Europe (CEE) Consortium Meeting
Hall N1, Level 1
ISPOR Real-World Evidence Special Interest Group Meeting
Hall N2, Level 1

10:30 - 11:30 Breakout Sessions
● Beyond the Index Event: Aligning Hospital Decision-Making
with Expanded Value Measures for Medical Devices and
Diagnostics Hall K2, Level -2
● Early Value Assessment When There Are Multiple External
Comparators: Introducing Value-Based Decision Boundary
Analysis (VB-DBA) Hall F2, Level 0
● Humans at the Helm: Navigating Increasing AI Autonomy in
HEOR and HTA Hall D, Level -2
● Navigating Europe's New Era of Health Policy Reform:
How Will the EU HTA Regulation, Pharmaceutical Legislation
Revision, Critical Medicines Act, and Biotech Act Shape
Medicines Development and Pa Hall F1, Level 0
● Patient-Reported Outcomes in Federated Real-World Data:
Infrastructure Ready, Evidence Fit for HTA? Hall E2, Level 0
● The Historical Linear Life Science Model is Dead and
Requires Rethinking to Adapt to a Rapidly Changing Ecosystem
Hall G1, Level -2
● When Global Policy Agendas Collide – Evidence, Value, and
Pricing Tensions at the Intersection of EU and US Reform
Hall L, Level 1
● Who Decides Which Covariates Matter? Aligning Regulatory
and HTA Perspectives in Indirect Treatment Comparisons
Hall E1, Level 0

10:30 - 11:30 Podium Sessions
● Capturing Patient and Caregiver Experiences in
Psychological and Cognitive Conditions Theater 2, Hall X1-X4,
Level -2
● Converting Vaccine Evidence to Policy Theater 1, Hall X1-X4,
Level -2

10:30 - 13:30 Poster Session 1
Poster & Exhibit Hall, Level -2, Hall X1-X4
(Poster Discussion Period: 12:30 - 13:30)

11:15 - 13:00 Lunch Service (Exhibit Hall)
Poster & Exhibit Hall, Level -2, Hall X1-X4

Monday 10 November continued

11:30 - 12:15 Poster Tours

HEOR Impact Cases Poster Tour *Poster Tour Area B, Hall X1 - X4, Level -2*

Oncology Poster Tour *Poster Tour Area A, Hall X1 - X4, Level -2*

11:45 - 12:15 Fast Facts

The Accidental FX Trader: How United States MFN Pricing Reshapes Global Launch Strategy and Access
Connection Zone, Hall F Foyer, Level 0

11:45 - 12:45 Member Group Meeting

ISPOR Ukraine, Poland, and Hungary Joint Meeting: Strengthening Regional Collaboration in HTA and Evidence-Informed Healthcare Decision-Making *Hall N2, Level 1*

12:00 - 12:30 Exhibit Hall Theater

● Let's Get REAL: Real-World Evidence in Action *Theater 1, Hall X1-X4, Level -2*

Sponsored by ISPOR Corporate Partner, Premier Applied Sciences

12:15 - 13:15 Educational Symposia

● Advancing Evidence-Based Medicine with Generative AI *Hall E2, Level 0*

Sponsored by ISPOR Corporate Partner, Analysis Group

● One JCA, Many Decisions: Building an Evidence Strategy for Portability Across Europe *Hall F1, Level 0*

Sponsored by ISPOR Corporate Partner, Thermo Fisher Scientific

12:15 - 13:15 Forums

● AI in HEOR: Advancing Evidence Generation for Joint Clinical Assessment *Hall L, Level 1*

● ISPOR Strategic Dialogues: Integrated Evidence Generation Across the Product Lifecycle *Hall K2, Level -2*

● SMDM-ISPOR Joint Initiative in Health Decision Modelling: Agentic AI for Transparent, Reproducible, and Trustworthy Decision Models *Hall E1, Level 0*

● The Non-3G (GENEROUS, GLOBE, GUARD) Pricing Paradox: Navigating the "MFN Trap" Opportunities and Risk in Latin America, the Middle East, and Asia *Hall F2, Level 0*

12:15 - 13:15 Breakout Session

● How Can HTA and Regulatory Guidelines and Reviews Strengthen the Case for More Patient Centered Evidence Creation? *Hall G1, Level -2*

