Over 2,750 abstracts submitted, an 18% increase!

ISPOR 18th Annual European Congress

7-11 NOVEMBER 2015
MICO – MILANO CONGRESSI
MILAN, ITALY

Impacting Health Decision Making with Outcomes Research: Closing the Gap

PROGRAM

EARLY REGISTRATION DEADLINE: 15 September 2015

PLENARY SESSION PROGRAM

First Plenary Session: Strategy in Motion: The Current and Future Lifecycle Approach to Decision Making on Health Technologies

Second Plenary Session: Outcomes Research: Are We Ready to Put Theory into Practice?

Third Plenary Session: Recommendations from the ISPOR Multi-Criteria Decision Analysis Emerging Good Practice Task Force and Remaining Controversies

CONGRESS PROGRAM COMMITTEE

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Tara Symonds, PhD, COA Strategy Lead & Partner, Clinical Outcomes Solutions Ltd., Folkestone, Kent, UK

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short course information

SATURDAY, 7 NOVEMBER

ALL DAY COURSE 9:00-18:00

Introduction to Health Economic / Pharmacoeconomic Evaluations
Lieven Annemans, PhD Econ, MSc Health, Ghent University, Belgium
Incorporate pharmacoeconomics into study design and data analysis, collect and calculate costs of different alternatives, and discuss the impact on life cycle of health innovations.

MORNING COURSES 9:00-13:00

Introduction to the Design & Analysis of Observational Studies of Treatment Effects Using Retrospective Data Sources
Bradley C. Martin, PharmD, RPh, PhD, University of Arkansas for Medical Science College of Pharmacy, USA; **Linus Jönsson, PhD, MD, MSc**, H. Lundbeck, Denmark
Understand measurement of exposure and outcome, causal graphs, the use of stratification analysis, multivariable regression, propensity scoring, instrumental variable, and structural modeling techniques.

Introduction to Patient-Reported Outcomes Assessment: Instrument Development & Evaluation
Andrew Lloyd, DPhil and **Kellee Howard, MA, MSc**, ICON Commercialisation & Outcomes, UK and USA
Discuss the range and scope of PROs, how they are developed, what they measure, and how they support licensing and reimbursement.

Introduction to Modeling
Uwe Siebert, MD, MPH, MSc, ScD, University of Health Sciences, Medical Informatics and Technology, Austria
Review modeling techniques such as Monte Carlo analysis, Markov modeling, and PSA.

Statistical Methods for Pharmacoeconomics & Outcomes Research
Neil Hawkins, PhD, CStat, London School of Hygiene and Tropical Medicine, UK; **Andrew Briggs, DPhil, MSc**, University of Glasgow, UK
Discuss the foundations of major statistical tests; their application to pharmacoeconomic problems; correlation between variables; and the use of regression techniques.

Cost-Effectiveness Analysis Alongside Clinical Trials
Scott D. Ramsey, MD, PhD, Fred Hutchinson Cancer Research Center, USA; **Richard J. Willke, PhD**, Pfizer Inc., USA
Review design, conduct, and reporting of cost-effectiveness analyses alongside clinical trials.

Elements of Pharmaceutical / Biotech Pricing
Jack Mycka and **Renato Dellamano, PhD**, MME LLC, USA and Italy
Learn key pricing terminology, discuss the tools to build and document product value, and the differences in payment systems.

AFTERNOON COURSES 14:00-18:00

Introduction to Health Technology Assessment (HTA)
Uwe Siebert, MD, MPH, MSc, ScD, University of Health Sciences, Medical Informatics and Technology, Austria
Evaluate key elements, methods, and language of health technology assessment and its basic disciplines.

Meta-Analysis & Systematic Literature Review
Olivia Wu, PhD, MSc, University of Glasgow, UK
Analyze impetus for network meta-analysis and systematic reviews; basic steps to perform a quantitative systematic review; statistical methods of combining data; and appraisal and use of meta-analytic reports.

NEW! Development of Conceptual Models
Neil Hawkins, PhD, CStat, London School of Hygiene and Tropical Medicine, UK; **Elisabeth Fenwick, PhD, MSc**, ICON Health Economics, UK; **Paul Tappenden, PhD, MSc**, University of Sheffield, UK; **Beth Woods, MSc**, University of York, UK
Review important practical aspects of the development of conceptual models and gain an understanding of useful graphic tools for illustrating these concepts.

Use of Propensity Scores in Observational Studies of Treatment Effects
John Seeger, PharmD, DrPH, Harvard Medical School/ Brigham and Women's Hospital, USA; **Jeremy Rassen, ScD**, Aetion, Inc., USA
Learn methods for causal inference in observational studies; assess how propensity scores can reduce bias; review risk adjustment models, confounding, standard adjustment, and propensity scoring methodology.

Introduction to Patient Preference Methods Used for QALYs
Jan Busschbach, PhD, Erasmus MC, The Netherlands
Discuss methods for measuring preference-based outcomes and the adaptation of generic or disease-specific quality of life instruments.

Pharmacoeconomic Modeling – Applications
Shelby L. Corman, PharmD, MS, BCPS, Pharmerit International, USA; **Mark S. Roberts, MD, MPP**, University of Pittsburgh, USA; **Andrew Munzer**, TreeAge Software, Inc., USA
Gain hands-on experience in developing and using Markov models and other modeling techniques.

SUNDAY, 8 NOVEMBER

ALL DAY COURSE 8:00-17:00

Bayesian Analysis – Overview and Applications
Christopher S. Hollenbeak, PhD, Penn State College of Medicine, USA; **Keith R. Abrams, PhD**, University of Leicester, UK
Review the Bayesian approach & its applications to HEOR.

MORNING COURSES 8:00-12:00

NEW! Introduction to the Economic Analysis of Diagnostics
John E. Schneider, PhD, Avalon Health Economics, USA; **Andrew Briggs, DPhil, MSc**, University of Glasgow, UK; **James Robinson, PhD, MPH**, University of California at Berkeley, USA; **Philipp Schuetz, MD, MPH,** Universität Basel, Switzerland
Expand upon the economic evaluation of companion, molecular, and rapid point-of-care diagnostics. Explore the challenges in translating technological advances in diagnostics to improved patient care.

Discrete Event Simulation for Economic Analyses – Concepts
J. Jaime Caro, MDCM, FRCPC, FACP and **Jörgen Möller, MSc Mech Eng**, Evidera, USA and Sweden
Gain a basic understanding of key concepts of discrete event simulation.

Use of Instrumental Variables in Observational Studies of Treatment Effects
Benjamin Craig, PhD, Moffitt Cancer Center, USA; **Bradley Martin, PharmD, RPh, PhD**, University of Arkansas for Medical Sciences, USA; **Antoine El Khoury, PhD, MS**, Johnson & Johnson, USA
Analyze sample selection models and their applications through interactive exercises using STATA.

