

VALUE & OUTCOMES SPOTLIGHT

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LETTER FROM THE EDITOR

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This issue of *Value & Outcomes Spotlight* is chock full of a wide variety of interesting articles, updates, photo spreads, and one-on-one interviews. The presidential address by ISPOR President Dan Malone outlines ISPOR's new vision and mission statement as well as the strategic pillars embodying our Society's organizational values: scientific & research excellence; member engagement; communication & collaboration; education & training.

Real-world data constitutes a major theme in this issue and we have relevant articles in both our Methodology and Policy sections, including pieces on the key design elements of pragmatic clinical trials, the quality of evidence from direct-to-patient study designs, and the ethical and legal issues surrounding use of social media to access patients.

About two out of every five ISPOR members works for a pharmaceutical, vaccine, or medical device manufacturer — indeed, some of the biggest health economics & outcomes research teams are found in these companies. The structure and organization of these teams garners little attention outside company walls, but we have an article outlining the characteristics of high-performing HEOR teams and principles to follow in building an in-house consulting group.

The UK's National Institute for Health and Care Excellence (NICE) has set standards for the rigorous conduct and reporting of cost-effectiveness data since its inception in 1999. In 2013, NICE was asked to incorporate other aspects of value into "value-based assessment," which led NICE on an odyssey of sorts in an attempt to extend the QALY metric beyond the incremental cost-effectiveness ratio (ICER) to measures of disease burden. In a fascinating play by play account, we learn what went wrong and why NICE ultimately abandoned the initiative.

Our ISPOR News section contains meeting highlights and accompanying photo gallery from the 5th Latin America Conference, which drew nearly a thousand attendees to Santiago, Chile in September. There is also a piece from the ISPOR student network advisor welcoming ISPOR student chapter members to the new school year and another by the editors of *Value in Health* highlighting the most widely cited articles from the journal in 2014. Finally, there is an interview with Joshua Roth, recipient of the 2015 award for research excellence, and another with Trevor Richter, representing ISPOR's rare diseases special interest group.

There is also a summary of the meeting program for ISPOR's upcoming 18th European Congress, which promises to draw many attendees to Milan, Italy.

See you there!

David Thompson, PhD
Editor-in-Chief, *Value & Outcomes Spotlight*

Tell us what you think of the new *Value & Outcomes Spotlight*! Send feedback to vos@ispor.org or use the comments form at <http://www.ispor.org/ValueOutcomesSpotlight/CommentForm>