



## **Brazil Chapter Annual Report 2010**

TO:

Board of Directors

International Society for Pharmacoeconomics and Outcomes Research

3100 Princeton Pike, Suite 3E

Lawrenceville, NJ 08648 USA

PREPARED BY:

**Stephen Doral Stefani MD**

UNIMED

Porto Alegre, Brazil

Tel: 5551 32302095

Email: [stephens@terra.com.br](mailto:stephens@terra.com.br)

### **Background:**

The Brazil Chapter was approved in January 2006. The Chapter has 312 members.

The current leadership of the Brazil Chapter is comprised of the following:

#### **President**

**Stephen Doral Stefani MD**

Head of Oncology Unit, UNIMED

Porto Alegre, Brazil

#### **Secretary**

**Alessandra Costa Clemente Marques**

Health Economics Manager, Eli Lilly, São Paulo

São Paulo, Brazil

#### **Treasurer**

**Carlos Eduardo Borges**

Sales Manager, Bayer Health Care, São Paulo

São Paulo, Brazil

For more information on the Brazil Chapter, please visit the ISPOR Regional Chapter website at [http://www.ispor.org/regional\\_chapters/Brazil/index.asp](http://www.ispor.org/regional_chapters/Brazil/index.asp).

Enclosure: ISPOR Brazil Chapter Annual Report 2010

## ISPOR Brazil Chapter Annual Report 2010

Activities / Accomplishments	Summary
<b>Scientific / Educational Activities</b>	The “1 <sup>st</sup> ISPOR Brazil Chapter Aware for Health Management Initiative 2010” was given to stimulate exchange and interaction between each participant in the Health Management chain, through cases of success and outstanding studies with results that can be used as benchmarks by other health plan operators.
<b>Policy-Related Activities</b>	
<b>Conferences and/or Chapter Meetings</b>	The 3 <sup>rd</sup> ISPOR Brazil Chapter Conference was held titled, “Health technologies in Brazil: From Theory to Practice”. The 1 <sup>st</sup> ISPOR Brazil Chapter Meeting for Health Managers was also held.
<b>Membership Development</b>	A press conference was held to promote the 3 <sup>rd</sup> ISPOR Brazil Chapter Conference. The Chapter also created a LinkedIn group for promotion and discussion of Chapter activities.
<b>Other</b>	Drawings and sales were held with books such as <i>ISPOR Book of Terms</i> to promote health concepts.

## Upcoming Activities for ISPOR Brazil Chapter 2011

Date	Activities
April	Hold a Ministry of Health and Chapter joint event for a workshop in the federal capital to bring together all of the actors for the alignment of global initiatives and activities for the incorporation of technology in health.
June	ISPOR International Symposium – Brazil/HATAi with the theme “Performance-Related pay for Health Professionals”.
November	Participation in the ISPOR European Congress.
TBD	Brazil Stakeholders Survey Opinion and perception of stakeholders in Brazil regarding the following themes: <ul style="list-style-type: none"> <li>• EHT – Evaluation of New Health Technologies</li> <li>• Health economics</li> <li>• Access to treatment (barriers between patients and funding sources) and</li> <li>• Mode of coverage (complete funding, complete or partial reimbursement and legislation)</li> </ul>
Throughout the year	A project has been submitted for continuing education in pharmacoeconomics through the Internet.