



Vision 2020 Statement

(October 2014 Version for Discussion)

ISPOR Asia Consortium was initiated during the ISPOR 1st Asia-Pacific Conference held in September, 2003, in Kobe, Japan and formally established in July 2014 [approved by ISPOR Board of Directors on July 15, 2004]. Currently, the Consortium consists of 25 regional chapters, one regional network, and eight student chapters, as well as over 700 individuals who are interested in pharmacoeconomics and outcomes research and its use in health care decisions in Asia. Also, the Consortium has had various initiatives, including biennial conferences, a scientific journal, newsletters, books, and other informational resources. The Consortium has rapidly grown in last decade. To visualize the bright future, the Consortium founding members* met again in Kobe in October 2013, not only to celebrate the 10th Anniversary of the ISPOR 1st Asia-Pacific Conference, but also to lay out goals, strategies, and key tactics to bring the Consortium forward.

ISPOR Asia Consortium Opportunities and Challenges

- Asia becomes an emerging and important pharmaceutical market.
- Countries in Asia have increasingly used pharmacoeconomics and outcomes research (PEOR) to support public policy decision makings, including pricing and reimbursement policy.
- Adaption of biological technology, which is likely expensive, is increasing and this adaption usually requires the use of PEOR.
- Sources of data and information systems in Asia have become available.
- Human capacity related to PEOR is still a major issue.
- PEOR science and methodology in the region is an ongoing challenge.
- Sources of research and activity funding are limited.
- Working around a variety of health care systems and country backgrounds can be challenging.
- Involvements of policy makers, health care professionals, and patients in PEOR are limited.

Research

Goal: To improve quality of research

Strategies:

- Increase variety of studies (e.g. empirical study, methodological study, non- interventional study).
- Build up impact factor (IF) of the *Value in Health Regional Issues* scientific journal.
- Focus on experiences in Asia and bring them as examples or lessons learned to stakeholders outside the region (e.g. universal health coverage).
- Share data and experiences within the region, including conducting comparative studies.
- Encourage public and private sources of funding.
- Promote international collaborations.

Tactics:

- Identify gaps in current types of research and report on them.
- Set objectives and develop a roadmap for building up the Impact Factor of the *Value in Health Regional Issues* journal.
- Identify successful and unique experiences in Asia and showcase them in *Value in Health Regional Issues*.
- Identify good sources of data and use them to attract funding and researchers.
- Identify common areas of interest among country members and facilitate collaborations (e.g. report, funding).

Education

Goal: To build up the capacity

Strategies:

- Improve the distance learning program (e.g. providing various formats).
- Increase translation of English materials and Asian-language materials.
- Encourage different countries to lead different pharmacoeconomics and outcomes research education programs.
- Develop task forces and more chapters for the region.

- Collaborate with international organizations such as WHO regional office for educational activities.

Tactics:

- Identify gaps between education needs and available learning programs or materials.
- Create plans for unmet needs and consult experts in different countries to lead.
- Identify needed areas for taskforces and support joint collaborations of experts in the region (e.g. through targeted funding, specific platforms).
- Seek out international organizations and facilitate collaborations (e.g. sharing experiences).

Communication

Goal: To expand network

Strategies:

- Enhance the ISPOR image.
- Bring research to users and research to action.
- Encourage public-private relationships, including academia and industries.
- Encourage health care professionals and policy makers to join the consortium.

Tactics:

- Examine current ISPOR image from various groups and identify key problematic issues, create plan for image improvement.
- Identify users' needs for research and identify research gaps between those needs and existing research.
- Develop variety of communication means (e.g. database, social media).
- Bring third-party organizations (e.g. WHO, World bank) to create a platform which policy makers, health care professionals, academia, and industries can comfortably join.

Asia Consortium Specific Context

Goal: To lead our own way

Strategies:

- Develop Asia Consortium's own identity or uniqueness.
- Develop future leaders at both country and regional levels.
- Develop financial sustainability.
- Outreach to policy makers and patient groups.

Tactics:

- Set up a task force to identify Asia Consortium identity or uniqueness and to promote it.
- Include young scientists in all committees.
- Create an Asia Consortium special fund (e.g. structure and management), which will provide seed money for initiatives.
- Develop a variety of communication means that match with policy makers and patients' styles.
- Collaborate with third-party organizations e.g. WHO, World Bank, which would make policy makers comfortably to join.

Reference

ISPOR Asia Consortium Vision 2020 Statement was provided by the ISPOR Asia Consortium founding members who attended the ISPOR Asia-Pacific Conference 10th Anniversary reunion in October 2013 in Kobe, Japan. The **ISPOR Asia Consortium Founding Members** are acknowledged on the ISPOR Asia Consortium website at http://www.ispor.org/consortiums/asia/Founding_Members.asp.