Dear Colleagues,

We are pleased to publish the first issue of the year and our first as the Publication Committee! We would like to thank all the Chapter Presidents for submitting updates for this issue of the newsletter.

We look forward to delivering our best in each issue. We value your input and look forward to a great year ahead.

Sincerely,

The 2018-19 Publications Committee
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ISPOR 23rd Annual International Meeting Recap

Main Highlights

- Conference theme: Real-World Evidence, Digital Health, and the New Landscape for Healthcare Decision Making
- Over 500 students from 31 countries attended the meeting
- 393 poster and podium presentations by students
- Student Research Competition Winners (1st-3rd): Purdue University, University of Illinois (Chicago), University of Texas (Austin)
- Roundtable event for an active discussion with experts and leaders in HEOR on 7 topics
- Universidad John F Kennedy, Argentina student chapter won the student t-shirt competition
Best Student Chapter Awards

1st
West Virginia University

2nd
Mercer University

3rd
The University of Arizona

Best New Chapter Award

University of Twente
Meet Your 2018-19 Student Network Chair

<table>
<thead>
<tr>
<th>Name</th>
<th>Koen Degeling</th>
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<tr>
<td>Hometown</td>
<td>Hengelo, the Netherlands</td>
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<tr>
<td>Current University</td>
<td>University of Twente, the Netherlands</td>
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<tr>
<td>Educational background</td>
<td>M.Sc. in Industrial Engineering and Management with specialization in Health Care Technology and Management</td>
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How/When did you become interested in Pharmacoeconomics and Outcomes Research?
“During my master’s, I took a course on Clinical Efficacy and Medical Technology Assessment, which was my first introduction to the field of health economics and outcomes research (HEOR). While building a value dossier for using Magnetic Resonance Guided Biopsy to characterize prostate cancer, I got familiar with the application of simulation models to estimate the health economic impact of health technologies, which I found intriguing. My current PhD project resulted from my opinion on how a discrete event simulation would be more appropriate compared to the Markov model we developed for the value dossier.”

What are your research interests?
“My general research interest is in the application of Operations Research methods within health care. More specifically, my current research focuses on health economic and decision modelling to optimize the translation of research in personalized cancer medicine. To this end, I have performed case studies in oncology, as well as developing methodological guidance on the general application of microsimulation models, discrete event simulation, survival analysis of censored competing risks data, and meta-modeling.”

What are your potential career plans?
“In the remaining year of my PhD project, I will visit the University of Melbourne and the Victorian Comprehensive Cancer Center in Australia as an Honorary Researcher. After finishing my PhD, I will certainly continue working in HEOR, preferably outside of the Netherlands, though I am not yet sure whether it will be in academia or consultancy.”

Highlight(s) of your participation in ISPOR
“My journey within the ISPOR society has been full of opportunities and joyful moments, with the appointment as ISPOR Student Network Chair being my absolute highlight. Other highlights are my first and awarded podium presentation at ISPOR Milan 2015, my first time presenting a workshop at ISPOR Glasgow 2017, receiving the Best New Chapter award, which I proudly present on the photo, and my first time as Short Course Faculty at ISPOR Baltimore 2018.”

What is your vision for the 2018-19 year in the ISPOR Student Network/goals you hope to accomplish?
“Blythe Adamson, last year’s ISPOR Student Network Chair, did a great job in ensuring a strong foundation for the current year, which empowers us to get off with a running start. This year, there will be two main themes: globalization and fostering the development of future leaders in HEOR. With regard to globalization, the overall objective is to better serve the needs of international ISPOR students and further increase the prominence of the ISPOR Student Network outside North America and Europe. With respect to the development of future leaders in HEOR, the ambition is to empower ISPOR Students to become leaders in HEOR, through educational opportunities, professional experience, and raising awareness.”

-Koen Degeling
ISPOR Student Network Chair
Overview of ISPOR’s New Branding Initiative

Why Did ISPOR Initiate a Brand Refresh?
During ISPOR’s 20+ year history, science, healthcare, and the Society itself have changed dramatically. Health economics and outcomes research (HEOR) has become increasingly important and the global HEOR community is evolving. ISPOR leaders recognized these changes and in 2015, its board of directors approved the Society’s new strategic plan that updated ISPOR’s vision, mission, and strategy. One of the key changes in the redesigned strategic plan was to broaden the Society’s focus from “pharmacoeconomics” to “health economics” because the field had grown to encompass all types of health technologies. For all these reasons, ISPOR has introduced an updated brand.

