



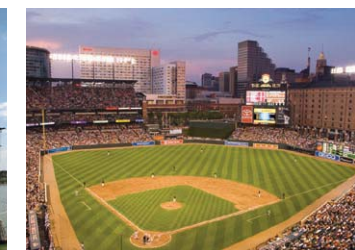
INTERNATIONAL SOCIETY FOR PHARMACOECONOMICS AND OUTCOMES RESEARCH

# ISPOR 16th Annual International Meeting

**May 21-25, 2011**

**Hilton Baltimore • Baltimore, MD, USA**

*Health Care Reform and Comparative Effectiveness Research –  
Where Have We Been and Where Are We Going?*



## PROGRAM AND SCHEDULE OF EVENTS



**ISPOR 16th Annual International Meeting**  
**May 21-25, 2011 • Baltimore, MD, USA**

PROGRAM  
AND  
SCHEDULE  
OF EVENTS



# ISPOR 16th Annual International Meeting

May 21-25, 2011 • Baltimore, MD, USA

## Program & Schedule of Events

### SATURDAY, MAY 21

**8:00AM-5:00PM PRE-MEETING SHORT COURSES** *Short Course registration required*

*(See page 13 for Short Course descriptions)*

Lunch - Attendees on their own

**10:00AM-3:00PM ISPOR MEETING (BY INVITATION ONLY)**

ISPOR BOARD OF DIRECTORS **Tubman (3rd Floor)**

**5:15PM-6:15PM EDUCATIONAL SYMPOSIUM** *Key Ballroom 7, 9, 10 (2nd Floor)*

*(See page 109 for Symposium description)*

**TECHNOLOGY TRENDS IN GLOBAL PRICING AND MARKET ACCESS**

*(Sponsored by Adjility Health)*



### SUNDAY, MAY 22

**8:00AM-5:00PM PRE-MEETING SHORT COURSES** *Short Course registration required*

*(See page 13 for Short Course descriptions)*

Lunch - Attendees on their own

**12:00PM-5:00PM ISPOR MEETING (BY INVITATION ONLY)**

ISPOR STUDENT LEADERSHIP RETREAT **Tubman (3rd Floor)**

**5:15PM-6:15PM EDUCATIONAL SYMPOSIUM** *Holiday Ballroom 6 (2nd Floor)*

*(See page 109 for Symposium description)*

**RCTs vs. OBSERVATIONAL STUDIES: THE NEXT GREAT DEBATE IN CER**

*(Sponsored by the National Pharmaceutical Council)*

**6:15PM-7:15PM SYMPOSIUM RECEPTION** **Blake (2nd Floor)**

Reception open to all symposium attendees. *(Sponsored by the National Pharmaceutical Council)*



**6:00PM-7:30PM ISPOR STUDENT RESEARCH COMPETITION** **Johnson (1st Floor)**

**6:30PM-7:30PM EDUCATIONAL SYMPOSIUM** *Holiday Ballroom 6 (2nd Floor)*

*(See page 109 for Symposium description)*

**CHALLENGES AND OPPORTUNITIES OF PROSPECTIVE OBSERVATIONAL RESEARCH**

*(Sponsored by Pharmanet Development Group)*



**6:30PM-8:30PM ISPOR IN ACTION MEETING** **Holiday Ballroom 1 (2nd Floor)**

ISPOR group leaders report on recent activities and accomplishments. All welcome to attend.

**7:30PM-8:30PM ISPOR STUDENT & FACULTY ADVISOR ICEBREAKER RECEPTION** **Peale (1st Floor)**

Reception co-sponsored by:

*ZRx Outcomes, Arnold Consultancy & Technology, and Johnson & Johnson*





# ISPOR 16th Annual International Meeting

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## Program & Schedule of Events - Monday, May 23

### MONDAY, MAY 23

#### 7:00AM-8:00AM EDUCATIONAL SYMPOSIUM *Holiday Ballroom 4-6 (2nd Floor)*

(See page 110 for Symposium description)

#### NAVIGATING THE NEW COMPARATIVE EFFECTIVENESS LANDSCAPE: THE ROLE OF HEALTH INFORMATION TECHNOLOGY (HIT)

(Sponsored by UBC)



#### ISPOR MEETINGS (BY INVITATION ONLY)

7:00AM-8:15AM ISPOR ASIA CONSORTIUM *Poe (2nd Floor)*

7:15AM-8:15AM ISPOR CHICAGO REGIONAL CHAPTER *Calloway (2nd Floor)*

ISPOR HEALTH POLICY SPECIAL INTEREST GROUP, VALUE-BASED HEALTH CARE WORKING GROUP *Ruth (1st Floor)*

ISPOR MEDICATION ADHERENCE AND PERSISTENCE SPECIAL INTEREST GROUP *Ruth (1st Floor)*

ISPOR PERFORMANCE-BASED RISK-SHARING ARRANGEMENTS TASK FORCE *Ruth (1st Floor)*

ISPOR CONNECTIONS EDITORIAL BOARD *Douglass (3rd Floor)*

#### 8:00AM-8:30AM EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION I *Key Ballroom & Foyer (2nd Floor)*

(See pages 38-56 for Research Poster Presentations)

#### 8:30AM-10:30AM WELCOME & FIRST PLENARY SESSION *Holiday Ballroom 4-6 (2nd Floor)*

##### WELCOME

**Mark S. Roberts, MD, MPP**, Program Committee Chair, Professor and Chair, Department of Health Policy and Management, University of Pittsburgh Graduate School of Public Health & Professor of Medicine, Industrial Engineering and Clinical and Translational Science, University of Pittsburgh, Pittsburgh, PA, USA

(See page 119 for biographical information)



M. Roberts



S. Ramsey

##### PRESIDENTIAL ADDRESS

**Scott D. Ramsey, MD, PhD**, 2010-2011 ISPOR President, Member, Fred Hutchinson Cancer Research Center and Professor, Department of Medicine, University of Washington, Seattle, WA, USA

(See page 119 for biographical information)

##### ISPOR 2011 AVEDIS DONABEDIAN OUTCOMES RESEARCH LIFETIME ACHIEVEMENT AWARD

**Announced by: Sean D. Sullivan, PhD, MSc**, Chair, ISPOR Avedis Donabedian Lifetime Achievement Award in Health Outcomes Committee, Professor, Pharmacy and Public Health, Director, Pharmaceutical Outcomes Research and Policy Program & Associate Dean for Research, School of Pharmacy, University of Washington, Seattle, WA, USA

**AWARDEE: Sir Michael Rawlins, MD, FMedSci**, Chairman, National Institute of Health & Clinical Excellence (NICE), London, UK

(See page 125 for award information and biographical information)



M. Rawlins

##### FIRST PLENARY SESSION

##### HEALTH CARE REFORM IN THE UNITED STATES - ONE YEAR LATER

(See page 119 for biographical information)

In 2010, US Congress passed major health care reform legislation [the "Affordable Care Act" and the "Reconciliation Act"]. The Medicare prescription drug "doughnut hole" will be phased out. Employers will be penalized if they do not offer health care coverage and US citizens are required to have "health care coverage" by 2014. Small businesses can purchase qualified coverage via state-based health insurance exchanges by 2014. How will these changes affect health care management organizations and providers and health technology producers (drug, device, and diagnostics)? What is the clinical impact of this law? What is the impact of this law on outcomes research? These questions will be addressed during this plenary session as well as a legal and political analysis of this law will be presented.

