

## ISPOR SPEAKS

## Dialogue With Decision Makers: Collaborating With Payers to Advance Health Economics and Outcomes Research

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A few decades ago when ISPOR was founded, our members represented mostly healthcare researchers and academicians. But over the years, slowly but surely, our membership experienced a steady expansion of different stakeholder groups, such as regulators and assessors, payers and decision makers, the life sciences industry, healthcare providers, and of course, patient engagement organizations.

ISPOR believes that every healthcare decision should be informed by the best scientific research derived from rigorous, proven methodologies. We also believe that the research should be used and applied by all healthcare stakeholders. As a way to address these needs, ISPOR has established several councils to represent these different stakeholders and has provided a platform where each of these stakeholders can interact and engage in discussions on key issues.

One of the stakeholder groups that ISPOR has dedicated a lot of effort and resources to cultivate and collaborate with are healthcare decision makers, especially those responsible for reimbursement policies for pharmaceuticals and other health technologies, as these are the core people who play an integral role in the healthcare system. These decision makers are responsible for determining which health technologies are reimbursed, and this key group may or may not have the ability to influence the final price of the product or service. In short, this group is collectively referred to as “payers” and represents the public and private organizations who ultimately decide whether a health technology is reimbursed and at what price.

The *ISPOR Book of Terms* defines a “healthcare payer” as *the party responsible for the financing and payment of healthcare for a population of eligible persons*. Due to the heterogeneity of

health systems throughout the world, the types of payers vary across countries and within countries. Payers can be government bodies at the national and/or regional/local levels, private/statutory insurers (both for-profit and nonprofit), and self-funding employers.

As a multistakeholder organization dedicated to improving healthcare decisions, ISPOR recognizes that payers are a critical stakeholder group who can help apply and advance the science of health economics and outcomes research (HEOR). In a strategic effort to start a dialogue and collaborations with these decision makers, ISPOR established a payer engagement initiative to increase ISPOR’s interaction with the payer community, to drive awareness about the benefits of HEOR in healthcare decisions, and to ultimately establish ISPOR as a key resource and trusted partner for healthcare payers around the world.

Since 2007, ISPOR has hosted an annual Health Technology Assessment (HTA) Roundtable, which has grown to cover the 5 major regions of the world. Roundtable attendees include representatives from public HTA bodies, public and private payers, decision makers, and government-contracted academic centers (if no HTA body exists in the country). In North America, the active and candid participation of payers has been the key to the high level of interest and sustained overall success of these roundtable events.

ISPOR has many resources that are relevant to payers; however, few payer organizations are using these resources in a systematic way. Recognizing the importance of this key stakeholder group, many ISPOR members have asked to have more payers participate at ISPOR conferences, as much of the research that has been conducted in the HEOR field must be accepted and applied by them.



This year, ISPOR is excited to introduce new opportunities to promote the dialogue with decision makers that focus on the payer perspective. Our goal is to create a series of events and programs that bring together ISPOR’s multistakeholder audience and provide unique opportunities to interact and collaborate with this influential payer group. With the continued development of high-cost therapies, payers and manufacturers are increasingly engaging in performance-based managed entry agreements. The collaborative nature of these payment schemes require all parties to work in alignment. To ensure the success of these arrangements there is a need to agree on the information provided by manufacturers at the time of launch, and the proper processes to collect and analyze real-world data post-launch. As a multistakeholder organization devoted to improving healthcare decisions, ISPOR is well-suited to further this discussion and come closer to finding solutions.

Healthcare decision making is increasingly complex, and the best way to find solutions is to work across stakeholder types toward a shared outcome. ISPOR is dedicated to providing an unbiased, collaborative environment for interactive dialogue that includes all perspectives across the healthcare continuum. We look forward to continuing to lead the way in improving decision making in health for today, tomorrow, and well into the future. •