What Does the New Logo Convey?
Logos are intended to be open to interpretation and not meant to be taken too literally. A number of concepts inspired ISPOR’s new logo that was approved by the ISPOR board of directors in the summer of 2017. The logo is reflective of these messages:

Global: The new logo was inspired by ISPOR’s legacy logo and reflects the importance of its international membership.
Healthcare/Science: The new logo can also suggest a molecule as a nod to ISPOR’s significant impact in the field of health.
Data Points: As ISPOR’s mission is to promote HEOR excellence to improve decision making for health globally, the new logo is intended to indicate data points that contribute to intelligence that informs healthcare decisions.
Connection: ISPOR serves as a convener, connector, and catalyst in the field of HEOR. The 3 blue dots in the logo icon are intended to convey the impact ISPOR members have and how the Society’s many parts are connected across borders, disciplines, and professions.”

What Changed as Part of the Brand Update?
ISPOR updated a number of branding elements as part of the brand update.

Logo:

Descriptive Phrase:
ISPOR—The Professional Society for Health Economics and Outcomes Research”
ISPOR has moved away from the full legacy name of the Society and is now using, “ISPOR—The professional society for health economics and outcomes research. This change aligns with the 2015 strategic plan to broaden ISPOR’s focus to “health economics” (vs the more narrow “pharmacoeconomics”)

Themeline: “Improving Healthcare Decisions”
ISPOR chose the themeline, “Improving healthcare decisions,” as it best conveys the Society’s mission, “promote health economics and outcomes research excellence to improve decision making for health globally,” while also aligning with criteria for a strong themeline (as simple, clear, and memorable).
How Was the Refreshed Brand Developed?

The brand development was a collaborative process that included significant member input and took almost 2 years to complete. ISPOR employed a leading creative agency—Taft Communications—to partner with on the brand refresh. Taft was chosen based on the strength of their creative work as they have experience in healthcare, the field of HEOR, nonprofit organizations, and international markets. The creative director who designed the new brand specializes in brand identity and has designed brands/logos for a number of other organizations and nonprofits including the Rand Corporation, Elmhurst College, Freeman XP, University of North Carolina, the American Medical Association, and many more.

The branding project was informed by much collaboration with ISPOR members and volunteer leaders. This included several brand surveys, including a membership survey; survey of volunteer leaders and numerous agency-guided workshop sessions; personal member interviews in Europe, the United States, and with other international representatives; and a Past Presidents Council survey. The final branding was chosen because it best reflected criteria developed for the brand platform.
ISPOR Student Newsletter
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Fall 2018

Student Chapter Updates-North America

University of Minnesota, USA

President: Christy Choi
Vice-President: Arun Kumar

Educational events
Graduate Seminar: Episodes of Care Research
ISPOR student chapter co-hosted an educational seminar with Social and Administrative Pharmacy (SAPh) graduate program on March 1, 2018. The guest speakers Margaret Artz, RPh, PhD and Peter Toensing, MD from Optum, presented on utilizing the Real World Data to define the episode of care and to derive and optimize predictive modeling.

Lunch & Learn Workshop- Availability of Public Data Sources for Supporting Research
ISPOR student chapter invited Katherine Chew, an associate librarian in Research/Outreach Services at the University of Minnesota, on April 16, 2018. It was an informative session to learn about multiple health organizations that provide publicly available data for research.

Attendance at the ISPOR 23rd Annual International Meeting
A. Student Presentations
Several of the current chapter members and recent graduates attended the 23rd ISPOR annual international meeting, held in Baltimore, USA from May 19 to 23. University of Minnesota student chapter had a strong presence at the meeting as 2 podia and 4 poster presentations were made by chapter members at the meeting.

B. Student Chapter-Alumni Networking Dinner
The student chapter planned an informal gathering & dinner between the current students and alumni at the meeting. Alumni were from various research settings including academia, hospital, and industry. It was a great time to get to know one another and hear about diverse aspects of Pharmacoeconomics and outcomes research.

University of Houston, USA

The UH College of Pharmacy along with University of Texas Health McGovern Medical School hosted the Houston Medication Safety Symposium in April 2018. The ISPOR-UH chapter leadership helped the hosts organize and manage the Houston Medication Safety.

The Spring semester ended with an ‘End of the Semester/ Farewell Party’ during which we celebrated a successful school year and our graduating students.
To conclude the academic year, the ISPOR leadership team met with the faculty advisors to discuss ideas to increase and improve our visibility in the College of Pharmacy for the 2018-2019 academic year.