Transferability of Cost-Effectiveness Data Between Countries
JL (Hans) Severens, PhD, Silvia Evers, PhD, LLM, and **Manuela Joore, PhD** Maastricht University, The Netherlands
Discuss factors of transferability of foreign cost, effects and cost-effectiveness estimates, and transferability of health state valuation based on the EQ-5D instrument.

Conjoint Analysis – Theory & Methods
A. Brett Hauber, PhD, RTI Health Solutions, USA; **John F. P. Bridges, PhD**, Johns Hopkins Bloomberg School of Public Health, USA
Discuss conceptual basis for quantifying decision-maker preferences. Review design and analytical issues to obtain valid empirical preference estimates.

Budget Impact Analysis I: A 6-Step Approach
C. Daniel Mullins, PhD, University of Maryland, USA; **Josephine Mauskopf, PhD** and **Stephanie Earnshaw, PhD**, RTI Health Solutions, USA
Learn methods to determine cost-of-illness of a health condition and how to estimate their impact.

Risk-Sharing/Performance-Based Arrangements for Drugs and Other Medical Products
Lou Garrison, PhD and **Josh Carlson, PhD**, University of Washington, USA; **Adrian Towse, MA, MPhil**, Office of Health Economics, UK
Analyze theory and practice of these arrangements using examples from Europe, US, and Australia.

AFTERNOON COURSES 13:00-17:00

Budget Impact Analysis II: Applications & Design Issues
Stephanie Earnshaw, PhD, MS, Anita Brogan, PhD, and **Sorrel Wolowacz, PhD**, RTI Health Solutions, USA and UK
Engage in experimental learning focusing on budget impact estimation.

Discrete Event Simulation for Economic Analyses – Applications
J. Jaime Caro, MDCM, FRCPC, FACP and **Jörgen Möller, MSc Mech Eng**, Evidera, USA and Sweden
Explore practical, hands-on discrete event simulation exercises using specific software.

NEW! Mixed Methods Approaches for Patient-Centered Outcomes Research: Group Concept Mapping
Tara Symonds, PhD, Clinical Outcomes Solutions Ltd., UK; **Thomas Willgoss, PhD, Louise Humphrey, MSc** and **Helen Kitchen, MSc**, Abacus International, UK
Learn the different approaches to mixed methods and gain experience in Group Concept Mapping (GCM).

Network Meta-Analysis in Relative Effectiveness Research
Jeroen P. Jansen, PhD, Redwood Outcomes, USA
Understand the fundamentals/concepts of network meta-analysis using instructive and concrete examples.

Patient Registries
Discuss patient registries and their applications in identifying "real world" issues.

NEW! Risk-Sharing/Performance-Based Arrangements in Central & Eastern Europe: Implementation of Managed Entry Agreements
Zoltán Kaló, PhD, Eotvos Lorand University (ELTE), Hungary; **Rok Hren, PhD, MSc**, University of Ljubljana, Slovenia; **Katarzyna Kolasa, PhD**, Lundbeck, Poland
Discuss key features of pricing and reimbursement systems in Central-Eastern European countries.

Reimbursement Systems for Pharmaceuticals in Europe
Mondher Toumi, MD, PhD, MSc, Aix Marseille University, France; **Åsa Kornfeld, MSc**, Creativ-Ceutical, France
Regulation sources including the ISPOR Global Health Care Systems Roadmap *are used to illustrate decision-making processes for coverage and reimbursement decisions in Europe.*

NEW! Using Multi-Criteria Decision Analysis in Health Care Decision Making: Approaches & Applications
Review the current MCDA landscape and best practices in conducting MCDA.

Indicates hands-on exercises requiring the use of your personal laptop.

Complete Short Course descriptions available at: www.ispor.org >> ISPOR 18th Annual European Congress

program

Saturday, 7 November

9:00-18:00 **PRE-CONGRESS SHORT COURSES**

18:30-19:30 **EDUCATIONAL SYMPOSIUM**

Challenges and Opportunities in Heart Failure: Unmet Clinical Needs, Economic Burden, and Impact on Society

Heart failure is a progressive, debilitating disease affecting over 23 million people worldwide and has a mortality rate of more than 50% within five years of diagnosis. It has a significant impact on patients, families, health care systems, and society. This symposium will showcase a lively discussion on the disease's unmet clinical needs, impact on society, and economic burden, including some country-specific examples. *Sponsored by Novartis*

Sunday, 8 November

8:00-17:00 **PRE-CONGRESS SHORT COURSES**

17:30-18:30 **EDUCATIONAL SYMPOSIUM**

Sponsored by Laser Analytica

18:45-19:45 **EDUCATIONAL SYMPOSIUM**

Innovative Pricing & the Relationship to Value: Strategic Market Access Planning & Execution

Pricing has been in the forefront of controversy in 2015. The Pharma & Biotech industry has the opportunity to improve the communication of value of innovative medicines, while ensuring a close relationship with delivering value to the health care system. *Sponsored by GalbraithWight*

Monday, 9 November

7:30-8:30 **EDUCATIONAL SYMPOSIUM**

What Role Do Randomised Clinical Trials Have in Establishing the Value for Health Technologies?

This educational symposium brings together highly-respected members of the pharmacoeconomics and health technology assessment (HTA) communities to debate, in light of the recent ISPOR Good Research Practices Task Force report on "cost-effectiveness analysis alongside clinical trials," the role of randomized clinical trials (RCTs) in establishing the value for health technologies. *Sponsored by ICON*

8:45-14:15 **POSTERS - I**

8:45-10:45 **WELCOME & FIRST PLENARY SESSION**

Strategy in Motion: The Current and Future Lifecycle Approach to Decision Making on Health Technologies

Payers, health technology assessment (HTA) and regulatory leaders, patient and industry representatives, and key decision makers will discuss the New Medical Device Regulation in Europe as well as the work underway within the Adaptive Pathways to Patients initiative for drugs. The panel will present candid views on adaptive pathways as the preferred approach to developing, licensing, assessing, appraising, and paying for new medicines and treatments. This session will also examine the European Commission's HTA network plans following the transition of the successful EUnetHTA program, which built strength and dialogue both across Europe and globally.

Moderator: François Meyer, MD, Advisor to the President, International Affairs, French National Authority for Health (HAS), Saint-Denis La Plaine, France

Speakers: Hans-Georg Eichler, MD, MSc, Senior Medical Officer, European Medicines Agency (EMA), London, UK; **Jérôme Boehm**, Team Leader, Health Technology Assessment, Directorate-General for Health and Food Safety, European Commission, Brussels, Belgium; **Finn Børlum Kristensen, MD, PhD**, Professor, Health Services Research & Health Technology Assessment, University of Southern Denmark and Director, EUnetHTA Secretariat, Danish Health and Medicines Authority, Copenhagen, Denmark; **Mirella Marlow, MA, MBA**, Programme Director, Devices and Diagnostic Systems, Centre for Health Technology Evaluation, National Institute for Health and Care Excellence (NICE), London, UK

10:45-11:15 **BREAK, EXHIBITS & POSTERS - I**

11:15-12:15 **ISSUE PANELS - I**

IP1: What Is the Role of Economic Evaluation in Pricing and Reimbursement of Medicines? A Comparison between England, Germany, and France

Moderator: Wim Goettsch, PhD, National Healthcare Institute (ZiN), Diemen, The Netherlands

Panelists: Meindert Boysen, PharmD, MSc, National Institute for Health and Care Excellence (NICE), Manchester, UK; **Andreas Gerber-Grote, MD, PhD**, Institute for Quality and Efficiency in Healthcare (IQWiG), Cologne, Germany; **Jean-Luc Harousseau, MD, PhD**, French National Authority for Health (HAS), Saint-Denis La Plaine, France

IP2: Possible Increased Synergy between Health Technology Assessment (HTA) and Regulatory Agencies: Opportunity or Challenge for Medical Devices?

