FROM THE EDITOR

A few years back, I read with great interest *The Patient Will See You Now: The Future of Medicine is In your Hands,* in which the author, Eric Topol MD, described how digital health and connected devices will combine to turn the traditional paternalistic doctor-patient relationship on its head and give rise to a new era of patient centricity in healthcare. Whether or not we've observed the kind of disruption he predicted for doctor-patient encounters can be debated, but there can be little debate that efforts have intensified to ensure that the voice of the patient is heard.

Dr. Topol's current book, *Deep Medicine: How Artificial Intelligence Can Make Healthcare Human Again*, was only published this March so many of us have probably not yet had the opportunity to read it. In the meantime, this issue of *Value & Outcomes Spotlight* focuses on the theme of artificial intelligence (AI) in healthcare, including a feature article on the ability of machine learning and natural language processing (NLP) to unlock the full potential of real world data, another contribution that asks the provocative question of whether AI will be the next big thing in HEOR, a by-the-numbers infographic page on the trials & tribulations of AI in healthcare (courtesy of the ISPOR Student Network), and, to cap it all off, a Q&A with Dr. Topol himself.

Our ISPOR Central section contains an article by Chief Science Officer Dick Willke, in which he ponders some big questions, including the purpose of his existence (as ISPOR CSO, that is) and the process by which ISPOR prioritizes certain scientific themes in the HEOR realm. Also, he recaps the inner workings of the abstract review and acceptance process, describing the various layers of review, scoring, and eventual assembly of the ISPOR conference program. A close read could yield insights on how to improve your abstract submissions and increase chances of acceptance—might be interesting to apply some NLP to see what pops out.

Finally, this issue includes two additional articles related to our 'techy' theme. The first offers guidance on the development of re-usable programming code in analyses of real-world data. Reproducibility of analytic results is key to instilling confidence in the validity of a database analysis, but how can this be achieved when the actual programming code is usually not available or is inscrutable when it is? Lessons from software engineers, described by the authors, might help in this regard. The second piece describes dynamic data visualization approaches for more impactful reporting of HEOR results, including database analyses, modeling studies, and network meta-analysis. Newly available data visualization software is ushering in a new paradigm for distilling analytic insights, promoting interactivity on the part of consumers of the data.

It doesn't take much intelligence—artificial or human—to predict that this issue of *Value & Outcomes Spotlight* will hold your interest.

Enjoy!

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Value & Outcomes Spotlight