

ISPOR SPEAKS

ISPOR Conferences: Bringing Us Together to Advance HEOR Around the World

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People have long gathered together to share knowledge and to introduce buyers to sellers. The first “fairs” (as they were called) can be traced back to the European Middle Ages, and history shows early examples of these gatherings at the Egyptian, Greek, and Roman marketplaces.¹ The first scientific meetings were traced back to 1640 London where men (and yes, at that time it was just men) who were interested in discussing science began to meet regularly. In the United States, one of the first large meetings took place in 1848, as a group of scientists met in Philadelphia for 6 days of discussion and to establish the American Association for the Advancement of Science.²

ISPOR was founded with the goal of serving as a catalyst for advancing the science and practice of health economics and outcomes research (HEOR) around the world. In keeping with its mission, ISPOR launched its first conference in 1996 in Philadelphia, PA, with 382 attendees. Over the years, ISPOR's conferences have grown and expanded, reflecting the global growth in the importance of HEOR and the evolving needs of our members.

For nearly 25 years, the *ISPOR Annual Conference* (which will be held in Orlando, Florida in May 2020) has been the Society's flagship event. Held each year in North America, this conference brings together a diverse group of nearly 4000 global leaders in HEOR and from all sectors of healthcare.

ISPOR Europe was launched in 1998 in Cologne, Germany to address the growing needs of our European members for HEOR information and education. Held annually in rotating countries, the conference attracts more than 5000 attendees and is considered the leading European conference for HEOR. The city of Copenhagen will host

the 2019 event and then ISPOR is off to Milan in 2020.

As ISPOR's global footprint continued to grow, new regional chapters developed in the Latin America and Asia Pacific regions. As membership and engagement in these regions grew, so too did the need for HEOR education and training programs that were specific to the populations in these regions. This mission-related need resulted in the development of 2 additional Society conferences (held in alternate years) in Asia and in Latin America.

The goal of these conferences is to bring together experts representing diverse perspectives to share innovative research and health policy developments, and ultimately, to provide an opportunity to learn from each other to advance the science of HEOR.

ISPOR Latin America was launched in 2007 in Cartagena, Bogotá. The biennial regional conference attracts approximately 1000 attendees. Although many of the participants come from around the world, the majority of attendees are regional, and the education is focused on exploring the key issues for healthcare in Latin America. The conference came full circle in September of this year when we returned to Bogotá. Mexico City is preparing to host this conference in 2021.

ISPOR Asia Pacific was launched in 2003, and by 2008 nearly 1000 attendees convened in Seoul, South Korea for



the third in ISPOR's biennial regional conference series. The conference will head back to Seoul again in 2020, with an education program focused on HEOR and issues in healthcare affecting and influencing the Asia Pacific region.

In addition to these 4 core conferences, ISPOR also convenes smaller events that have either a specific regional focus (eg, Warsaw, Poland; Dubai, United Arab Emirates, etc), or a topically focused discussion, like our ISPOR Summits, that concentrate on single topic issues in the field of HEOR (eg, value assessment frameworks, real-world evidence, etc).

In summary, ISPOR conferences provide a forum for discussion and dissemination of information surrounding the science of HEOR. The goal of these conferences is to bring together experts representing diverse perspectives to share innovative research and health policy developments, and ultimately, to provide an opportunity to learn from each other to advance the science of HEOR. In addition to the scientific and educational content, the conferences provide a platform for our members to advance their professional careers through publishing, presenting, networking, and leadership development opportunities.

We have certainly grown and expanded since that first Annual Conference almost >

25 years ago. And we will continue to enhance our conferences to reflect the growth in HEOR and to respond to the evolving needs of our members. Over the past few conferences, we have been upgrading our use of technology and adding new program features, such as our Spotlight sessions, new Short Course topics, and the addition of more advanced content. Look for further enhancements to our content and program at our upcoming conferences.

We encourage you to attend an upcoming ISPOR event...and if you have recently attended one of our conferences, we welcome your feedback too — conference evaluations help guide our direction for future events. Until then, I look forward to greeting you at a future ISPOR conference! •

REFERENCES

1. Marrow SL. *The Exhibition Industry: The Power of Commerce*. Cherbo Publishing Group; December 2003.
2. Egger AE, Carpi A. The How and Why of Scientific Meetings. <http://www.Visionlearning.com/en/library>. Accessed September 16, 2019.



ISPOR Career Center—*The Job Site for HEOR Professionals*

Develop Your HEOR Career

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- Upload your anonymous resume so employers can contact you discretely
- Receive job alerts that match your personal profile, skills, and interests
- Access career resources, such as resume-writing advice, resume reviews, and interview tips

Recruit for Your Positions

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- Easily manage your posted jobs and applicant activity on our user-friendly site
- Email your jobs directly to job seekers via our exclusive Job Flash email
- Search the resume database and contact qualified candidates proactively

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