Students from our chapter presented research posters and a podium session at the ISPOR 23rd Annual International Conference held in Baltimore.

The annual alumni lunch hosted by the Pharmaceutical Health Outcomes and Policy department (at UH) with assistance from the UH-ISPOR chapter enabled our current students and professors to interact with the alumni.

President: Soumya Chikermane
Vice-President: Tyler Varisco

ISPOR-UH chapter participated in “Walk to end Alzheimer's”

ISPOR-UH chapter helped the PHOP department to organize and manage the Houston Medication Safety Symposium 2018

Florida A&M University, USA

“We are preparing for Fall 2018 orientation in August. We will present to prospective ISPOR master and doctorate level students with plans to grow our membership. We will have a happy hour to welcome new and current members to the 2018-2019 school year followed by our first membership meeting in September.”

-Krystal Williams,
President of ISPOR Student Chapter, Florida A&M University
Walk 100 Miles in 100 Days®:
WVU ISPOR members took an initiative to register all students and faculty members for the 24th annual Walk 100 Miles in 100 Days program which was intended to encourage participants to develop the habit of walking at least one mile a day as a form of exercise. A total of 22 members of the Health Services and Outcomes Research program participated in the initiative. The team averaged 139 miles in 100 days. Since members reported their own miles every week in a shared online sheet, the numbers above might have been affected by recall and social desirability biases (pun intended).

Nevertheless, our participation in the program was intended to bring attention to regular exercise and its benefits which we think we achieved.

Collaborating with PharmD students on research projects:
WVU ISPOR student chapter has struggled with getting PharmD student memberships for past few years. One reason could be that there are numerous other active student chapters for them in the School of Pharmacy. In order to garner their interest in our ISPOR student chapter, we have started collaborating with interested PharmD students on our research projects. We invite them to our weekly research meetings and ask them to help with research in whatever way they can. In turn, they develop new research skills.
The 12th Hungarian Health Economics Conference was held in May 2018. Ten PhD and MSc students had an opportunity to present their work during the two-day conference, among which two students were from Africa and one student was from the Netherlands.

During the poster section, five students also had an opportunity to present their research, among which three were from African countries. International students also had an opportunity to attend a one-hour lecture from Dr. Jonathan D. Campbell about “The top three trends in health economics and outcomes research”.

ISPOR Hungary Student Chapter also co-organized a health economics and health policy section at the 7th Interdisciplinary Doctoral Conference at University of Pécs in May. The section consisted of presentations by Hungarian and international students capturing a wide variation of topics including economic evaluation of hospital interventions, funding health related research in developing countries, health and economic impact of various interventions and issues in health technology assessment.
Over the summer, our chapter organized two seminars at the Manchester Centre for Health Economics (MCHE). Dr. Saja Alnahar from the University of Nottingham visited us to speak about her PhD work on the economics of biosimilar pharmaceuticals. In June, Dr. Mike Paulden from the University of Alberta delivered a talk on accounting for strategic pricing when setting cost-effectiveness thresholds.

A number of our chapter members are part of the Precision Medicine Economics Team at MCHE led by Faculty Advisor, Katherine Payne. The team has had a productive year publishing articles, presenting at conferences (including ISPOR meetings) and delivering teaching on the economics of precision medicine.

Our chapter thanked outgoing President, Martin Eden, and welcomed newly-elected President (Stuart Wright) and our new Vice-President (Leonie Brinkmann). They are planning a series of events for our chapter for 2018-19 and have a keen interest in increasing our chapter’s membership.

Pictured left:
We have two recently-awarded PhDs to celebrate. Sean Gavan and Cheryl Jones, along with supervisor Katherine Payne, attended their award ceremony in July and posed for a photograph in their hats and gowns.
The ISPOR Student Chapter ISFCP organized Patient Counselling Simulation Competition cum official inauguration of student chapter on 7th of April 2018 on the World Health Day. 40 teams (2 students per team) participated in the competition which was intended to motivate students to undertake patient counselling as a tool for educating patients for better health care.

Manik Chhabra, President of our ISPOR chapter, addressed the gathering regarding the agenda and goals of ISPOR and the student chapter. Mr. Praveen Garg, Chairman of ISF college of Pharmacy, Moga and Dr. GD Gupta, Director ISFCP, inaugurated the student chapter by releasing its logo. Manik presented his research at 2nd national conference on HTA organized by School of Public Health, PGIMER, Chandigarh on topic “Health Care Cost of Treating Stroke in North India: A Cost of Illness Study”.