Moderator: Christopher Henshall, PhD, Brunel University, London, UK

Panelists: Les Levin, MA, MD, MARS EXCITE, Toronto, ON, Canada; **François Meyer, MD**, French National Authority for Health (HAS), Saint-Denis La Plaine, France; **Pascale Brasseur, EconD**, Eucomed, Brussels, Belgium

IP3: Speed or Less Uncertainty? Trade-Offs in Adaptive Pathway Implementation and Potential Pricing and Reimbursement Responses

Moderator: Susanne Michel, MD, Evidera, London, UK

Panelists: Yvonne-Beatrice Boehler, MD, MBA, Cologne University of Applied Sciences, Leverkusen, Germany; **Martin Buxton, BA**, Brunel University, Uxbridge, UK; **J Jaime Caro, MDCM**, Evidera, Lexington, MA, USA

IP4: Management of Specialty Drugs in the United States and Europe: Are We Balancing Innovation and Affordability?

Moderator: John E. Schneider, PhD, Avalon Health Economics, Morristown, NJ, USA

Panelists: James Robinson, PhD, University of California, Berkeley, Berkeley, CA, USA; **Ansgar Hebborn, PhD**, F. Hoffmann-La Roche AG, Basel, Switzerland

IP5: Blog It, Tweet It, Like It, or Bin It? The Role of Social Media Data in Patient-Reported Outcomes Research

Moderator: Louise Humphrey, MSc, Abacus International, Manchester, UK

Panelists: Raj Mahapatra, LLB (Hons), National Ankylosing Spondylitis Society, London, UK; **Diana Rofail, PhD, CPsychol**, Roche Products Limited, Welwyn Garden City, UK; **Thomas G Willgoss, PhD**, Abacus International, Manchester, UK

12:15-14:15 **LUNCH, EXHIBITS & POSTERS - I**

12:45-13:45 **ISPOR STUDENT SHOWCASE**

12:45-13:45 **EDUCATIONAL SYMPOSIUM**

Emerging Use of Real-World Evidence in European Health Care

This symposium will look at comparative methods and insights that payers and new economic decision makers are using in key European markets. Presentations will cover population health, risk score development and management, episodes of care, and patient segmentation. *Sponsored by OptumInsight*

13:15-14:15 **POSTER AUTHOR DISCUSSION HOUR - I**

14:15-15:15 **RESEARCH PODIUMS - I**

STUDIES ON HTA AGENCIES

AG1: The German NICE or the German Nasty? An Analysis of IQWiG Decisions and Requirements for an 'Added Benefit'

AG2: Do Evidence Review Groups Bias NICE Decisions?

AG3: The Cancer Drugs Fund in England – Undermining NICE or Efficient and Good Value for Money?

AG4: Inflation, Inflexibility and Irrelevance – The Need for Inflation to Be Accounted for in ICER Thresholds

CANCER OUTCOMES RESEARCH STUDIES

CA1: Analysis of the Relationship between Patient-Reported Outcomes (PROs) and Clinical Outcomes in Metastatic Castration-Resistant Prostate Cancer (MCRPC) Patients Without Prior Chemotherapy

CA2: The ESMO Magnitude of Clinical Benefit Scale for Novel Cancer Medicines: Correspondence with Prioritization Decisions in Updating the Israeli National List of Health Services

CA3: The Burden of Cancer in Emerging Economies: Productivity Loss as an Alternative Perspective

CA4: Predictors of Positive Decision Outcomes by the Cancer Drugs Fund

MEDICAL DEVICE & DIAGNOSTIC RESEARCH STUDIES

MD1: Medical Devices: Have Health Technology Assessment Agencies Started to Focus More on Them?

program continued

MD2: The Cost of Molecular Diagnostic Testing in Oncology – A Workflow Analysis
MD3: The Economic Impact of the Use of Implantable Cardioverter Defibrillator in Primary Prevention
MD4: Cost-Effectiveness of 18F-FDG PET/CT for Screening Distant Metastasis in Stage II/III Breast Cancer Patients of the UK, the US, and The Netherlands

PRICING STUDIES

PR1: Determinants of Orphan Drug Prices in France: Regression Analysis
PR2: Predicting Post-AMNOG Rebate Outcomes for Oncology Drugs
PR3: Prices of Pharmaceuticals under a Generic Price Linkage System and a Reference Price System: Comparison of Austria and Finland
PR4: Decision Drivers in Health Technology Assessment in Hepatitis C

RESEARCH ON METHODS STUDIES - I

RM1: Adjusting for Treatment Switching in RCTs – Identifying, Analysing, and Justifying Appropriate Methods: A Case Study in Metastatic Melanoma
RM2: Avoiding Overestimation in Annualization of Event Risk from Risk Functions for Use in Economic Modeling
RM3: Partitioned Survival versus State Transition Modeling in Oncology: A Case Study with Nivolumab in Advanced Melanoma
RM4: Propensity Score Matching Does Not Always Remove Confounding within an Economic Evaluation Based on a Non-Randomized Study

VACCINE STUDIES

VA1: Public Health Impact and Cost-Effectiveness of Malaria Routine Vaccination in Infants
VA2: Cost-Effectiveness Analysis of Quadrivalent versus Trivalent Influenza Vaccination in Germany: Linking a Dynamic Transmission Model with Health and Economic Outcomes
VA3: Economic Evaluation of Children Vaccination from 2 to 18 Years of Age with the Live Attenuated Influenza Vaccine Compared with the Existing Vaccines in the Portuguese Setting
VA4: Cost of Paediatric Vaccine Administration in the United Kingdom: A Time and Motion (T&M) Study

15:15-15:45 BREAK & EXHIBITS

15:45-19:45 POSTERS – II

15:45-16:45 RESEARCH PODIUMS – II

COST-EFFECTIVENESS STUDIES

CE1: Basal Insulin Regimens: Systematic Review, Network Meta-Analysis and Cost–Utility Analysis for the National Institute for Health and Care Excellence (NICE) Clinical Guideline on Type 1 Diabetes Mellitus in Adults
CE2: A Cost-Effectiveness Analysis of Novel Oral Anticoagulants for Primary Prevention of Venous Thromboembolic Disease
CE3: A Cost Effectiveness Analysis of Nivolumab Compared to Ipilimumab for the Treatment of Braf Wild-Type Advanced Melanoma in Australia
CE4: Assessing the Cost-Effectiveness of Using Aclidinium Bromide 400 Mg / Formoterol Fumarate Dihydrate 12 Mg Compared to Aclidinium Bromide 400 Mg in the Management of Moderate to Severe Chronic Obstructive Pulmonary Disease