**Moderator: Mark S. Roberts, MD, MPP**, Professor and Chair, Department of Health Policy and Management, University of Pittsburgh Graduate School of Public Health & Professor of Medicine, Industrial Engineering and Clinical and Translational Science, University of Pittsburgh, Pittsburgh, PA, USA

**Speaker: Robert I. Field, JD, MPH, PhD**, Professor of Law, Earle Mack School of Law at Drexel University, Professor of Health Management and Policy, Drexel University School of Public Health, Philadelphia, PA, USA

**Speaker: Allan M. Korn, MD**, Senior Vice President, Chief Medical Officer, Office of Clinical Affairs, Blue Cross and Blue Shield Association, Chicago, IL, USA

**Speaker: Steve E. Phurrough, MD, MPA**, Chief Operating Officer and Senior Clinical Director, Center for Medical Technology Policy, Baltimore, MD, USA



M. Roberts



R. Field



A. Korn



S. Phurrough



# ISPOR 16th Annual International Meeting

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## Program & Schedule of Events - Monday, May 23

**10:30AM-11:00AM BREAK, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION I Key Ballroom & Foyer (2nd Floor)**

(See pages 38-56 for Research Poster Presentations)

Coffee sponsored by INNOVUS, Cookies sponsored by RTI Health Solutions

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**11:00AM-12:00PM ISSUE PANELS – SESSION I**

(See pages 94-97 for Issue Panel Descriptions descriptions)

### HEALTH POLICY DEVELOPMENT USING OUTCOMES RESEARCH ISSUES

**IP1: IS FDA/CMS PARALLEL REVIEW WORTHWHILE? IS IT FEASIBLE? Holiday Ballroom 4-6 (2nd Floor)**

**Moderator:** Peter J. Neumann, ScD, Professor and Director, The Center for the Evaluation of Value and Risk in Health, Institute for Clinical Research and Health Policy Studies, Tufts Medical Center, Boston, MA, USA

**Panelists:** Scott Gottlieb, MD, Resident Fellow, American Enterprise Institute for Public Policy Research, Washington, DC, USA; Sean R. Tunis, MD, MSc, Founder and Director, Center for Medical Technology Policy, Baltimore, MD, USA; James Chambers, MPharm, MSc, Project Director, The Center for the Evaluation of Value and Risk in Health, Institute for Clinical Research and Health Policy Studies, Tufts Medical Center, Boston, MA, USA

**IP2: PAYING FOR VALUE - WHICH TO GO FOR: THE NEW UK APPROACH OR THE NEW GERMAN LAW OR NEITHER? Peale (1st Floor)**

**Moderator:** J. Jaime Caro, MDCM, FRCPC, FAC, Senior Vice President of Health Economics, United BioSource Corporation, Lexington, MA, USA

**Panelists:** Peter L. Kolominsky-Rabas, MD, PhD, MBA, Director, Centre for Health Technology Assessment (HTA) and Public Health (IZPH), University of Erlangen-Nurnberg, Erlangen, Germany; Alistair J. McGuire, PhD, Professor and Head of Social Policy, LSE Health and Social Care, London, UK

**IP3: ASSESSMENTS OF RELATIVE EFFICACY: DO THE BENEFITS JUSTIFY THE COSTS? Holiday Ballroom 2-3 (2nd Floor)**

**Moderator:** Benedikte Lensberg, MSc, Project Leader, i3 Innovus, Uxbridge, Middlesex, UK

**Panelists:** Michael Drummond, MCom, DPhil, Professor of Health Economics, Centre for Health Economics, University of York, Heslington, York, UK; Kalipso Chalkidou, MD, Director, NICE International, National Institute for Health and Clinical Excellence, London, UK; Adrian Towse, MA, Director, Office of Health Economics, London, UK

### ECONOMIC OUTCOMES RESEARCH ISSUES

**IP4: WHAT CAN WE LEARN FROM SUCCESS AND FAILURES IN PERSONALIZED MEDICINE? IMPLICATIONS FOR EVOLVING HEALTH ECONOMICS AND OUTCOMES RESEARCH PRACTICES Holiday Ballroom 1 (2nd Floor)**

**Moderator:** Eric C. Faulkner, MPH, Senior Director, Market Access and Outcomes Strategy, RTI Health Solutions, Research Triangle Park, NC, USA

**Panelists:** Bruce Quinn, PhD, MD, Senior Health Policy Specialist, Foley Hoag, Boston, MA, USA; Kostas Trakas, PhD, MSc, Senior Director, Worldwide Health Economics & Pricing, CNS, Johnson & Johnson Pharmaceutical Services LLC, Toronto, ON, Canada; Lou Garrison, PhD, Professor, Pharmaceutical Outcomes Research & Policy Program, Department of Pharmacy, University of Washington, Seattle, WA, USA

### CLINICAL OUTCOMES RESEARCH ISSUES

**IP5: DEBATING THE VALUE AND FUTURE DIRECTIONS OF PATIENT REGISTRIES IN COMPARATIVE EFFECTIVENESS RESEARCH Johnson (1st Floor)**

**Moderator:** Nancy Dreyer, PhD, MPH, Chief of Scientific Affairs, Senior Vice President, Outcome, Cambridge, MA, USA

**Panelists:** Charles E. Barr, MD, MPH, Medical Director, Head of Registries, Medical Affairs, Genentech, Inc., San Francisco, CA, USA; John Spertus, MD, MPH, Professor, Clinical Director of Outcomes Research, University of Missouri-Kansas City and Mid America Heart Institute of Saint Luke's Hospital, Kansas City, MO, USA; Robert McDonough, MD, JD, MPP, Head, Clinical Policy Research and Development, Aetna, Hartford, CT, USA

**12:00PM-1:45PM LUNCH, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION I Key Ballroom & Foyer (2nd Floor)**

(See pages 38-56 for Research Poster Presentations)

Lunch sponsored by Thomson Reuters



THOMSON REUTERS

### ISPOR MEETINGS (BY INVITATION ONLY)

**12:15PM-1:15PM ISPOR INSTITUTIONAL COUNCIL Ruth (1st Floor)**

**12:30PM-1:30PM ISPOR HTA OF MEDICAL DEVICE AND DIAGNOSTICS WORKING GROUP Johnson (1st Floor)**

**ISPOR RISK BENEFIT MANAGEMENT SPECIAL INTEREST GROUP Poe A (2nd Floor)**

**ISPOR LATIN AMERICA CONSORTIUM EXECUTIVE COMMITTEE Poe B (2nd Floor)**

**ISPOR AWARDS COMMITTEE Latrobe (1st Floor)**

**ISPOR EUROPE AND ISRAEL REGIONAL CHAPTERS Blake (2nd Floor)**

**12:30PM-1:30PM EDUCATIONAL SYMPOSIUM Holiday Ballroom 4-6 (2nd Floor)**

(See page 110 for Symposium description)

