



## **ISPOR Chicago Regional Chapter Annual Report 2011**

TO:

Board of Directors

International Society for Pharmacoeconomics and Outcomes Research  
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PREPARED BY:

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### **Background:**

The ISPOR Chicago Chapter was approved in March 2007. The Chapter currently consist of 121 members.

The current leadership of the ISPOR Chicago Chapter is comprised of the following:

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Abbott Laboratories

Abbott Park, IL. USA

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

Enclosure: ISPOR Chicago Chapter Annual Report 2011

### ISPOR Chicago Chapter Annual Report 2011

Activities / Accomplishments	Summary
Scientific/ Educational Activities	<p><b>Pharmaceutical Development - Redefining Value</b> <b>An educational event sponsored by GLG Research</b></p> <p>What role are public and private payers playing in the development of 21st century pharmaceuticals? Will payers be the real drivers of outcomes-based efficacy moving forward? Join Peter Pitts, Co-Founder of the Center for Medicine in the Public Interest and a former Associate Commissioner at the FDA, as he shares his perspective on how value is being redefined and its potential impact on pricing and reimbursement strategies.</p> <p>Policy items that will be discussed include:</p> <ul style="list-style-type: none"><li>• The new and expanded role of outcomes data</li><li>• Predictable risk/benefit analysis</li><li>• Adaptive clinical trial design and the future of progressive/conditional approvals</li></ul> <p><b>Featured Speaker</b></p> <p><b>Peter Pitts</b> President and Co-Founder of the Center for Medicine in the Public Interest</p>  <p>Peter Pitts is President and Co-Founder of the Center for Medicine in the Public Interest. Prior to founding CMPI, Mr. Pitts was a Senior Fellow for healthcare studies at the Pacific Research Institute. From 2002-2004, he was the FDA's Associate Commissioner for External Relations, serving as senior communications and policy adviser to the Commissioner. He supervised the</p>

	<p>FDA's Office of Public Affairs, Office of the Ombudsman, Office of Special Health Issues, Office of Executive Secretariat, and Advisory Committee Oversight and Management. He also served on the agency's obesity working group and counterfeit drug taskforce.</p>
<p><b>Scientific/ Educational Activities</b></p>	<p><b>European Reimbursement Environment</b></p> <p>While the European marketplace continues to represent new growth potential for the pharmaceutical industry, cost-containment measures and potential changes to the Transparency Directive may add more reimbursement concerns into an already fragmented and challenging landscape. Join Line Vreven, former Head of European Affairs for Pharmaceutical Research and Manufacturers of America (PhRMA) and former Head of International for AARP to assess how changes to the European reimbursement environment may impact your company.</p> <ul style="list-style-type: none"> <li>- History of healthcare in the European Union – How have pharmaceuticals been accessed traditionally, how is this changing and how could it impact reimbursement policies?</li> <li>- Update on major markets – What challenges and opportunities exist in France, Germany, Italy and the United Kingdom?</li> <li>- Beyond the budget – What nuances in the EU political system should companies be aware of and how could they impact the reimbursement landscape?</li> </ul> <p><b>Wednesday, August 17, 2011</b> 5:30 - 7:30 PM</p> <p><b>Location</b> Deer Path Inn 255 East Illinois Road Lake Forest, IL 60045</p> <p><b>Featured Speaker</b></p>  <p><b>Line Vreven</b> Former Head of European Affairs and Associate Vice President at Pharmaceutical Research and Manufacturers of America (PhRMA) Vreven is an experienced consultant and trade association professional in the of pharmaceutical and biotech industry, as well as marketing strategies and geographic change. Most recently, Ms. Vreven served as Vice President and Head International at AARP, as well as Head of European Affairs and Associate Vice</p>

	ident for the Pharmaceutical Research and Manufacturers of America (PhRMA). In this role, she was in charge of creating strategic plans, advice, legal actions, and follow-up as well as policy towards transatlantic relations. Ms. Vreven also consults on the global social challenges and need for health care and social security reform. She was a Belgian diplomat and has received awards by four governments and the ISPOR for advancing business and humanitarian causes throughout the world.
<b>Conferences and/or Chapter Meetings</b>	Monthly and/or As Needed ISPOR-CRC Officers' Meeting
<b>Membership Development</b>	Promotion of LinkedIn ISPOR-CRC membership
<b>Other</b>	- Update & Promotion of ISPOR-CRC website @ <a href="http://www.ispor.org/regional_chapters/Chicago/index.asp">http://www.ispor.org/regional_chapters/Chicago/index.asp</a>

#### Upcoming Activities for ISPOR Chicago Chapter 2012

<b>Date</b>	<b>Activities</b>
Jan-March	Planning of ISPOR-CRC 2012 educational meetings
TBD	Organization of annual kick off meeting to promote our activities among several sectors associated with our topic.
TBD	Development of a promotional strategy within other local societies working on pharmacoeconomics and outcomes research.
March	Nominations for election of the 2012-2013 officers will be solicited
March	Invitation for membership
May	Breakfast Meeting at the ISPOR 17 <sup>th</sup> Annual International Meeting,
June	Comment on health economics publications / guidelines
Monthly	Monthly and/or as needed ISPOR-CRC Officers' meetings.
Throughout the year	We plan to have greater involvement of students in the CRC, with the proposal that ISPOR student chapter presidents in the Chicago Region (e.g. schools in Wisconsin, Illinois, Indiana) with student chapters invited as non-voting attendees to the officer meetings