CARDIOVASCULAR DISEASE RESEARCH STUDIES

CV1: The Magnitude of Increased Cardiovascular (CV) Risk Associated with Familial Hypercholesterolemia (FH) for Use in Economic Analyses
CV2: Survival and Rehospitalization after a First Hospitalization for Heart Failure: A Nationwide Population-Based Cohort Study Using the French EGB Database
CV3: The Cost and Length of Stay of Hospital Emergency Department Visits for Chronic Heart Failure Patients in Canada
CV4: A Review of Patient Registries in Heart Failure across European Union-5 Countries

EQUITY & ACCESS STUDIES

EA1: How Ready Are European Payers for EMA Adaptive Pathways?
EA2: Access to Innovative Drugs in Patients with Metastatic Lung Cancer in French Public Hospitals (The Territoire Study)
EA3: The Economic Impact of an Hypothetical Rx-To-OTC Switch in Spain
EA4: Orphan Designations and Approvals in the EU, USA, and Japan

HEALTH TECHNOLOGY ASSESSMENT STUDIES

HT1: Access to New Therapies in Romania through the Scorecard HTA System
HT2: Impact of HTA – An Irish Case Study
HT3: Understanding Key Drivers of Succesful HTA Submission – Developing a Model
HT4: Regional versus Centralized HTA: Implications for the Assessment of Cancer Drugs

PATIENT-REPORTED OUTCOMES STUDIES

PP1: Equivalence of Paper and Electronic Administration of Patient Reported Outcomes: A Comparison in Psoriatic Arthritis
PP2: Quantifying the Impact of Health-Related Quality of Life (HRQoL) on Medical Expenditures in Asthma, Arthritis, Depression, Diabetes, and Migraine
PP3: Condition Specific Utilities: Impact on ICER in a Markov Model for Multiple Sclerosis
PP4: The Relationship between Glucose-Lowering Medications, Adherence, and Outcomes in Patients with Type 2 Diabetes

RESEARCH ON METHODS STUDIES – II

RM5: Network Meta Analysis of Survival Data Using Fractional Polynomials – An Example with First Line Metastatic Renal Cell Cancer Treatments
RM6: Network Meta-Analysis of Biological Response Modifiers in Rheumatoid Arthritis Including Real World Evidence at Multiple Time Points
RM7: Simulation Optimisation of Treatment Sequences for Rheumatoid Arthritis
RM8: Comparison of Timed Automata with Discrete Event Simulation for Modeling Personalized Treatment Decisions: The Case of Metastatic Castration Resistant Prostate Cancer

17:00-18:00 WORKSHOPS - I

W1: Defining and Valuing Innovation in Oncology

Discussion Leaders: Michael Drummond, MCom, DPhil, University of York, Heslington, York, UK; **Alistair Mcguire, PhD**, London School of Economics, London, UK; **Monique Martin, PharmD, MSc, MBA**, MAPI, Uxbridge, UK; **Elizabeth Jones, MSc**, MAPI, Uxbridge, UK

W2: The Pub & the P-Sub: A Potential Framework Developed to Assess the Need for and Design of Managed Entry Agreements for New Drugs

Discussion Leaders: Sabine Grimm, MSc, University of Sheffield, Sheffield, UK; **Alan Brennan, PhD**, University of Sheffield, Sheffield, UK; **Mark J. Sculpher, MSc, PhD**, University of York, Heslington, York, UK; **Johan L. Severens, PhD**, Erasmus University, Rotterdam, The Netherlands

W3: Adjusting for Time-Depending Confounding and Crossover Bias in Observational Studies and Clinical Trials: Purpose, Methods, and Acceptance in HTA

Discussion Leaders: Felicitas Kuehne, MSc, UMIT, Hall i.T., Austria; **Uwe Siebert, MD, MPH, MSc, ScD**, UMIT, and Harvard T.H. Chan School Public Health, Hall i. T., Austria; **Nicholas Latimer, PhD**, ScHARR, University of Sheffield, Sheffield, UK; **Lars Beckmann, PhD**, IQWiG, Cologne, Germany

W4: Making Sense of Novel Approaches for Indirect Comparison: Similarities and Differences of Simulation and Matching Based Approaches

Discussion Leaders: K. Jack Ishak, PhD, MSc, Evidera, Montreal, QC, Canada; **Hemant Phatak, PhD**, Bristol-Myers Squibb, Princeton, NJ, USA; **Cristina Masseria, PhD**, Pfizer Inc., New York, NY, USA

W5: Guidance for Evidence Synthesis of Survival Outcomes for Cost-Effectiveness Modeling

Discussion Leaders: Jeroen P Jansen, PhD, Redwood Outcomes, San Francisco, CA, USA; **Andrew Briggs, DPhil, MSc**, University of Glasgow, Glasgow, UK; **Nicky J. Welton, MSc, PhD**, University of Bristol, Bristol, UK

W6: Assessing Medication Adherence: Patient-Reported, Clinical, Pharmacoepidemiologic, and Economic Approaches

Discussion Leaders: Sarah Clifford, PhD, ICON Clinical Research, LLC, San Francisco, CA, USA; **Lina Eliasson, PhD**, ICON PRO, Oxford, UK; **RA Elliott, PhD**, University of Nottingham, Nottingham, UK; **Shelagh Szabo, MSc**, Redwood Outcomes, Vancouver, BC, Canada

18:00-19:45 EXHIBITORS' OPEN HOUSE RECEPTION & POSTERS – II

18:15-19:15 ISPOR FORUMS – I

F1: Conjoint Analysis: Good Research Practices for Statistical Analysis

Presented by the ISPOR Conjoint Analysis Good Research Practices Task Force

F2: Mapping to Estimate Utility Values for Cost Per QALY Economic Analysis - Good Research Practices

Presented by the ISPOR Mapping to Estimate Health State Utility Values from Non-Preference Based Outcomes Measures for Cost per QALY Economic Analysis Good Research Practices Task Force

F3: Health Technologies Pricing and Decision Making in the Central South Europe: What, Where, When, and How?
Presented by the ISPOR CEE Network

F4: Parallel Trade: Can We Curb the Impact on Central & Eastern Europe (CEE) Countries?
Presented by the ISPOR CEE Network

F5: Budget Restrictions Following the Economic Crisis: Threats or Opportunities for the Development of Economic Evaluation in the Southern European Region
Presented by the ISPOR Regional Chapters in Greece, Italy-Milan, Italy-Rome, Portugal, and Spain