12:45 - 13:15 Exhibit Hall Theaters

● How Early Is Early Enough? Rethinking Evidence Planning for Today's Global Access Challenges *Theater 2, Hall X1-X4, Level -2*

Sponsored by ISPOR Corporate Partner, Genesis Research Group

● Spotlight on Joint Clinical Assessments: Learnings to Date, Looking Ahead at Rare Indications, and AI Applications to Enhance Evidence Generation *Theater 1, Hall X1-X4, Level -2*

Sponsored by ISPOR Corporate Partner, PAREXEL

12:45 - 13:15 Fast Facts

From Subject-Matter Brilliance to Real Impact
Connection Zone, Hall F Foyer, Level 0

13:15 - 14:15 Member Group Meetings

Exploring SUSTAIN-HTA: Resources, Learning and Fellowship Opportunities *Hall N2, Level 1*

ISPOR Medical Devices and Diagnostics Special Interest Group Meeting *Hall N1, Level 1*

13:45 - 14:45 Breakout Sessions

● Are Patient Values Genuinely Shaping Value Assessment, or Do They Remain Acknowledged but Underutilized?
Hall L, Level 1

● Beware (Non-Proportional) Hazard! Alternative Routes for Dealing with Time-Varying Treatment Effects in Evidence Synthesis for Health Technology Assessment (HTA) Decision Making *Hall E2, Level 0*

● COAlescing the Oncology COA Strategy: A Provocative Look at Why Oncology COA Strategies Often Fail - and How to Fix Them *Hall G1, Level -2*

● First Wave, First Lessons: Multi-Stakeholder Insights from the initial Joint Clinical Assessments Under the European Regulation on Health Technology Assessment *Hall D, Level -2*

● How Will the Most Favored Nation (MFN) Policy Influence Medicines Pricing and Access in Europe and How Should Policy Makers Respond? *Hall E1, Level 0*

● Reading Between the Endpoints: Translating Trials from Regulatory Estimands to HTA/JCA Decision Making *Hall F2, Level 0*

● Should Real-World Evidence Play a Role in Reimbursement Decisions on Decommissioning Health Technologies?
Hall K2, Level -2

● The Future of Causal Inference: How Large (or Small) Role Will AI Play? *Hall F1, Level 0*

13:45 - 14:45 Podium Sessions

● Health Utility Measurement: EQ-5D Innovations and Broader Perspectives *Theater 2, Hall X1-X4, Level -2*

● Tackling Societal Challenges Facing Public Health *Theater 1, Hall X1-X4, Level -2*

14:45 - 15:15 Coffee and Connect

Poster & Exhibit Hall, Level -2, Hall X1-X4

14:45 - 15:15 ISPOR Booth Event *ISPOR Booth (#411), Poster & Exhibit Hall, Level -2, Hall X1-X4*

Get Involved—Make the Most of Your ISPOR Membership

14:45 - 16:15 Member Group Meeting

ISPOR Spain Chapter Meeting *Hall N1, Level 1*

Monday 9 November continued

15:15 - 15:45 Exhibit Hall Theater

● Preparing Orphan Medicinal Products for JCA: Strengthening the Evidence Package *Theater 1, Hall X1-X4, Level -2*

Sponsored by ISPOR Corporate Partner, Lumanity

● Real-Time Intelligence: AI-Enabled Insights to Drive Evidence Strategy *Theater 2, Hall X1-X4, Level -2*

Sponsored by ISPOR Corporate Partner, Truveta

15:15 - 16:00 ISPOR Booth Event

ISPOR Booth (#411), Poster & Exhibit Hall, Level -2, Hall X1-X4
Special Onsite Join / Renewal Event for ISPOR Membership

15:15 - 16:15 Educational Symposia

● From HTA to Public Health: Rethinking Value in Obesity *Hall F1, Level 0*

Sponsored by Eli Lilly and Company, an ISPOR Partnership Group Member

● One Assessment, Many Decisions: The Future of Country-Level HTA After JCA *Hall E2, Level 0*

Sponsored by ISPOR Corporate Partner, Cencora

15:15 - 16:15 Forums

● From Policy to Practice: The Evolution of HEOR and Healthcare Decision-Making in China — Experiences, Insights, and Lessons Learned *Hall G1, Level -2*