**NEW PATIENT-LEVEL DATA FROM SENTINEL, ACA AND RECENT COMMERCIAL ENDEAVOURS: IMPLICATIONS FOR OUTCOMES RESEARCH**

(Sponsored by IMS Consulting Group)

ims consulting group



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## Program & Schedule of Events - Monday, May 23

### 1:45PM-2:45PM RESEARCH PODIUM PRESENTATIONS – SESSION I

Page numbers refer to Podium Abstracts in Value in Health 14 (3)

#### CANCER OUTCOMES RESEARCH **Holiday Ballroom 2-3 (2nd Floor)**

**Moderator:** Rahul Khanna, MBA, PhD, Assistant Professor of Pharmacy Administration, School of Pharmacy, University of Mississippi, University, MS, USA

- pgA1 CN1 **MONOTHERAPY OF ANDROGEN DEPRIVATION THERAPY VERSUS RADICAL PROSTATECTOMY AMONG VETERANS WITH LOCALIZED PROSTATE CANCER: A COMPARATIVE EFFECTIVENESS ANALYSIS OF RETROSPECTIVE COHORTS**  
Liu J, Shi L, Sartor O, Tulane University, New Orleans, LA, USA
- pgA1 CN2 **ESTIMATED EFFECTS OF THE NATIONAL BREAST AND CERVICAL CANCER EARLY DETECTION PROGRAM ON CERVICAL CANCER MORTALITY**  
Ekwueme DU<sup>1</sup>, Uzunangelov V<sup>2</sup>, Hoerger T<sup>2</sup>, Saraiya M<sup>1</sup>, Miller J<sup>1</sup>, Hall I<sup>1</sup>, Benard V<sup>1</sup>, Royalty J<sup>1</sup>, Li C<sup>1</sup>, <sup>1</sup>Center for Disease Control and Prevention, Atlanta, GA, USA, <sup>2</sup>RTI International, Research Triangle Park, NC, USA
- pgA1 CN3 **THE VALUE OF RESEARCH FOR ERCC1 TESTING IN STAGE I NON-SMALL CELL LUNG CANCER**  
Roth J<sup>1</sup>, Carlson JJ<sup>2</sup>, Steuten L<sup>3</sup>, Veenstra D<sup>1</sup>, <sup>1</sup>University of Washington, Pharmaceutical Outcomes Research and Policy Program, Seattle, WA, USA, <sup>2</sup>University of Washington, Seattle, WA, USA, <sup>3</sup>University of Twente, Enschede, The Netherlands
- pgA1 CN4 **PALONOSETRON VERSUS OTHER 5-HYDROXYTRYPTAMINE<sub>3</sub> RECEPTOR ANTAGONISTS FOR PREVENTION OF CHEMOTHERAPY INDUCED NAUSEA AND VOMITING AMONG MEDICARE PATIENTS WITH CANCER**  
Craver C<sup>1</sup>, Gayle J<sup>1</sup>, Balu S<sup>2</sup>, Buchner D<sup>2</sup>, <sup>1</sup>Premier, Inc, Charlotte, NC, USA, <sup>2</sup>Eisai Inc., Woodcliff Lake, NJ, USA

#### COMPARATIVE EFFECTIVENESS RESEARCH **Holiday Ballroom 4-6 (2nd Floor)**

**Moderator:** John J. Doyle, MPH, BSc, DrPH, Vice President and Managing Director, Quintiles Consulting, Hawthorne, NY, USA

- pgA1 CO1 **COMPARATIVE EFFECTIVENESS ANALYSIS OF TNF BLOCKERS IN RHEUMATOID ARTHRITIS (RA) PATIENTS IN A REAL-WORLD SETTING**  
Bonafede RP<sup>1</sup>, Pearson D<sup>2</sup>, Babich J<sup>3</sup>, Chastek B<sup>4</sup>, Becker L<sup>4</sup>, Watson C<sup>5</sup>, Chaudhari S<sup>6</sup>, Harrison DJ<sup>7</sup>, Gandra SR<sup>7</sup>, <sup>1</sup>Providence Arthritis Center, Portland, OR, USA, <sup>2</sup>Ventura County Medical Center, Ventura, CA, USA, <sup>3</sup>Carolina Bone & Joint, Charlotte, NC, USA, <sup>4</sup>i3 Innovus, Eden Prairie, MN, USA, <sup>5</sup>Amgen, Newbury Park, CA, USA, <sup>6</sup>KForce Clinical Research, Tampa, FL, USA, <sup>7</sup>Amgen Inc., Thousand Oaks, CA, USA
- pgA2 CO2 **REAL-WORLD COST-EFFECTIVENESS ANALYSIS OF CANCER DRUGS: COMPARATIVE EFFECTIVENESS RESEARCH USING RETROSPECTIVE CANADIAN REGISTRY DATA BEFORE AND AFTER DRUG APPROVAL**  
Khor S<sup>1</sup>, Krahn M<sup>2</sup>, Hodgson D<sup>3</sup>, Bremner K<sup>4</sup>, Luo J<sup>5</sup>, Hoch J<sup>1</sup>, <sup>1</sup>Cancer Care Ontario, Toronto, ON, Canada, <sup>2</sup>Toronto Health Economics and Technology Assessment (THETA) Collaborative, Toronto, ON, Canada, <sup>3</sup>Princess Margaret Hospital, Toronto, ON, Canada, <sup>4</sup>University Health Network, Toronto, ON, Canada, <sup>5</sup>The Institute For Clinical Evaluative Sciences, Toronto, ON, Canada
- pgA2 CO3 **PROJECT LIBRA: A NEW ANALYTIC TOOL FOR COMPARATIVE EFFECTIVENESS ANALYSES OF MULTIPAYER CLAIMS DATABASES**  
Mark T<sup>1</sup>, Pepitone A<sup>2</sup>, Hatzmann M<sup>1</sup>, Navathe A<sup>3</sup>, Goodrich K<sup>3</sup>, Mark T<sup>1</sup>, <sup>1</sup>Thomson Reuters, Washington, DC, USA, <sup>2</sup>Thomson Reuters, Santa Barbara, CA, USA, <sup>3</sup>Assistant Secretary for Planning and Evaluation, Washington, DC, USA
- pgA2 CO4 **POTENTIAL COST SAVINGS FROM COMPARATIVE EFFECTIVENESS RESEARCH: LESSONS FROM COURAGE STUDY**  
Bonakdar Tehrani A, Howard D, Emory University, Atlanta, GA, USA

#### EFFECTS OF DRUG MANAGEMENT PROGRAMS ON PATIENTS **Peale (1st Floor)**

**Moderator:** Jalpa A. Doshi, PhD, Assistant Professor of Medicine, General Internal Medicine, Director, Economic Evaluations Unit, Center for Evidence-Based Practice and Director, Value-Based Insurance Design Initiatives, Center for Health Incentives, University of Pennsylvania, Philadelphia, PA, USA