18:45-19:45 **POSTER AUTHOR DISCUSSION HOUR - II**

19:45-21:00 **ISPOR STUDENT WELCOME RECEPTION**

19:45-21:00 **ISPOR CENTRAL & EASTERN EUROPE (CEE) NETWORK WELCOME RECEPTION**

Tuesday, 10 November

7:30-8:30 **EDUCATIONAL SYMPOSIUM**

New Approaches to Capturing Value in Oncology
The symposium explores new methods and approaches to capturing value in innovative oncology projects. The impact of HTA assessment being based on less mature evidence is explored, as is the need for clinical and patient viewpoints to be included when assessing value. *Sponsored by Bristol-Myers Squibb*

8:45-13:45 **POSTERS - III**

8:45-9:45 **WORKSHOPS - II**

W7: Market Access 2020: What Are the Next Challenges?
Discussion Leaders: Meriem Bouslouk, PhD, MSc, Federal Joint Committee (G-BA), Berlin, Germany; **Jan Mueller-Berghaus, MD**, Paul Ehrlich Institute, Langen, Germany; **Antoni Gilabert-Perramon, PhD**, Government of Catalonia, Barcelona, Spain; **Mondher Toumi, MD, Msc, PhD**, Aix-Marseille University, Marseille, France

W8: Evidence Synthesis Based on Aggregate and Individual-Level Data: Considerations for Use in HTA Decision Making
Discussion Leaders: Timothy Reason, MSc, IMS Health, London, UK; **Pedro Saramago Goncalves, MSc, PhD**, University of York, Heslington, York, UK; **Yumi Asukai, MSc**, GSK, Uxbridge, UK; **Keith R Abrams, PhD**, University of Leicester, Leicester, UK

W9: Development of Evidence Packages for Regulatory and Reimbursement Submissions in Rare Diseases: Real-World Examples
Discussion Leaders: Nicola Bonner, MSc, Adelphi Values Ltd., Bollington, UK; **Alexandra Bowden, PhD**, Ultragenyx Pharmaceutical Inc., Novato, CA, USA; **Vasudha Bal, MSc, MBA**, Novartis Pharmaceuticals Corporation, East Hanover, NJ, USA; **Anne Kilburg, MSc**, Wellmera AG, Basel, Switzerland

W10: Moving the Science Forward: Tackling Key Psychometric and Methodological Issues Facing the Field of Clinical Outcome Assessment
Discussion Leaders: Tara Symonds, PhD, Clinical Outcomes Solutions, Folkstone, UK; **Kathleen W. Wyrwich, PhD**, Evidera, Bethesda, MD, USA; **Antoine Regnault, PhD**, Mapi, Lyon, France; **Stephen Joel Coons, PhD**, Critical Path Institute, Tucson, AZ, USA

W11: Translating Pharmacometrics to Pharmacoeconomics
Discussion Leaders: Richard J. Willke, PhD, Pfizer, Inc., New York, NY, USA; **Scott Marshall, PhD**, Pfizer, Inc, Sandwich, UK; **John Posnett, DPhil**, PAREXEL International, London, UK; **Julia F Slejko, PhD**, University of Maryland School of Pharmacy, Baltimore, MD, USA

W12: Optimizing Patient Involvement in Payer Health Care Decisions to Access New Therapies
Discussion Leaders: Nicola Bedlington, European Patients' Forum, Brussels, Belgium; **Michael Barry, MD, PhD**, National Centre for Pharmacoeconomics, Dublin, Ireland; **Bettina Ryll, PhD**, European Patients' Forum, Brussels, Belgium; **Veronica Foote, BA**, Novartis Oncology Europe, Surrey, UK

9:45-10:15 **BREAK, EXHIBITS & POSTERS - III**

10:15-11:45 **WELCOME & SECOND PLENARY SESSION**

Outcomes Research: Are We Ready to Put Theory into Practice?
In the last four decades, the assessment of outcomes has been moving from the mere ground of research into daily practice. This session will provide researchers and policy makers with an update on current practices, challenges, opportunities, and future perspectives on the assessment of outcomes in different fields of health care: reimbursement of drugs and devices, evaluation of public health interventions, validation of new technologies, and financing of complex health services.
Moderator: Lorenzo G Mantovani, DSc, Associate Professor of Public Health, Research Centre on Public Health (CESP), University of Milano-Bicocca, Monza, Italy
Speakers: Brian O'Rourke, PharmD, President & Chief Executive Officer, Canadian Agency for Drugs and Technologies in Health (CADTH), Ottawa, ON, Canada; **Sergio Pecorelli, MD, PhD**, Chairman of the Board, Italian Medicines Agency (AIFA) and Professor, Department of Obstetrics and Gynecology, & Chancellor, University of Brescia, Brescia, Italy; **Walter Ricciardi**, Past-President, European Public Health Association (EUPHA) and Professor & Director, Department of Public Health, Catholic University of the Sacred Heart, Rome, Italy; **Mario Strazzabosco, MD, PhD**, Deputy Director, Yale Liver Center & Section of Digestive Diseases, Department of Internal Medicine, Yale University School of Medicine and Director, Department of Surgical and Interdisciplinary Medicine, University of Milano-Bicocca, Monza, Italy

11:45-13:45 **LUNCH, EXHIBITS & POSTERS - III**

12:15-13:15 **EDUCATIONAL SYMPOSIUM**

Navigating the Road to Approval and Access
This symposium will discuss the different perspectives and lessons learned from individuals across multiple disciplines. This will include discussions regarding the development of clinical outcome assessment strategies to support product registration; effective collaboration with patient advocacy groups and clinicians; and creation of economic models to support health technology assessment. *Sponsored by RTI Health Solutions*

12:45-13:45 **POSTER AUTHOR DISCUSSION HOUR - III**

13:45-14:45 **ISSUE PANELS - II**

IP6: Assessment of the Value of Medical Devices: Can We Simply Apply Processes Established for Drugs or Do We Need to Pursue Separate Processes for Devices?
Moderator: Wolfgang Greiner, PhD, School of Public Health, Bielefeld University, Bielefeld, Germany
Panelists: Thomas Mittendorf, PhD, Xcenda GmbH, Hannover, Germany; **Ron Akehurst, PhD**, BresMed Health Solutions Ltd., Sheffield, UK; **Alric Ruether, MD, PhD**, Institute for Quality and Efficiency in Health Care (IQWiG), Cologne, Germany

IP7: Are Current ICER Thresholds Outdated? Does MCDA Offer a More Holistic Approach to Assessing the Value of Innovative Technologies?
Moderator: Zeba M. Khan, RPh, PhD, Celgene Corporation, Summit, NJ, USA
Panelists: John Proach, MBA, Market Access Solutions LLC, Raritan, NJ, USA; **Andrew Briggs, DPhil, MSc**, University of Glasgow, Glasgow, UK; **Maarten J. IJzerman, PhD**, University of Twente, Enschede, The Netherlands