Sponsored by the ISPOR Partnership Group

● From Value Assessment to Delivery Reality: Integrating HEOR and Health Systems Perspectives in Coverage Decisions for GLP-1 Therapies *Hall E1, Level 0*

● Informing Healthcare Investment Through a Patient-Centered Lens *Hall L, Level 1*

● Shaping the Future of HEOR: A Special Preview of ISPOR's Updated Science Strategy *Connection Zone, Hall F Foyer, Level 0*

● The HEMA Debate: The Value Judgements Involved in Deciding How "Value" Is Measured: A Value in Health Forum *Hall F2, Level 0*

15:15 - 16:15 Breakout Session

● Updating HTA Methods in Central and Eastern Europe: Can National Guidelines Converge While Remaining Locally Relevant? *Hall K2, Level -2*

16:00 - 19:00 Poster Session 2

Poster & Exhibit Hall, Level -2, Hall X1-X4

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

16:00 - 16:45 Poster Tours

Artificial Intelligence Poster Tour *Poster Tour Area A, Hall X1 - X4, Level -2*

Patient-Centered Evidence Poster Tour *Poster Tour Area B, Hall X1 - X4, Level -2*

16:15 - 17:00 ISPOR Booth Event

ISPOR Booth (#411), Poster & Exhibit Hall, Hall X1-X4, Level -2
Accelerate Your Career Growth With ISPOR Education

16:15 - 17:15 Member Group Meeting

Introducing ISPOR Italy: A New Chapter for the Future *Hall N2, Level 1*

16:45 - 17:45 Breakout Sessions

● Agentic AI Governance: How to Balance Innovation and Guidance *Hall D, Level -2*

● Beyond "Using RWE": What It Takes to Make Real-World Evidence Decision-Grade for HTA? *Hall E2, Level 0*

● EU HTA System Readiness for Orphan Medicinal Products ahead of 13 January 2028 *Hall F1, Level 0*

● ICH E22 – General Considerations for Patient Preference Studies: Are We Ready to Move from Guidance to Practice? *Hall G1, Level -2*

● Integrating Environmental Sustainability into HTA: Global Policy Archetypes and Future Directions for Access Decision-Making *Hall K2, Level -2*

● Joint Clinical Assessment (JCA) and Pan-European Solidarity-Based Reimbursement Model (PANSOL) - Is collaborative assessment meeting the needs of EU member states? *Hall F2, Level 0*

● Mixture Cure Models: Do They Create More Issues Than They are Trying to Solve? *Hall E1, Level 0*

● Whole Health at Risk: Does EU Joint Clinical Assessment Conflict with Europe's Antimicrobial Resistance Ambitions? *Hall L, Level 1*

16:45 - 17:45 Member Group Meeting

ISPOR Digital Health Special Interest Group Meeting *Hall N1, Level 1*

16:45 - 17:45 Podium Sessions

● Artificial Intelligence for Evidence Generation and Synthesis *Theater 1, Hall X1-X4, Level -2*

● Case Studies in Med Tech Evaluation *Theater 2, Hall X1-X4, Level -2*

18:00 - 19:00 Women in HEOR Reception

ISPOR Booth (#411), Poster & Exhibit Hall, Hall X1-X4, Level -2

18:00 - 19:00 ISPOR Welcome Reception

Poster & Exhibit Hall, Hall X1-X4, Level -2
Supported by ISPOR Corporate Partners

Tuesday 10 November

7:00 - 17:00 **Registration Hours** *Entrance Hall, Level 0*

7:00 - 8:30 **Morning Coffee Service** *Gallery, Level 1*

Tuesday 10 November continued

8:30 - 10:00 Plenary Session

- Plenary Session 2: Presidential Address, and Keynote Speaker *Hall A, Level 2*
- Plenary Session 2: We Optimize Treatments—But How Do We Optimize the System? *Hall A, Level 2*

9:30 - 19:00 Exhibit Hall Hours *Hall X1-X4, Level -2*

10:00 - 10:30 Coffee and Connect

Poster & Exhibit Hall, Hall X1-X4, Level -2

10:15 - 11:15 Member Group Meetings

- ISPOR Arabic Network Meeting *Hall N1, Level 1*
- ISPOR Reports in Action: Emerging Methods, Innovation, and Policy *Hall N2, Level 1*
- Value in Health (VIH) Office Hours *Room 1.14, Level 1*