- pgA2 DM1 **IMPACT OF A PHARMACY REFILL MANAGEMENT SYSTEM ON OUTCOMES IN END STAGE RENAL DISEASE (ESRD) PATIENTS**  
Rubin JL<sup>1</sup>, Wilson SM<sup>1</sup>, Golomb J<sup>2</sup>, <sup>1</sup>DaVita Clinical Research, Minneapolis, MN, USA, <sup>2</sup>DaVita Rx, San Bruno, CA, USA
- pgA3 DM2 **12-MONTH OUTCOMES OF A PHARMACIST-PROVIDED TELEPHONE MEDICATION THERAPY MANAGEMENT (MTM) PROGRAM**  
Moczygamba L<sup>1</sup>, Barner JC<sup>2</sup>, Gabrillo E<sup>3</sup>, <sup>1</sup>Virginia Commonwealth University, Richmond, VA, USA, <sup>2</sup>The University of Texas at Austin, Austin, TX, USA, <sup>3</sup>Scott & White Health Plan Prescription Services, Temple, TX, USA
- pgA3 DM3 **IMPACT OF MONTHLY PRESCRIPTION CAP ON MEDICATION PERSISTENCY AMONG PATIENTS WITH DIABETES, HYPERTENSION, OR HYPERLIPIDEMIA**  
Wang CC, Wei D, Farley J, University of North Carolina at Chapel Hill, Chapel Hill, NC, USA
- pgA3 DM4 **EVALUATION OF CLINICAL LABORATORY-PHARMACY LINKAGE DECISION SUPPORT IN THE USE OF POTASSIUM SUPPLEMENTS**  
Yu S, Galanter W, Lin FJ, Lambert B, University of Illinois at Chicago, Chicago, IL, USA

#### EMPLOYEE HEALTH & PRODUCTIVITY OUTCOMES RESEARCH **Johnson (1st Floor)**

**Moderator:** Teresa B. Gibson PhD, MS, MA, Director, Health Outcomes, Thomson Reuters (Healthcare), Ann Arbor, MI, USA

- pgA3 OR1 **THE ASSOCIATION BETWEEN SELF-PERCEIVED COGNITIVE DIFFICULTIES AND LEVEL OF DEPRESSION AMONG EMPLOYEES WITH CURRENT DEPRESSION**  
Lawrence C<sup>1</sup>, Roy A<sup>2</sup>, Hari Krishnan V<sup>2</sup>, Yu S<sup>2</sup>, Dabbous OH<sup>2</sup>, <sup>1</sup>Xcenda AmerisourceBergan Consulting Services, Palm Harbor, FL, USA, <sup>2</sup>Takeda Pharmaceuticals International, Deerfield, IL, USA
- pgA3 OR2 **ASSESSING THE RELATIONSHIP BETWEEN MEDICATION ADHERENCE AND EMPLOYEE PRODUCTIVITY**  
Loeppke R<sup>1</sup>, Haufler V<sup>2</sup>, Jinnett K<sup>3</sup>, <sup>1</sup>U.S. Preventive Medicine, Inc., Brentwood, TN, USA, <sup>2</sup>Alere, Rosemont, IL, USA, <sup>3</sup>Integrated Benefits Institute, San Francisco, CA, USA
- pgA4 OR3 **THE DIRECT AND INDIRECT COSTS ASSOCIATED WITH HYPOGONADISM AMONG US PRIVATELY-INSURED EMPLOYEES**  
Kaltenboeck A<sup>1</sup>, Foster S<sup>2</sup>, Thomas N<sup>2</sup>, Ivanova J<sup>1</sup>, Diener M<sup>1</sup>, Bergman R<sup>1</sup>, Birnbaum H<sup>3</sup>, Swindle R<sup>2</sup>, <sup>1</sup>Analysis Group, Inc., New York, NY, USA, <sup>2</sup>Eli Lilly and Company, Indianapolis, IN, USA, <sup>3</sup>Analysis Group, Inc., Boston, MA, USA
- pgA4 OR4 **ASSOCIATIONS BETWEEN JOBLESSNESS AND ALL-CAUSE HEALTH SERVICES UTILIZATION IN US DIABETIC WORKING AGE ADULTS**  
Davis-Ajami ML<sup>1</sup>, Nahata M<sup>1</sup>, Seiber E<sup>1</sup>, Reardon G<sup>2</sup>, Balkrishnan R<sup>3</sup>, <sup>1</sup>The Ohio State University, Columbus, OH, USA, <sup>2</sup>Informagenics, LLC, Worthington, OH, USA, <sup>3</sup>University of Michigan, Ann Arbor, MI, USA



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## Program & Schedule of Events - Monday, May 23

### 1:45PM-2:45PM RESEARCH PODIUM PRESENTATIONS – SESSION I CONTINUED...

#### CASE STUDIES IN ADDRESSING SELECTION BIAS *Holiday Ballroom 1 (2nd Floor)*

**Moderator:** Hemant Phatak, PhD, Director, Global Health Economics and Outcomes Research, Bristol-Myers Squibb, Princeton, NJ, USA

- pgA4 SB1 COMPARISON OF DIFFERENCE-IN-DIFFERENCE, PROPENSITY SCORE MATCHING AND INSTRUMENTAL VARIABLES IN ESTIMATING COST DIFFERENCES BETWEEN TWO COHORTS  
**Cao Z**, Song X, Thomson Reuters, Cambridge, MA, USA
- pgA4 SB2 ZEROS AND NON-REPORTED HEALTH CARE AND WORKPLACE PRODUCTIVITY DATA: AN APPLICATION OF TWO-STAGE ESTIMATION TECHNIQUES MEASURING INPATIENT COSTS AND ABSENTEEISM ASSOCIATED WITH LOW BACK AND NECK PAIN  
**Simons WR**<sup>1</sup>, Chow W<sup>2</sup>, Biondi D<sup>2</sup>, Benson C<sup>2</sup>, Kim M<sup>2</sup>, <sup>1</sup>Global Health Economics & Outcomes Research Inc., Summit, NJ, USA, <sup>2</sup>Ortho-McNeil Janssen Scientific Affairs, LLC, Raritan, NJ, USA
- pgA4 SB3 INNOVATIVE DESIGN FOR A COMPARATIVE EFFECTIVENESS STUDY OF SCHIZOPHRENIA TREATMENTS: ANALYSIS OF RECORD REVIEW DATA INCORPORATING RANDOMIZATION AND PROPENSITY SCORE MATCHING  
McCarrier KP<sup>1</sup>, **Durkin MB**<sup>2</sup>, Dirani R<sup>2</sup>, Markowitz M<sup>2</sup>, Slabaugh SL<sup>2</sup>, Martin ML<sup>1</sup>, <sup>1</sup>Health Research Associates, Inc, Seattle, WA, USA, <sup>2</sup>Ortho-McNeil Janssen Scientific Affairs, LLC, Titusville, NJ, USA
- pgA5 SB4 A METHODOLOGY FOR ASSESSING TREATMENT EFFECT IN THE PRESENCE OF DISEASE SEVERITY AND COMORBIDITY IN RETROSPECTIVE OBSERVATIONAL STUDIES  
**Kiri VA**, PAREXEL International, Uxbridge, London, UK