Inauguration of ISPOR student chapter cum celebration of the World Health Day

Participation of student chapter members at a workshop on Health Care Financing in India
ISPOR KSV KBIPER Student Chapter, Gujarat, India organized its first event on 7th July, 2018. Based on theme International Drug Abuse & Illicit Trafficking Day celebrated on 26th June, two events were organized: 1) a drama (Play) 2) an extempore speech.

The students of B.Pharm, M.Pharm & Pharm.D of KBIPER participated in these events. Karan Shah, president of our ISPOR student chapter, gave a welcome speech along with a brief information about ISPOR and the student chapter. Event Coordinator, Dr. Akash Mathuria delivered a speech to spread awareness among participants regarding Drug Abuse. He summed up the event with a prize and vote of thanks along with Dr. Akash Mathuria.

The second event, was a health screening program, organized on 14th July, 2018 in which 62 women were screened. Health screening included measurements of body mass index, blood pressure, forced expiratory volume, waist-to-hip ratio, and eye and ear examinations by ISPOR chapter members.
I am Chinwendu Amagba, the chapter president of Nnamdi Azikiwe University, Nigeria and the newly selected Student Regional Lead for Europe, Middle East and Africa (EMEA). I have come to realize how important it is to have ISPOR vision and objectives expanded in Africa, Europe and the Middle East. We have 54 countries in Africa and just 3 out of them have ISPOR student chapters. Currently, a total of 4 student chapters exist in Africa, 2 in Nigeria, 1 in Egypt and 1 in Ghana.

Following are some of the problems, which have surfaced in my interactions with other students, regarding ISPOR’s presence in Africa:

- Students at some universities have never heard of ISPOR;
- Most students wishing to attend ISPOR conferences experience financial constraints or visa denials.

The following are my suggestions to overcome these problems:

- We could begin with organizing “Annual Symposiums and Teleconferences” for people from those regions. That way, we can make them hear, speak and act on ISPOR and transmit the heartbeat of ISPOR to them;
- To enable people from this region attend conferences, ISPOR can make their visa application process easier by having a list of people who have registered for any of the conferences sent to the host country’s embassies. A letter could be addressed to the embassies of the host countries in the participants’ countries, notifying them of the scheduled ISPOR Conference;
- I think the smartest way to go about it is setting up one regional chapter in each of the regions which would be in charge of all the universities in the region, making it strong enough to stand on its own before charging it with the responsibility of setting up student chapters in the universities under them;
- Periodic competitions, increase in ISPOR travel grants for this region, and setting up of regional chapters in each region can help to improve ISPOR membership and spread awareness in this region.

I was exceedingly excited when I recently got selected as the new “Student Regional Lead” because I know that it is an opportunity to be a middleman or dynamic link between ISPOR and the under-represented regions. Together we shall all make it work!
Student Chapter Activity Grant Updates

Danylo Halytsku Lviv National Medical University, Ukraine

The 28th Conference of ISPOR Ukraine Student Chapter and ISPOR Ukraine Chapter for postgraduate students was held on June 18th, 2018 at our university in the Department of Management of Pharmacy, Medicine Technology and Pharmacoeconomics. The main topics were: implementation of reimbursement program in Ukraine and use of digital health and real-world data in decision makings-trends from ISPOR 2018 Baltimore. 60 pharmacist-interns and young professionals attended the conference and learned about the current state of implementation of HEOR and HTA in national drug policy in Ukraine.

- Dr. Olha Zaliska, faculty advisor, opened the conference: “HTA implementation in reimbursement program in Ukraine” and “ISPOR Ukraine Regional Chapter: Concept of Actions as ISPOR 2018, Baltimore, MD.” She also spoke about main activities of 11 Ukrainian members and a fruitful 4th Ukraine Forum on reforming of health care in Ukraine.

- Associate Professor Inna Irynchyna, PhD (Kyiv National Economy University) presented the new MBA program for economics faculty, that included new themes on market access for medicines and pharmaco-economic approach.

- Bertalan Nemeth, president of the ISPOR Hungary Regional Chapter, presented on the reimbursement system in Hungary for innovations and generics and for inpatient and outpatient care during the conference.