10:30 - 11:30 Breakout Sessions

- Beyond the Trial: Real-World Evidence and Lifecycle Evidence Generation in NICE Existing-Use HealthTech Assessments *Hall K2, Level -2*
- Can Agentic AI Deliver HTA-Ready Health Economic Models? Governance, Validation, and Trust *Hall E1, Level 0*
- Convergence and the Transatlantic Bargain: US Pricing Reform, the EU Pharma Package, and What Either Means for Innovation and Access *Hall D, Level -2*
- Embracing the Opportunity of AI in Economic Modelling Responsibly Through Agentic Workflows and Guardrails *Hall E2, Level 0*
- Patient Engagement in Economic Modelling: Bridging the Gap Between What's Measured and What Matters *Hall G1, Level -2*
- Responsible AI in HTA - Introducing the NICE AI Methods Framework *Hall F2, Level 0*
- VBHC x HEOR: From Shared Principles to Better Decisions - Are We There Yet? *Hall L, Level 1*

10:30 - 11:30 Podium Sessions

- Generating Decision-Ready Evidence for HTA and JCA *Theater 1, Hall X1-X4, Level -2*
- Patient Preferences in Healthcare Decision-Making: Global Insights from Discrete Choice and Preference Studies *Theater 2, Hall X1-X4, Level -2*

10:30 - 11:30 Spotlight

- Bridging China and Europe: When Is China-Generated Evidence Fit for European HTA? *Hall F1, Level 0*

10:30 - 13:30 Poster Session 3

Poster & Exhibit Hall, Hall X1-X4, Level -2

(Poster Discussion Period: 12:30 - 13:30)

11:15 - 13:00 Lunch Service (Exhibit Hall)

Poster & Exhibit Hall, Hall X1-X4, Level -2

11:30 - 12:15 Poster Tours

Expanded Value Measures Poster Tour *Poster Tour Area A, Hall X1 - X4, Level -2*

Real-World Evidence Poster Tour *Poster Tour Area B, Hall X1 - X4, Level -2*

11:45 - 12:15 Fast Facts

The Next Generation of HEOR: Career Pathways in an AI-Augmented Field *Connection Zone, Hall F Foyer, Level 0*

11:45 - 12:45 Member Group Meetings

- ISPOR Greece Chapter Meeting *Hall N1, Level 1*
- ISPOR Institute for Healthcare Transformation Open Meeting *Hall N2, Level 1*

12:00 - 12:30 Exhibit Hall Theaters

- From Narrative to Evidence: How NLP-Extracted Clinical Facts Strengthen Real-World Research *Theater 1, Hall X1-X4, Level -2*
Sponsored by TriNetX
- Patient Experience Data in Health Economics and Outcomes Research – Challenges, Solutions and Strategic Value *Theater 2, Hall X1-X4, Level -2*
Sponsored by Adelphi Real World

12:15 - 13:15 Educational Symposium

- Beyond Healthcare Costs: Valuing Obesity Treatment for Patients, Workforces, and Society *Hall E2, Level 0*
Sponsored by Novo, an ISPOR Partnership Group Member

12:15 - 13:15 Forums

- Are New EU Policies Really Going to Improve RWD Availability to Inform Access Decisions? *Hall F2, Level 0*
- Beyond Pricing: How HTA Informs Health System Decisions Worldwide *Hall E1, Level 0*
Sponsored by the ISPOR Partnership Group, HTA Council, and HTA Roundtable
- From Experience to Evidence: Building Patients' Capabilities for Patient Experience Data (PED) in HTA *Hall G1, Level -2*
- From Principles to Practice: Preliminary Good Practice Recommendations from the Joint ISPOR-SMDM Model Validation II Task Force *Hall L, Level 1*
- Opportunity Cost, or Opportunity Lost? Sacred Principle, Functional Fiction, or Evolving Concept in HTA? *Hall K2, Level -2*

12:30 - 13:15 ISPOR Booth Event

ISPOR Booth (#411), Poster & Exhibit Hall, Hall X1-X4, Level -2
Tackle AI in HEOR With ISPOR Education

12:45 - 13:15 Exhibit Hall Theater

- From Research Question to Rigorous Evidence: A Subject-Matter Expert Agentic AI Workflow for HCRU Studies *Theater 1, Hall X1-X4, Level -2*
Sponsored by ISPOR Corporate Partner, Datavant