### 3:00PM-4:00PM WORKSHOPS – SESSION I

(See pages 98-105 for Workshop descriptions)

#### CLINICAL OUTCOMES RESEARCH ISSUES

##### W1: CONDUCTING & INTERPRETING INDIRECT TREATMENT COMPARISON AND NETWORK META-ANALYSIS: LEARNING THE BASICS *Holiday Ballroom 4-6 (2nd Floor)*

**Discussion Leaders:** Jeroen P. Jansen, PhD, MSc, Research Director, Mapi Values, Boston, MA, USA; Neil Hawkins, PhD, Director, Oxford Outcomes Ltd, Oxford, UK; Joseph C. Cappelleri, PhD, MPH, Pfizer Inc, New London, CT, USA; Rachael Fleurence, PhD, Director, Oxford Outcomes, Bethesda, MD, USA

#### ECONOMIC OUTCOMES RESEARCH

##### W2: CHALLENGES AND SOLUTIONS IN CONDUCTING RETROSPECTIVE HEALTH ECONOMICS AND OUTCOMES RESEARCH STUDIES FOR ORPHAN DRUGS AND DISEASES *Ruth (1st Floor)*

**Discussion Leaders:** Peter Sun, MD, PhD, Vice President, Health Economics & Outcomes Research, Kailo Research Group, Fishers, IN, USA; Zhimei Liu, PhD, Associate Director, Novartis Pharmaceuticals Corporation, East Hanover, NJ, USA; Amy Guo, PhD, Senior Director, Health Economics & Outcomes Research, US CD&MA, Novartis Pharmaceuticals Corporation, East Hanover, NJ, USA; Jie Zhang, PhD, Director, Novartis Pharmaceuticals Corporation Medical, East Hanover, NJ, USA

#### HEALTH CARE POLICY DEVELOPMENT USING OUTCOMES RESEARCH

##### W3: PATIENT-CENTERED BENEFIT-RISK ANALYSIS: THE CASE FOR ANALYTIC HIERARCHY PROCESS *Peale (2nd Floor)*

**Discussion Leaders:** Maarten J. IJzerman, PhD, Professor & Chair, Department of Health Technology & Services Research, University Twente, Enschede, The Netherlands; John F.P. Bridges, PhD, Assistant Professor, Department of Health Policy and Management, Johns Hopkins. Bloomberg School of Public Health, Baltimore, MD, USA; Sonal Singh, MD, MPH, Assistant Professor, Division of General Internal Medicine, Johns Hopkins School of Medicine, Baltimore, MD, USA

#### PATIENT-REPORTED OUTCOMES & PREFERENCE-BASED RESEARCH

##### W4: CHOOSING PRO STATISTICAL ENDPOINTS TO MAXIMIZE SUCCESSFUL OUTCOMES *Holiday Ballroom 2-3 (2nd Floor)*

**Discussion Leaders:** Dennis D. Gagnon, MA, MABE, Senior Director, Strategic Consulting, Thomson Reuters, Santa Barbara, CA, USA; Margaret Rothman, PhD, Senior Director, Worldwide Market Access, Johnson & Johnson Pharmaceutical Services, LLC, Raritan, NJ, USA

#### USE OF REAL WORLD DATA

##### W5: USING CMS MEDICARE CLAIMS PUBLIC USE FILES (PUFS) FOR COMPARATIVE EFFECTIVENESS RESEARCH (CER) *Holiday Ballroom 1 (2nd Floor)*

**Discussion Leaders:** Samuel C. "Chris" Haffer, PhD, Program Manager - Information & Methods Group, Office of Research, Development, & Information, Centers for Medicare and Medicaid Services (CMS), Baltimore, MD, USA; Craig G. Coelen, PhD, President, IMPAQ International, LLC, Columbia, MD, USA; Elizabeth C. Hair, PhD, Senior Research Scientist, Public Health, NORC at the University of Chicago, Bethesda, MD, USA; Jane Hyatt Thorpe, JD, Associate Research Professor, Department of Health Policy, School of Public Health and Health Services, George Washington University Medical Center, Washington, DC, USA

##### W6: POWERFUL DATA, MEANINGFUL ANSWERS: INTRODUCTION TO THE HEALTH CARE COST AND UTILIZATION PROJECT *Johnson (1st Floor)*

**Discussion Leaders:** Claudia Steiner, MD, MPH, Senior Research Physician, Center for Delivery, Organization and Markets (CDOM), Agency for Healthcare Research and Quality (AHRQ), Rockville, MD, USA; Elizabeth Stranges, MS, Research Leader, Thomson Reuters, Evanston, IL, USA

### 4:00PM-4:15PM BREAK, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION I *Key Ballroom & Foyer (2nd Floor)*

(See pages 38-56 for Research Poster Presentations)

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# ISPOR 16th Annual International Meeting

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## Program & Schedule of Events - Monday, May 23

### 4:15PM-5:15PM WORKSHOPS – SESSION II

(See pages 98-105 for Workshop descriptions)

#### CLINICAL OUTCOMES RESEARCH

**W7: NEW METHODS TO ADJUST FOR SELECTIVE CROSSOVER IN SURVIVAL ANALYSIS: IN ASSESSMENTS OF COST-EFFECTIVENESS OF CANCER THERAPIES**

**Holiday Ballroom 1 (2nd Floor)**

**Discussion Leaders:** **Thomas E. Delea, MSIA**, Senior Research Consultant, Policy Analysis, Inc., (PAI), Brookline, MA, USA; **Mei-Sheng Duh, MPH, ScD**, Managing Principal, Analysis Group, Inc., Boston, MA, USA; **Lee-Jen Wei, PhD**, Professor, Biostatistics, Harvard University, Boston, MA, USA; **James Robins, MD**, Professor of Epidemiology, Harvard School of Public Health, Boston, MA, USA

#### ECONOMIC OUTCOMES RESEARCH

**W8: BRICS & MORTAR: BUILDING EMERGING MARKETS INTO GLOBAL HEOR PROGRAMS** **Johnson (1st Floor)**

**Discussion Leaders:** **David Thompson, PhD**, Senior Vice President, Health Economics & Strategic Consulting, i3 Innovus, Medford, MA, USA; **Gabriela Tannus, MSc**, President, Axia.Bio, Sao Paulo, SP, Brazil; **Jianwei Xuan, PhD**, Senior Director/Team Leader, Pfizer, New York, NY, USA

#### HEALTH CARE POLICY DEVELOPMENT USING OUTCOMES RESEARCH

**W9: USING COMPARATIVE EFFECTIVENESS RESEARCH (CER) TO SUPPORT A VALUE-BASED HEALTH CARE SYSTEM, EXAMPLES FROM THE UNITED STATES AND EUROPE**