IP8: The Cost of No Europe: Are There Costs and Consequences of Localized or Centralized Assessment of Relative Efficacy?
Moderator: Alastair Kent, OBE, Genetic Alliance UK, London, UK
Panelists: Andrea Rappagliosi, LLM, Sanofi Pasteur MSD, Lyon, France; **Carole Longson, PhD**, National Institute for Health and Care Excellence (NICE), Manchester, UK; **Jacco Keja, PhD**, IMS Health, Rotterdam, The Netherlands

IP9: Is a Single Evidence Base Possible across Europe? How Should Evidence Generation Efforts Be Focused to Meet Payer Requirements for Market Access?
Moderator: Ad Rietveld, MD, MBA, RJW & Partners, Royston, UK
Panelists: W Toenders, MSc, ToendersdeGroot, Utrecht, The Netherlands; **B Avouac, MD**, Transparency Commission, Paris, France; **W Kaesbach, PhD**, GKV Spitzenverband, Berlin, Germany

IP10: Quality-Adjusted Life Years (QALYs) – Help or Hindrance in Supporting Health Care Decision Making?
Moderator: Emelie Maria Heintz, PhD, Swedish Council on Health Technology Assessment (SBU), Stockholm, Sweden
Panelists: Irina Cleemput, PhD, MSc, Belgian Health Care Knowledge Institute (KCE), Brussels, Belgium; **Mark J. Sculpher, MSc, PhD**, University of York, Heslington, York, UK; **Ariel Beresniak, MD, MPH, PhD**, Data Mining International, Geneva, Switzerland

14:45-15:15 **BREAK & EXHIBITS**

15:15-19:15 **POSTERS - IV**

15:15-16:15 **ISSUE PANELS - III**

IP11: Building Light HTA Approach in Central and Eastern European Countries Based on HTA Recommendations in Western European Countries: More Harm Than Good?
Moderator: Finn Børlum Kristensen, MD, PhD, EUnetHTA Secretariat, Danish Health and Medicines Authority, Copenhagen, Denmark
Panelists: Katarzyna Kolasa, PhD, Oy H. Lundbeck Ab, Turku, Finland; **Mirjana Huic, MD, PhD**, Agency for Quality and Accreditation in Health Care and Social Welfare, Zagreb, Croatia; **Zoltan Kalo, PhD**, Eötvös Loránd University, Budapest, Hungary

IP12: What Are the Opportunities and Challenges in Developing Transparency of Clinical (Trial) Data?
Moderator: Meindert Boysen, PharmD, MSc, National Institute for Health and Clinical Excellence (NICE), Manchester, UK
Panelists: Noel Wathion, PharmD, European Medicines Agency (EMA), London, UK; **Richard Bergstrom, PharmD**, European Federation of Pharmaceutical Industries and Associations (EFPIA), Brussels, Belgium; **Beate Wieseler, PhD**, Institute for Quality and Efficiency in Health Care (IQWiG), Koln, Germany

IP13: Best Available Evidence for Health Technology Assessment Decision Making: Efficacy or Effectiveness?
Moderator: Robert B McQueen, PhD, Research in Real Life (RiRL), Cambridge, UK
Panelists: Jonathan D. Campbell, PhD, University of Colorado Anschutz Medical Campus, Denver, CO, USA; **Piyameth Dilokthornsakul, PharmD**, Naresuan University, Muang, Phitsanulok, Thailand; **David Price, MD**, University of Aberdeen, Aberdeen, UK

IP14: Valuing Health: Have We Really Got It Right?
Moderator: Pauline McNulty, Johnson & Johnson, Raritan, NJ, USA
Panelists: Paul Kind, University of Leeds, Leeds, UK; **Ben van Hout**, University of Sheffield, Sheffield, UK

IP15: The Truth, the Whole Truth, and Nothing But the Truth: Should We Stick to Pragmatic Incrementalism or Is It Time to Take Cost-Effectiveness Analyses up to the Level of Disease Modelling?
Moderator: Margreet Franken, PhD, Institute for Medical Technology Assessment (iMTA), Rotterdam, The Netherlands
Panelists: Michel van Agthoven, PhD, GILEAD Sciences, Amsterdam, The Netherlands; **Saskia Knies, PhD**, National Health Care Institute (ZiN), Diemen, The Netherlands; **Carin Uyl-de Groot, PhD**, Institute for Medical Technology Assessment (iMTA), Rotterdam, The Netherlands

16:30-17:30 **WORKSHOPS - III**

W13: The Role of Value of Information in HTA: Are We Missing an Opportunity?
Discussion Leaders: Gianluca Baio, PhD, University College London, London, UK; **Nicky J. Welton, MSc, PhD**, University of Bristol, Bristol, UK; **Mark Strong, PhD**, University of Sheffield, Sheffield, UK; **Anna Heath, BSc**, University College London, London, UK

W14: Orphan Drug Evidence Requirements for Positive HTA Recommendations
Discussion Leaders: Josie Godfrey, MA, National Institute for Health and Care Excellence (NICE), London, UK; **François Meyer, MD**, French National Authority for Health (HAS), Paris, France; **Mondher Toumi, MD, Msc, PhD**, Aix-Marseille University, Marseille, France; **Meriem Bouslouk, PhD, MSc**, Federal Joint Committee (G-BA), Berlin, Germany

W15: Sample Size Estimation and Power Calculation for Prospective Observational Studies
Discussion Leaders: Eric Gemmen, MA, Quintiles, Inc., Rockville, MD, USA; **Mark J Nixon, MSc, PhD**, Chilli Consultancy, Salisbury, UK

W16: Retrospective Health Outcomes Research and Health-Economic Evaluation Based on Real-World Data Analyses in Europe: Data Availability, Strengths and Limitations, and Database-Specific Considerations
Discussion Leaders: Thomas Wilke, PhD, Ingress-Health, Wismar, Germany; **Myrthe P. P. van Herk-Sukel, PhD**, PHARMO Institute for Drug Outcomes Research, Utrecht, The Netherlands; **Andreas Fuchs, PhD**, AOK Plus, Dresden, Germany; **Wilhelmine Meeraus, MSc**, The Clinical Practice Research Datalink, London, UK

W17: Challenges and Solutions to Successfully Determine Real-World Cost-Effectiveness
Discussion Leaders: Saskia de Groot, MSc, Erasmus University Rotterdam, Rotterdam, The Netherlands; **Hedwig M. Blommestein, MSc**, Erasmus University Rotterdam, Rotterdam, The Netherlands; **Margreet G. Franken, PhD**, Erasmus University Rotterdam, Rotterdam, The Netherlands; **Annet F.M. van Abeelen, PhD**, Roche Pharmaceuticals Netherlands, Woerden, The Netherlands

W18: Utilities in HTA: Challenges for Theory and Practice Now and in the Future
Discussion Leaders: Jenny Berg, PhD, Mapi, Stockholm, Sweden; **Nancy Devlin, PhD**, Office of Health Economics, London, UK; **Michael Drummond, MCom, DPhil**, University of York, Heslington, York, UK