Tuesday 10 November continued

12:45 - 13:15 Fast Facts

Finding and Exploring HTA Methods: An Interactive Demonstration of the SUSTAIN Methods Observatory *Connection Zone, Hall F Foyer, Level 0*

13:15 - 14:15 Member Group Meetings

ISPOR Nordic Chapter Meeting: AI in Nordic Evidence Generation and Decision-Making: Lessons from Implementation *Hall N1, Level 1*

ISPOR Patient-Centered Special Interest Group Meeting *Hall N2, Level 1*

13:45 - 14:45 Breakout Sessions

- Are HTA and Health Funding Systems Failing to Incentivise Investment in Disease Prevention? *Hall K2, Level -2*
- Beyond the Chinese Market: How China-Generated Evidence is Reshaping Global HTA, Access, and Reimbursement Decisions *Hall F1, Level 0*
- Delay or Prepare? Navigating EU HTA in the Era of MFN-Driven Launch Uncertainty *Hall E1, Level 0*
- Developing Qualitative Vignettes to Explore Patient Perspectives of Meaningful Change in Clinical Outcomes Assessment: AI-based and Manual Methodological Applications *Hall G1, Level -2*
- Methods for Health State Utility Estimation: Task Framing, Current Practice, and Future Directions in HTA *Hall E2, Level 0*
- Modern Synthesis Methods for Estimating Subgroup-Specific Treatment Effects *Hall L, Level 1*
- Parallel Joint Scientific Consultations Under the EU HTA Regulation: What Have We Learned from the First Procedures? *Hall D, Level -2*
- Train the Economist or Hire the Engineer? The Future of Expertise in AI-Native HEOR *Hall F2, Level 0*

13:45 - 14:45 Podium Sessions

- AI Applications in Health Technology Assessment *Theater 2, Hall X1-X4, Level -2*
- New Forces Shaping Global Pricing *Theater 1, Hall X1-X4, Level -2*

14:45 - 15:15 Coffee and Connect

Poster & Exhibit Hall, Hall X1-X4, Level -2

14:45 - 15:45 Member Group Meeting

ISPOR Emerging and Orphan Therapies Special Interest Group Meeting *Hall N2, Level 1*

15:00 - 16:00 Member Group Meeting

ISPOR Turkey Chapter Meeting: From Evidence to Value: Integrating Patient Voice, Real-World Evidence and Sustainable Decision-Making *Hall N1, Level 1*

15:15 - 15:45 Exhibit Hall Theaters

- From Routine Care to Decision-Grade Evidence: Scaling Pragmatic Trials Across Health Systems *Theater 2, Hall X1-X4, Level -2*

Sponsored by ISPOR Corporate Partner, Cardinal Health

- Setting the Global Standard: What It Takes to Scale AI-Curated Oncology Data Across Countries *Theater 1, Hall X1-X4, Level -2*

Sponsored by Flatiron Health

15:15 - 16:15 Educational Symposium

- Whole Health and HTA: Ready and Willing, or Not So Much? Rethinking Measurement in Health Technology Assessment *Hall E2, Level 0*

Sponsored by ISPOR Corporate Partner, OPEN Health

15:15 - 16:15 Forums

- From Evidence to Enterprise Value: Communicating HEOR's Value to Executive Leadership *Hall K2, Level -2*
Sponsored by the ISPOR Partnership Group
- Generative AI for Systematic Literature Reviews: ISPOR Good Practices Task Force Findings *Hall E1, Level 0*
Inside the EMA: A Bird's-Eye View of Europe's Medicines Regulator *Connection Zone, Hall F Foyer, Level 0*
- Shaping the Global Research and Policy Agenda in HEOR in the Next Decade: A Value in Health Regional Issues Forum *Hall F2, Level 0*
- Using Patient Centered Digital Endpoints to Measure Whole Health *Hall L, Level 1*

15:15 - 16:15 Breakout Session

- Vaccination Coverage an Opportunity Lost: Are European Health Systems Leaving Health Benefits on the Table? *Hall G1, Level -2*