**Holiday Ballroom 4-6 (2nd Floor)**

**Discussion Leaders:** **Rachael Fleurence, PhD**, Director, Oxford Outcomes, Bethesda, MD, USA; **Feng Pan, PhD**, Senior Research Associate, Center for Health Economics and Science Policy, United BioSource Corporation, Bethesda, MD, USA; **Corinna Sorenson, MPH, MHSA**, Research Officer, European Health Policy, Health & Social Care, London School of Economics and European Health Technology Institute for Socio-Economic Research, London, UK

**W10: DEVELOPING BETTER EVIDENCE OF PRODUCT SAFETY** **Peale (1st Floor)**

**Discussion Leaders:** **Joshua S. Benner, PharmD, ScD**, Research Director and Fellow, Engelberg Center for Health Care Reform, The Brookings Institution, Washington, DC, USA; **Judy Racoosin, MD, MPH**, Sentinel Initiative Scientific Lead, Office of Medical Policy, Center for Drug Evaluation and Research, US Food and Drug Administration, Silver Spring, MD, USA; **Jeffrey S. Brown, PhD**, Assistant Professor, Department of Population Medicine, Harvard Medical School and Harvard Pilgrim Health Care Institute, Boston, MA, USA; **Paul Stang PhD**, Senior Director of Epidemiology, Johnson & Johnson and Principal Investigator, Observational Medical Outcomes Partnership, Foundation for the National Institutes of Health, Philadelphia, PA, USA

#### PATIENT-REPORTED OUTCOMES/PREFERENCE-BASED RESEARCH

**W11: PATIENT PREFERENCES AND POLICIES: THE ROLE OF HEALTH-PREFERENCE DATA IN REGULATORY DECISION MAKING** **Holiday Ballroom 2-3 (2nd Floor)**

**Discussion Leaders:** **F. Reed Johnson, PhD**, Distinguished Fellow and Principal Economist, Health Preference Assessment, RTI Health Solutions, Research Triangle Park, NC, USA; **Axel Mühlbacher, PhD**, Harkness Fellow in Health Care Policy and Practice, Duke Clinical Research Institute/ Fuqua School of Business, Duke University, Durham, NC, USA; **Derek S. Brown, PhD**, Research Health Economist, RTI International, Research Triangle Park, NC, USA

#### USE OF REAL WORLD DATA

**W12: INVERSE PROBABILITY-WEIGHTED LEAST SQUARES REGRESSION FOR ESTIMATING POPULATION MEAN COSTS OF ALTERNATIVE INTERVENTIONS USING OBSERVATIONAL DATA** **Ruth (1st Floor)**

**Discussion Leaders:** **Anthony O'Hagan, PhD**, Professor, Department of Probability and Statistics, University of Sheffield, Sheffield, UK; **Michelle L. Gleeson, PhD**, Senior Research Associate, Outcomes Insights, Inc., Westlake Village, CA, USA; **Mark D. Danese, PhD**, President, Outcomes Insights, Inc., Westlake Village, CA, USA; **Robert I. Griffiths, ScD**, Vice President, Outcomes Insights, Inc., Westlake Village, CA, USA

### 5:30PM-6:30PM ISPOR FORUMS – SESSION I

**WHEN SEEING IS BELIEVING - COMPARATIVE EFFECTIVENESS: ISPOR GOOD RESEARCH PRACTICES ON PROSPECTIVE OBSERVATIONAL CLINICAL STUDIES** **Holiday Ballroom 4-6 (2nd Floor)**

Well-designed observational research has an important role in generating data about comparative effectiveness in real-world clinical practice. Key issues to consider when designing an observational study and perspectives on when to perform a prospective observational study versus a pragmatic clinical trial will be discussed. *Presented by the ISPOR Prospective Observational Clinical Studies Task Force*

**Speakers:** **Marc Berger, MD**, Co-Chair, ISPOR Prospective Observational Clinical Studies Task Force and Executive Vice President and Senior Scientist, Ingenix Life Sciences, New York, NY, USA; **Sharon-Lise Normand, PhD**, Co-Chair, ISPOR Prospective Observational Clinical Studies Task Force and Professor of Health Care Policy (Biostatistics), Department of Health Care Policy, Harvard Medical School, Boston, MA, USA; **Art Sedrakyan, MD, PhD**, Associate Professor and Director, Comparative Effectiveness Program at Hospital Special Surgery and New York Presbyterian, Weill Cornell Medical College, New York, NY, USA; **Adrian Towse, MA**, Director, Office of Health Economics, London, UK; **Nancy Dreyer, PhD, MPH**, Chief of Scientific Affairs & Senior Vice President, Outcome, Cambridge, MA, USA; **Fred Anderson, PhD**, Research Professor of Surgery and Director, Center for Outcomes Research, University of Massachusetts Medical School, Worcester, MA, USA

**PHARMACOECONOMIC GUIDELINES IN ASIA: FOCUS ON THE CHINA GUIDELINES FOR PHARMACOECONOMIC EVALUATIONS** **Johnson (1st Floor)**

In order to keep up with the economic progress in China and dynamic changes in the country's health care system, the China Guidelines for Pharmacoeconomic Evaluations were recently updated. The forum will introduce the development of the China PE guidelines and will discuss the course of future actions, followed by comments from clinicians and industry. Experiences and lessons of the implementation of pharmacoeconomic guidelines in other Asian countries will be shared. *Presented by the ISPOR Asia Consortium*

**Moderator and Speaker:** **Shanlian Hu, MD, MSc**, President, ISPOR Chinese MDA-PE Chapter and Professor, Training Center for Health Management, School of Public Health, Fudan University, Shanghai, China

**Speakers:** **Bong-Min Yang, PhD**, 2010-2012 Chair, ISPOR Asia Consortium Executive Committee and Professor of Economics, School of Public Health, Seoul National University, Seoul, South Korea; **Gordon G. Liu, PhD**, President, ISPOR Beijing Chapter and Professor and Executive Director, Health Economics and Management Institute, Guanghua School of Management, Peking University, Beijing, China; **Jiuhong Wu, PhD**, Vice President, ISPOR Beijing Chapter and Director, Pharmacy Department, 306 Hospital of PLA, Beijing, China; **Zhiqiang Guan, MD, MPH**, Vice President, ISPOR Beijing Chapter, Beijing, China





# ISPOR 16th Annual International Meeting

May 21-25, 2011 • Baltimore, MD, USA

## Program & Schedule of Events - Monday, May 23

5:30PM-6:30PM ISPOR FORUMS – SESSION I CONTINUED...