- President of the ISPOR Ukraine Regional Chapter Oresta Piniazhko, PhD, presented the main results of participation of the Expert Committee of EML at the ISPOR 2018 Conference.
Thanks to the support from ISPOR for student chapter activity grant, we were able to conduct a seminar at our university which all ISPOR student committee members attended. Dean, Faculty of Pharmacy & health sciences, University of Balochistan did the opening address and presented a certificate of appreciation to the ISPOR student chapter. He admired ISPOR student chapter activities and encouraged students to take part in them.

Mr. Azfar Akram, our ISPOR chapter president, introduced ISPOR to students at our university and advocated its membership benefits.

Faculty advisor Dr. Fahad Saleem, chairperson department of pharmacy practice and faculty of pharmacy & health sciences University of Balochistan presented a CME session on “Scientific writing”.

A mutual discussion about importance of HEOR was also held which was equally engaging. Miss Faiza Fayyaz of ISPOR member engagement committee handed out ISPOR flyers, badges and pens to the participants.
A workshop on “Healthcare financing in India” was conducted on 10th May 2018 at NIPER after receiving grant money from ISPOR. The two objectives of this workshop were: to educate the participants on the various mechanisms in healthcare financing, and to promote networking among researchers.

The workshop was attended by 67 registered participants, faculty members and an alumnus of the department. Dr. Roma Uppal, chief guest, inaugurated the workshop. Director and dean of NIPER also addressed the gathering.

The first technical session was conducted by Dr. G.P. Mohanta, who delivered a talk on “pharmacoeconomic aspects of essential drugs”. The second technical session was conducted by Dr. Shankar Prinja. He spoke on “Healthcare financing and universal health coverage”.

In order to address the questions of the participants, a panel discussion was held with (Dr. G. P. Mohanta-Annamalai University, and Dr. Shankar Prinja-School of Public health, PGIMER) along with Roma Uppal and our ISPOR faculty advisor.

Certificates of participation were provided to all the participants who were present and attended the workshop. The students are indebted to ISPOR and NIPER, SAS Nagar for facilitating this workshop.

The chapter invited Prof. Rachel Elliott, Manchester who gave an introduction on how she as a Pharmacist, branched into the realm of Health Economics. She shared fascinating anecdotes from her experiences sitting on NICE (The National Institute for Health and Care Excellence) appraisal committees. Subsequently, she presented two case studies on how health economics can be applied to optimize medicines’ use:

- Case study in patient adherence to medicines: – the New Medicine Service
- Case study in patient safety and hazardous prescribing: – the PINCER intervention
List of NEW ISPOR Student Chapters

Monash University (Malaysia) - Approved May 30
Chapter President: Siew Li "Charmaine" Teoh

Annamalai University (India) - Approved July 3
Chapter President: Venkateswara Rao.P.J.M.

University of Pittsburgh (USA) - Approved July 26
Chapter President: Anish Patel

Queen’s University Belfast (UK) - Approved July 26
Chapter President: Ethna McFerran
Internship and Fellowship Opportunities

Postdoctoral Fellowship in the Health Economics of Genome-Wide Sequencing, Collaboration for Outcomes Research and Evaluation (CORE), University of British Columbia, Vancouver, Canada

Research Fellow in Health Economics, Southampton HTA Centre, University of Southampton

Post-doctoral Research Fellow (Economic Modeling) for Saw Swee Hock School of Public Health, Saw Swee Hock School of Public Health, National University of Singapore

Post-doctoral Research Fellow (Choice Modeling) for Saw Swee Hock School of Public Health, Saw Swee Hock School of Public Health, National University of Singapore

You can also routinely check available internship and fellowship opportunities by clicking on the following links: (must log into your ISPOR profile and be a member to access).

Internships
Fellowships
Newsletter Quiz

1) Which student member has been selected as Student Regional Lead for Europe, Africa and Middle East?

2) Which student chapter had a speaker give a talk on “Healthcare financing and universal health coverage” in their workshop?

3) What is the hometown of our new Student Network Chair, Koen Degeling?

4) How many poster and podium presentations were presented by students at ISPOR 2018, Baltimore?

5) Which student chapter won the first place award for the Best Student Chapter last year?

NOTE: Please send an email to studentnetwork@ispor.org with answers to the questions above to be eligible for a $100 award to your chapter! Submissions must be received within a week of the release of the Newsletter to be entered. Only correct answers to all 5 questions will be considered for the award. In case of more than 1 entries, we will have a lottery to select a winner at random.
Submit an Article!
To submit an article for the next issue of our student network newsletter, please contact the ISPOR Student Publications Committee at studentnetwork@ispor.org
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