16:00 - 19:00 Poster Session 4

Poster & Exhibit Hall, Hall X1-X4, Level -2

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

16:00 - 16:45 Poster Tours

Access and Pricing Poster Tour *Poster Tour Area A, Hall X1 - X4, Level -2*

Student Research Poster Tour *Poster Tour Area B, Hall X1 - X4, Level -2*

16:15 - 17:15 Member Group Meetings

ISPOR Statistical Methods in HEOR Special Interest Group Meeting *Hall N2, Level 1*

ISPOR Switzerland Chapter Meeting *Hall N1, Level 1*

16:45 - 17:45 Breakout Sessions

- Accounting for Preference Heterogeneity in Stated Choice Data: From Good-Practice Methods to Decision-Relevant Interpretation *Hall K2, Level -2*

Wednesday 11 November continued

- AI-Assisted Health Economic Modeling: Balancing Human-AI Workflows to Ensure Efficient, Robust, Transparent & Compliant Decision Making for HTAs *Hall G1, Level -2*
- Bridging the Gap Between Broader Value Frameworks and Research-Ready Decision-Making *Hall F1, Level 0*
- Could a Higher Willingness-to-Pay for 'Innovative' Therapies in Cost Effectiveness HTAs Help Enable Europe to Retain R&D and Manufacturing? *Hall D, Level -2*
- From Evidence to Access in Asia: Lessons on RWE and Lifecycle HTA for Sustainable Reimbursement *Hall E2, Level 0*
- How to Unlock the Usage of Real-World Data for Medical Devices in Health Technology Assessments? *Hall E1, Level 0*
- Impact of Agentic AI on Redefining Productivity in HEOR: From Deliverables to Decision Impact *Hall L, Level 1*
- Most Favored Nation Pricing: Will International Price Alignment Improve Affordability or Restrict Access to Innovation? Insights from Central and Eastern Europe *Hall F2, Level 0*

16:45 - 17:45 Podium Sessions

- Addressing the Challenges in Rare Disease Methods *Theater 1, Hall X1-X4, Level -2*
- Advances in Decision Analytics and Economic Evaluation *Theater 1, Hall X1-X4, Level -2*

18:00 - 19:00 Taste of Vienna

Poster & Exhibit Hall, Hall X1-X4, Level -2

Sponsored by ISPOR Year-Round Conference Sponsors

Wednesday 11 November

7:00 - 13:00 Registration Hours *Entrance Hall, Level 0*

7:00 - 8:00 Morning Coffee Service

Foyer D, Level -2; Foyer E, Level 0; Foyer F, Level 0; Foyer L, Level 1

8:00 - 9:00 Breakout Sessions

- Biases that Generate Immortal Time: A Structural Diagnosis and Practical Solutions for HTA Submissions *Hall E2, Level 0*
- Can We STEDI the Course? Antimicrobial Value Assessment at a Crossroads *Hall G1, Level -2*
- Children or Parents - Whose Preferences Matter? That Depends on the Decision Making Context *Hall L, Level 1*
- From Static to Dynamic Value: Can Living HTA and AI Reshape the Innovation Cycle? *Hall D, Level -2*
- How Should Evidence be Assessed in Rare Diseases? *Hall E1, Level 0*
- No Longer Inevitable: Avoidable Hospitalizations As a Catalyst for Health System Transformation *Hall K2, Level -2*
- Preparing CEE Countries for JCA: Aligning European HTA Standards with National Access Decisions *Hall F2, Level 0*
- Three Pathways from HTA to Access in China, the UAE, and South Africa: Price Negotiation, Value-Based Decision-Making, and Equity-Driven Priority-Setting *Hall F1, Level 0*

8:30 - 11:30 Exhibit Hall Hours

Poster & Exhibit Hall, Hall X1-X4, Level -2

8:30 - 10:00 Networking Breakfast Bites

Poster & Exhibit Hall, Hall X1-X4, Level -2

8:45 - 9:45 Podium Sessions

- Beyond the Kaplan-Meier Curve: Advances in Survival Analysis *Theater 1, Hall X1-X4, Level -2*
- Navigating PICO in the Era of JCA *Theater 2, Hall X1-X4, Level -2*

9:00 - 11:30 Poster Session 5

Poster & Exhibit Hall, Hall X1-X4, Level -2

(Poster Discussion Period: 9:00 - 10:00)