### CAREER OPTIONS IN THE WAKE OF HEALTH CARE REFORM AND RECESSION *Peale (1st Floor)*

The United States Government will possibly implement the largest change in its health care system, through the Patient Protection and Affordable Care Act of 2010, while facing the worst economic times since the Great Depression of 1930's. What impact would this situation have on a graduate's career development? Which area has the potential for the greatest increase in job opportunities? What additional skills will employers be looking for? All this and more will be discussed by a panel of experts from academia, pharmaceutical industry and consulting organization. *Organized by the ISPOR Student Council*

**Moderators:** Zeba M. Khan, RPh, PhD, ISPOR Student Network Faculty Advisor and Vice President, Pricing and Market Access, Celgene Corporation, Summit, NJ, USA; Urvi Desai, BPharm, PhD (c), ISPOR Student Network Chair 2010-2011 and Department of Pharmacotherapy and Outcomes Sciences, Virginia Commonwealth University School of Pharmacy, Richmond, VA, USA

**Speakers:** Chris L Pashos, PhD, Vice President, United BioSource Corporation, Lexington, MA, USA; C. Daniel Mullins, PhD, Co-Editor-in-Chief, *Value In Health* and Professor, Pharmacoeconomics and Associate Director of Center on Drugs and Public Policy, University of Maryland School of Pharmacy, Baltimore, MD, USA; Jens Grueger, PhD, Vice President and Head of Global Market Access, Primary Care Business Unit, Pfizer, New York, NY, USA

### CONTENT VALIDITY IN NEWLY DEVELOPED PATIENT-REPORTED OUTCOMES INSTRUMENTS FOR MEDICAL PRODUCT EVALUATION: WHAT IS SUFFICIENT FOR REGULATORY SUBMISSIONS? *Holiday Ballroom 2-3 (2nd Floor)*

The importance of patient reported outcomes (PRO) instrument content validity is emphasized both by the US Food and Drug Administration Guidance (FDA) and European Medicines Agency (EMA) Reflection Paper on the Regulatory Guidance for the Use of Health Related Quality of Life (HRQL) Measures (EMA, 2006). Developing content for, and assessing respondent understanding of, newly-developed PRO Instruments for medical product evaluation, including the methods for generating items, documenting item development, coding of qualitative data from item generation, cognitive interviewing and tracking item development through the various stages of research and preparing this tracking for submission to regulatory agencies will be discussed. *Presented by the ISPOR PRO Good Research Practices on Establishing and Reporting Evidence of Content Validity Task Force*

**Moderator:** Donald L. Patrick, PhD, MSPH, Professor, Department of Health Services, University of Washington, Seattle, WA, USA

**Speakers:** Laurie B. Burke, RPh, MPH, Director, Study Endpoints and Label Development, Office of New Drugs, CDER, FDA, Washington, DC, USA; Chad Gwaltney, PhD, Assistant Professor (Research), Department of Community Health, Brown University, Providence, RI, USA and Senior Scientist, PRO Consulting, Pittsburgh, PA, USA; Nancy Kline Leidy, PhD, Senior Vice President of Scientific Affairs, United BioSource, Bethesda, MD, USA; Mona L. Martin, RN, MPA, Executive Director, Health Research Associates, Inc., Seattle, WA, USA; Lena Ring PhD, Principal Scientist in PRO Strategy, HEOR, R&D, AstraZeneca, Södertälje, Sweden and Associate Professor, Pharmaceutical Outcomes Research, Department of Pharmacy, Uppsala University, Sweden

### DEVELOPING EVIDENCE TO SUPPORT REIMBURSEMENT AND VALUE-BASED PRICING: ISSUES AND CHALLENGES FOR STAND-ALONE VERSUS COMPANION DIAGNOSTICS *Holiday Ballroom 1 (2nd Floor)*

Stand-alone diagnostics and companion diagnostics, developed in tandem with a biopharmaceutical, often face very different challenges related to evidence generation. As payer's emphasis on diagnostics continues to grow in many markets, what are the options to balance evidence generation and value-based pricing? This forum will evaluate the key challenges facing stand-alone and companion diagnostics in the US and evaluate emerging options for aligning value demonstration with value-based payment, including the implications of emerging policy initiatives such as, accountable care organization models, stakeholder partnering, comparative effectiveness, and the evolving architecture for managing diagnostic test reimbursement and payment. Similarities or differences with other markets than the US will be addressed in the discussion. *Presented by the ISPOR HTA Special Interest Group*

**Moderator:** Annie Chicoye, PhD, Co-Chair, ISPOR Health Technology Assessment (HTA) of Medical Devices and Diagnostics Working Group and Vice-President, Development, Health Management Institute, ESSEC Business School, Cergy Pontoise, France

**Speakers:** Eric Faulkner, MPH, Senior Director, RTI Health Solutions and Executive Director, Genomics Biotech and Emerging Medical Technology Institute, National Association of Managed Care Physicians, Research Triangle Park, NC, USA; Laura Housman, MPH, MBA, Executive Director, Market Access and Pricing, Novartis Molecular Diagnostics, Cambridge, MA, USA; Susan Garfield, MSc, Vice President, Bridgehead International, Wayland, MA, USA

### RUSSIAN FEDERATION HEALTH CARE SYSTEM: ISSUES AND PROSPECTS *Ruth (1st Floor)*

(Presented in Russian with slides in English)

The most current issues of drugs supply to patients in the Russian Federation, including the recent legislation implemented to improve Russia's drugs supply system will be presented. Aspects of health care modernization, standardization of medical technologies, and access to quality medical care will also be discussed. *Presented by the ISPOR Russia Regional Chapter*

**Moderator:** Oleg Borisenko, MD, PhD, Executive Director, ISPOR Russia Regional Chapter and Head of Laboratory for Quality Management in Health Care and Evidence-Based Medicine, Department of Standardization in Health Care, Academic Institute of Public Health and Management in Health Care, Moscow State Medical University, Moscow, Russia

**Speaker:** Pavel Vorobiev, MD, PhD, MSc, President, ISPOR Russia Regional Chapter, Professor and Head of the Research Department of Health Care Standardization, Sechenov Medical Academy, Moscow, Russia

6:30PM-7:00PM ISPOR ANNUAL BUSINESS MEETING *Ruth (1st Floor)*

**Call To Order:** Scott D. Ramsey, MD, PhD, 2010-2011 ISPOR President

**Executive Director's Report:** Marilyn Dix Smith, RPh, PhD, ISPOR Executive Director

**Treasurer's Report:** Karen Rascati, RPh, PhD, ISPOR Treasurer

**Value In Health Co-Editors-In-Chief Report:** C. Daniel Mullins, PhD and Michael Drummond, PhD

**ISPOR CONNECTIONS Editor-In-Chief Report:** David Thompson, PhD

**Member Open Discussion:** ISPOR Members

**New Business:** Scott D. Ramsey, MD, PhD, 2010-2011 ISPOR President



# ISPOR 16th Annual International Meeting

May 21-25, 2011 - Baltimore, MD, USA

## Program & Schedule of Events - Monday, May 23 & Tuesday, May 24

6:30PM-7:30PM **POSTER AUTHOR DISCUSSION HOUR – SESSION I** *Key Ballroom (2nd Floor)*

(See pages 38-56 for Research Poster Presentations)

6:30PM-8:30PM **EXHIBITORS' OPEN HOUSE RECEPTION & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION I**

**Key Ballroom & Foyer (2nd Floor)**

(See pages 38-56 for Research Poster Presentations)