17:30-19:15 **EXHIBITORS' WINE & CHEESE RECEPTION & POSTERS - IV**

17:45-18:45 **ISPOR FORUMS - II**

F6: Rare Disease Clinical Trials: Emerging Good Practices for Clinical Outcomes Assessment Outcomes (PROs, ClinROs & ObsROs) Measurement
Presented by the ISPOR COA Measurement in Rare Disease Clinical Trials – Emerging Good Practices Task Force

F7: What Is in a Name?
Presented by the ISPOR Patient Engagement in Research Working Group

F8: Medical Nutrition – Terms, Definitions, Regulations & Emerging Good Practices for Economic Evaluation
Presented by the ISPOR Nutrition Economics Special Interest Group: Medical Nutrition – Terms, Definitions, Regulations & Emerging Good Practices for Economic Evaluation Working Group

F9: Multi-Criteria Decision Making in the Central & Eastern European (CEE) Region: Are We There Yet?
Presented by the ISPOR CEE Network

F10: Market Access Pricing in Central & Eastern Europe (CEE): Practical Guide to Successful Reimbursement
Presented by the ISPOR CEE Network

18:15-19:15 **POSTER AUTHOR DISCUSSION HOUR - IV**

20:00-23:30 **ISPOR SOCIAL EVENT** (Separate registration req'd)

Enjoy a true Milanese experience at the historic Hotel Principe di Savoia, centrally located in the heart of Milan! Network with colleagues and indulge in the finest classic Italian cuisine.

Wednesday, 11 November

7:30-8:30 **EDUCATIONAL SYMPOSIUM**

Enriched Real-World Data (RWD) Studies: Tapping into the Growing Use of Patient Level Data to Optimize Observational Study Design and Execution
Processes and applications for enriched RWD studies (observational studies with de novo data collection supplementing existing RWD) will be discussed, and how they lead to more robust and efficient studies will be shown. Case studies will demonstrate benefits for customers, physicians, and other stakeholders. *Sponsored by IMS Health*

8:45-13:45 **POSTERS – V**

8:45-9:45 **WORKSHOPS – IV**

W19: Estimation and Prediction of Relative Effectiveness Using Real-World Evidence: Case Studies
Discussion Leaders: Keith R Abrams, PhD, University of Leicester, Leicester, UK; **Reynaldo Martina, PhD**, University of Leicester, Leicester, UK; **Eva-Maria Didden, PhD**, University of Bern, Bern, Switzerland; **Sandro Gsteiger, PhD**, F. Hoffmann-La Roche Ltd., Basel, Switzerland

W20: How to Bring PRO Data into Payer Decision Making: PRO Strategies in Pharmaceutical Development
Discussion Leaders: Ari Gnanasakthy, PhD, RTI Health Solutions, Research Triangle Park, NC, USA; **Lynda Doward, MRes**, RTI Health Solutions, Manchester, UK; **Vasudha Bal, MSc, MBA**, Novartis Pharmaceuticals Corporation, East Hanover, NJ, USA; **Frank-Ulrich Fricke, PhD**, Georg-Simon-Ohm University of Applied Science, Nurnberg, Neumarkt, Germany

W21: Optimising the Construction of Indirect Treatment Comparisons to Reflect Country-Specific HTA Requirements
Discussion Leaders: Craig I. Coleman, PharmD, University of Connecticut/Hartford Hospital Evidence-Based Practice Center, Hartford, CT, USA; **Rachel Beckerman, PhD**, CBPartners, New York, NY, USA; **Marc Bardou, MD, PhD**, Centre Hospitalier Universitaire Le Bocage, Dijon, France; **Mathias Flume, PhD**, Kassenärztliche Vereinigung Westfalia-Lippe, Dortmund, Germany

W22: Harnessing "Big Data" and Taming High Dimensional Decision Problems for Economic Evaluation

Discussion Leaders: William H. Crown, PhD, Optum Labs, Cambridge, MA, USA; **Sarah Davis, MPhys**, Sheffield University, Sheffield, UK; **Bethan Woods, MSc**, University of York, Heslington, York, UK; **Miqdad Asaria, MSc**, University of York, Heslington, York, UK

W23: Adding Value to EQ-5D-3L Valuation Studies: Taking Stock / Reviewing Options

Discussion Leaders: Paul Kind, University of Leeds, Leeds, UK; **Roisin Adams, PhD**, National Centre for Pharmacoeconomics, Dublin, Ireland; **Ling-Hsiang Chuang, PhD**, Pharmerit Europe, Rotterdam, The Netherlands; **Luciana Scalone, PharmD, PhD**, University of Milan-Bicocca, Monza, Italy

9:45-10:00 **BREAK, EXHIBITS & POSTERS - V**

10:00-11:00 **ISSUE PANELS - IV**

IP16: Outcome-Based Agreements: Highly Useful But Too Difficult to Implement – Is That True?

Moderator: Francois Lucas, PhD, Pope Woodhead & Associates Ltd, St. Ives, UK
Panelists: Kathleen E. Hughes, MBA, Avalere Health LLC, Washington, DC, USA; **Swati Mehta, MBA**, Bristol-Myers Squibb, Uxbridge, UK; **Antoni Gilabert-Perramon, PhD**, Government of Catalonia, Barcelona, Spain

IP17: Joint Assessments in Europe: Can We Do It and How?

Moderator: Adrian Griffin, MSc, Johnson & Johnson, Buckinghamshire, UK
Panelists: Luciana Ballini, MSc, Regional Agency for Health and Social Care – Emilia-Romagna, Bologna, Italy; **Wim Goettsch, PhD**, National Healthcare Institute (ZiN), Diemen, The Netherlands; **Zoe Garrett, MRes**, National Institute for Health and Care Excellence (NICE), London, UK

IP18: To Seek or Not to Seek Parallel European Medicines Agency (EMA)/Health Technology Assessment (HTA) Scientific Advice? That Is the Question

Moderator: Thomas J Bramley, PhD, Xcenda, Palm Harbor, FL, USA
Panelists: Ansgar Hebborn, PhD, F. Hoffmann-La Roche AG, Basel, Switzerland; **Eldon Spackman, PhD**, University of York, Heslington, York, UK; **Trent McLaughlin, PhD**, Xcenda, Palm Harbor, FL, USA

IP19: How Do We Evaluate Technologies Which Are Not Cost-Effective at a Zero Price?

Moderator: Ron Akehurst, DSc, BresMed Health Solutions Ltd, Sheffield, UK
Panelists: Sarah Davis, MPhys, University of Sheffield, Sheffield, UK; **Gavin Lewis, MSc**, Roche, Basel, Switzerland; **Janet Robertson, BSc, BA, DipPresSci**, National Institute for Health and Care Excellence (NICE), London, UK

IP20: Patient-Reported Outcomes: Can Their Use in Observational ("Real World") Research Be Considered Interventional?