10:00 - 11:00 Breakout Sessions

- Can CEE Healthcare Systems Afford Innovation Without Reforming Procurement and Financing Models? *Hall L, Level 1*
- From Framework to Practice: Piloting a Harmonized EU Approach to Early Feasibility Studies to Shape the Future Medical Device Regulatory Framework *Hall F1, Level 0*
- From National HTA to Joint Clinical Assessment: Exploring Similarities and Differences in Comparator and Outcome Selection Across Six European Health Technology Assessment Agencies *Hall E1, Level 0*
- HTA as Enabler, Not Blocker: Which Redesign Should Come First to Support Procurement Decisions in Smaller European Health Systems? *Hall F2, Level 0*
- Issues in Evaluating AI-Enabled Healthcare *Hall K2, Level -2*
- Small Sample, Big Decisions: Patient Preference Data for Regulatory and Payer Uses in Rare Diseases *Hall G1, Level -2*
- The Triple Challenge: How Do Global Pricing Dynamics, with US MFN Policy, China's Rise, and European Policies Converge and Impact European Competitiveness? *Hall E2, Level 0*

10:00 - 11:00 Podium Sessions

- From PICO to Practice: Advancing Evidence Synthesis *Theater 1, Hall X1-X4, Level -2*
- Novel Value Elements and Approaches in HTA *Theater 2, Hall X1-X4, Level -2*

10:00 - 11:00 Spotlight

- Bringing Environmental Impact into Healthcare Value Assessment: An ISPOR Health Science and Policy Council Spotlight Session *Hall D, Level -2*

11:00 - 11:30 Break *Poster & Exhibit Hall, Hall X1-X4, Level -2*

11:30 - 13:00 Plenary Session

- Plenary Session 3: Closing Reflections and the Scientific Future of HEOR *Hall A, Level 2*
- Plenary Session 3: Fit for Purpose: What HEOR Evidence Must Become *Hall A, Level 2*

Exhibitor Listing and Location

EXHIBITOR	STAND
Access Infinity Ltd	826
Acumetis	827
Adelphi	1119
Adigens Health Limited	824
Albion Rye Associates Ltd	1801
Amaris Consulting	1311
Amiculum	1020
Analysis Group	1129
Arcadia.io	1608
Arcturis Data (UK) Ltd	821
Asc Academics	215
ATHAGORAS Holding GmbH	810
Atropos Health	101
Auxa Life Sciences	1414
Avalere Health	913
AXIS - The Reimbursement Experts	1611
Barrington James	1601
Biotrial	1030
Cardinal Health	1214
Carenity	1800
Cellbyte	930
CEMKA	1111
Cencora	715
Certara, L.P.	304
Clever-Access	1614
Clevidence	1110
Clifton Insight	1900
Clinigma	1811
Clinityx	1109
Cogentia Healthcare Consulting Ltd	911
Columbia Data Analytics	723
ConnectHEOR	1123
Coronado Research	910
Costello Medical	1023
Crystallise Ltd	1011
Cytel	1315
Datavant	1114
DeSC Healthcare, Inc.	505
DistillerSR Inc.	314
EBM Health Consultants	1108
Elicit	205
EuroQoL Research Foundation	105
EVERSANA	410
Evidence Prime	809
Evidencia Life Sciences	1610
Evimed Solutions Ltd	811
EY	721
Flatiron Health	1018
Folia Health	1806

Genesis Research Group	211
GIPAM	1815
Global Market Access Solutions LLC	1210
HealthVerity	1031
Hekima Health	600
Helpware	727
HEOR Ltd	1514
HEVA SAS	404
Human Data Sciences	908
ICON Clinical Research LLC	1615
Indence Research Private Limited	1516
Initiate Consultancy	1015
Inizio Ignite, Putnam	311
Insira, formally Clarivate Life Sciences & Healthcare	1419
iOMEDICO	318
Ipsos MORI	1618
IQVIA	405
ISPOR	411
Kielo Research	929
Kintiga	317
LatticePoint	1029
LCP Health	1130
Lightning Health	931
Limina	1412
LOGEX B.V.	1309
Lumaniy	611
MadeAi	1022
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Exhibit Hall Hours

Poster & Exhibit Hall is located in Hall X1-X4, Level -2 of the ACV Building

Monday: 9:30-19:00

Tuesday: 9:30-19:00

Wednesday: 8:30-11:30

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