Moderator: Matthew Reaney, CPsychol, MSc, ERT, Peterborough, UK
Panelists: Erin Tomaszewski, MS, Quintiles, Durham, NC, USA; **Olivier Chassany, PhD**, Patient-Centered Outcomes Research, Paris, France

11:15-12:30 **WELCOME & THIRD PLENARY SESSION**

Recommendations from the ISPOR Multi-Criteria Decision Analysis Emerging Good Practice Task Force and Remaining Controversies

Multi-criteria decision analysis (MCDA) is an emerging new practice using a broad set of methodological approaches to assist in decision making, especially in an era of expensive but valuable technologies trading multiple criteria. The ISPOR MCDA Task Force Report discusses different approaches for conducting MCDA. Panelists will present emerging good practice recommendations presented in the Task Force report and identify remaining areas of controversy.

Moderator: Daniel Malone, PhD, RPh, Professor of Pharmacy, College of Pharmacy and Associate Professor, Mel & Enid Zuckerman College of Public Health, University of Arizona, Tucson, AZ, USA

Speakers: Maarten J. IJzerman, PhD, Professor of Clinical Epidemiology & HTA & Vice Dean, Health & Biomedical Technology, Faculty of Science & Technology, University of Twente, Enschede, The Netherlands; **Kevin Marsh, PhD**, Senior Research Scientist & EU Director of Modelling and Simulation, Evidera, London, UK; **Nancy Devlin, PhD**, Director of Research, Office of Health Economics, London, UK; **Praveen Thokala, MASc, PhD**, Research Fellow, University of Sheffield, Sheffield, UK; **Carlos Bana e Costa, PhD**, Professor of Systems Engineering, Head of the Department of Engineering and Management, Instituto Superior Técnico, University of Lisbon, Lisbon, Portugal; **A. Brett Hauber, PhD**, Senior Economist & Vice President, Health Preference Assessment, RTI Health Solutions, Research Triangle Park, NC, USA

12:30-12:45 **ISPOR 18th ANNUAL EUROPEAN CONGRESS RESEARCH PRESENTATION AWARDS**

12:45-13:45 **LUNCH, EXHIBITS & POSTERS - V**

12:45-13:45 **POSTER AUTHOR DISCUSSION HOUR - V**

13:45-14:45 **WORKSHOPS - V**

W24: Are Antimicrobials Paving the Way for All Pharmaceuticals? – A Workshop on the Commercial Sustainability of R&D

Discussion Leaders: Alistair Mcguire, PhD, London School of Economics, London, UK; **Michael Drummond, MCom, DPhil**, University of York, Heslington, York, UK; **Monique Martin, PharmD, MSc, MBA**, MAPI, Uxbridge, UK

W25: Incorporating Equity into Health Technology Assessment: An Illustration and Critical Review of Good Practice

Discussion Leaders: Kevin Marsh, PhD, Evidera, London, UK; **Vitaly V. Omelyanovskiy, MD, PhD**, Center of HTA, Moscow, Russia; **Alec Morton, PhD**, University of Strathclyde, Glasgow, UK; **Sumitra Sri Bhashyam, PhD**, Evidera, London, UK

W26: Maximizing Value: Realizing the Potential of Routinely Collected Data

Discussion Leaders: Heiner C. Bucher, MD MPH, Basel Institute for Clinical Epidemiology & Biostatistics, Basel, Switzerland; **Ed Mills, PhD, MSc**, Redwood Outcomes, Vancouver, BC, Canada; **Christopher O'Regan, MSc**, Merck Sharp & Dohme Limited, Hertfordshire, UK

W27: Assessing the Societal, Health Care, and Patient Impact of Large Health Care Innovation Partnerships Using Health Economic Modeling Methods: Lessons from the European Innovation Partnership on Active and Healthy Ageing (EIP on AHA)

Discussion Leaders: Christian Ernst Heinrich Boehler, PhD, MSc, European Commission, Seville, Spain; **Lotte Steuten, PhD**, Fred Hutchinson Cancer Research Center/University of Washington and PANAXEA b.v., Seattle, WA, USA; **Leandro Pecchia, PhD, MSc**, University of Warwick, Coventry, UK; **Miriam Vollenbroek, PhD**, University of Twente and Roessingh Research and Development (RRD), Enschede, The Netherlands

W28: Secondary Analysis of Qualitative Data to Inform the Development of PRO Instruments

Discussion Leaders: Monica Hadi, PhD, Mapi Group, London, UK; **Paul Swinburn, MRes**, Mapi Group, London, UK; **Elizabeth Gibbons, MSc**, University of Oxford, Oxford, UK

14:45-15:00 **BREAK**

15:00-16:00 **WORKSHOPS - VI**

W29: How Should We Be Responding to Conditional Approvals from HTA Bodies?

Discussion Leaders: Mondher Toumi, MD, MSc, PhD, Université Aix Marseilles, Marseilles, France; **Alan A Martin, MSc**, GlaxoSmithKline, Uxbridge, UK; **Yumi Asukai, MSc**, GlaxoSmithKline, Uxbridge, UK

W30: Managing the Effects of Channeling in Relative Effectiveness Studies of Newly Launched Medications

Discussion Leaders: Jessica Jalbert, PhD, LASER Analytica, New York, NY, USA; **Christiane Gasse, PhD**, Aarhus University, Aarhus, Denmark; **Tjeerd Van Staa, MD, PhD**, University of Manchester, Manchester, UK; **Billy Amzal, PhD**, LASER Analytica, London, UK

W31: Network Meta-Analysis Models for Dose-Response and Class Effects in Decision Making

Discussion Leaders: Rhiannon Kate Owen, MSc, University of Leicester, Leicester, UK; **Kristian Thorlund, PhD, MStat**, Redwood Outcomes, Vancouver, BC, Canada; **David Mawdsley, PhD**, University of Bristol, Bristol, UK; **Timothy Reason, MSc**, IMS Health, London, UK

W32: How to Combine Open Access Articles and Open Access Economic Evaluation Models in Health Care Programmes: Real Time Updating and Local Customization of Published Economic Models

Discussion Leaders: Giorgio L. Colombo, Economist, University of Pavia, Milan, Italy; **Andrea Bucceri, Phd**, Dove Medical Press Limited, London, UK; **Stefano Govoni**, University of Pavia, Milan, Italy; **Laura Caresia**, McCann Complete Medical, Milan, Italy

W33: Uncertainty of Uncertainty Estimates in Economic Modelling of Oncology

Discussion Leaders: T Lanitis, MSc, Evidera, London, UK; **Zoltán Kaló, PhD**, Eötvös Loránd University, Budapest, Hungary; **Noemi Muszbek, MSc**, Evidera, London, UK

ISPOR 18th Annual European Congress

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PATIENT REPRESENTATIVES	Mem: 117€ (US$138) Non-Mem: 244€ (US$288)	Mem: 146€ (US$173) Non-Mem: 274€ (US$323)
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Venue Information / Hotel Registration

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