Reception sponsored by United BioSource Corporation



## TUESDAY, MAY 24

7:00AM-8:00AM **EDUCATIONAL SYMPOSIUM** *Holiday Ballroom 4-6 (2nd Floor)*

(See page 111 for Symposium description)

**PHARMACEUTICAL BENEFIT-RISK ASSESSMENT – WHAT SHOULD WE DO IN THE ABSENCE OF REGULATORY GUIDANCE?**

(Sponsored by RTI Health Solutions)



### ISPOR MEETINGS (BY INVITATION ONLY)

7:00AM-8:15AM ISPOR ASIA CONSORTIUM EXECUTIVE COMMITTEE **Poe A (2nd Floor)**

7:00AM-8:15AM ISPOR ASIA CONSORTIUM HEALTH TECHNOLOGY PRODUCERS (INDUSTRY) COMMITTEE **Poe B (2nd Floor)**

7:15AM-8:15AM ISPOR HEALTH INFORMATION TECHNOLOGY COMPARATIVE EFFECTIVENESS RESEARCH AND CLINICAL DECISION SUPPORT SYSTEMS WORKING GROUP **Latrobe (1st Floor)**

7:15AM-8:15AM ISPOR LATIN AMERICA CONSORTIUM HEALTH TECHNOLOGY PRODUCERS (INDUSTRY) COMMITTEE **Ruth (1st Floor)**

7:15AM-8:15AM ISPOR PRO MIXED METHODS TO COLLECT PRO DATA AND CLINICAL TRIALS TASK FORCE **Blake (2nd Floor)**

7:15AM-8:15AM ISPOR HEALTH ECONOMETRICS WORKING GROUP **Douglass (3rd Floor)**

8:00AM-8:30AM **EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION II** *Key Ballroom & Foyer (2nd Floor)*

(See pages 57-74 for Research Poster Presentations)

8:30AM-9:30AM **RESEARCH PODIUM PRESENTATIONS – SESSION II**

Page numbers refer to Podium Abstracts in *Value in Health* 14 (3)

**RESEARCH ON METHODS: COST-EFFECTIVENESS ANALYSIS** *Holiday Ballroom 4-6 (2nd Floor)*

**Moderator:** Joseph Thomas, PhD, MSc, Professor, College of Pharmacy and Regenstrief Center for Health Care Engineering, Center for Health Outcomes Research and Policy, Purdue University, West Lafayette, IN, USA

pgA5 CE1 **COST-EFFECTIVENESS SENSITIVITY ANALYSIS METHODS: A COMPARISON OF ONE-WAY SENSITIVITY, ANALYSIS OF COVARIANCE, AND EXPECTED VALUE OF PARTIAL PERFECT INFORMATION**

Campbell J<sup>1</sup>, McQueen RB<sup>1</sup>, Libby A<sup>1</sup>, Briggs A<sup>2</sup>, <sup>1</sup>University of Colorado, Aurora, CO, USA, <sup>2</sup>University of Glasgow, Glasgow, UK

pgA5 CE2 **A NOVEL WAY OF ESTIMATING COST-EFFECTIVENESS RATIOS FROM CLINICAL TRIALS WITH MISSING DATA: A SIMULATION STUDY**

Gagnon DD<sup>1</sup>, Engelhart L<sup>2</sup>, Thomson Reuters, Santa Barbara, CA, USA, <sup>2</sup>DePuy, Inc., Raynham, MA, USA

pgA5 CE3 **COST-EFFECTIVENESS ANALYSIS AND BUDGET IMPACT ASSESSMENT: A GRAPHICAL WAY TO COMBINE THE TWO FOR THE AID OF DECISION-MAKERS**

Paulden M, Pham B, University of Toronto, Toronto, ON, Canada

pgA5 CE4 **USING DYNAMIC TRANSMISSION MODELS TO ESTIMATE THE COST EFFECTIVENESS OF VACCINES: FOUR DIFFERENT METHODS AND THEIR RELEVANCE FOR DECISION MAKERS**

Mauskopf J<sup>1</sup>, Talbird SE<sup>1</sup>, Standaert B<sup>2</sup>, <sup>1</sup>RTI Health Solutions, Research Triangle Park, NC, USA, <sup>2</sup>GlaxoSmithKline Biologicals, Wavre, Belgium

**RESEARCH ON METHODS: DATABASE ANALYSIS** **Peale (1st Floor)**

**Moderator:** Junling Wang, PhD, MS, Associate Professor, Department of Pharmaceutical Sciences, University of Tennessee College of Pharmacy, Memphis, TN, USA

pgA6 DS1 **INTEGRATING DATA SOURCES TO CONDUCT COMPREHENSIVE ONCOLOGY BASED OUTCOMES RESEARCH**

Albright F<sup>1</sup>, Bollu V<sup>2</sup>, Kuo KL<sup>3</sup>, Raimundo K<sup>1</sup>, Barney R<sup>3</sup>, Stenehjem D<sup>3</sup>, **Brixner D**<sup>3</sup>, <sup>1</sup>University of Utah College of Pharmacy, Salt Lake City, UT, USA, <sup>2</sup>Novartis Pharmaceuticals Corporation, East Hanover, NJ, USA, <sup>3</sup>University of Utah, Salt Lake City, UT, USA

pgA6 DS2 **A VALIDATION STUDY OF ALGORITHMS FOR IDENTIFYING METASTATIC BREAST, LUNG, OR COLORECTAL CANCER IN ADMINISTRATIVE CLAIMS DATA**

Whyte JL<sup>1</sup>, Engel-Nitz NM<sup>2</sup>, Teitelbaum A<sup>2</sup>, Gomez Rey G<sup>2</sup>, Kallich J<sup>1</sup>, <sup>1</sup>Amgen Inc., Thousand Oaks, CA, USA, <sup>2</sup>i3 Innovus, Eden Prairie, MN, USA

pgA6 DS3 **AVAILABILITY OF LABORATORY RESULTS DATA IN A US CLAIMS DATABASE**

Horne LN, Ming EE, Doyle C, AstraZeneca Pharmaceuticals LP, Wilmington, DE, USA

pgA6 DS4 **BURDEN OF PROOF...PROOF OF PRINCIPLE: REPLICATION QUANTIFICATION, REPLICATION AND VALIDATION... STANDARDS OF EVIDENCE IN OUTCOMES RESEARCH SURROGATE ENDPOINTS FOR ALL-CAUSE MORTALITY**

Simons WR, Global Health Economics & Outcomes Research Inc, Summit, NJ, USA



# ISPOR 16th Annual International Meeting

May 21-25, 2011 • Baltimore, MD, USA

## Program & Schedule of Events - Tuesday, May 24

### 8:30AM-9:30AM RESEARCH PODIUM PRESENTATIONS – SESSION II CONTINUED...

#### DRUG USE AND PATIENT SAFETY **Johnson (1st Floor)**

**Moderator:** Edward Kim, MD, MBA, Executive Director, Health Economics and Outcomes Research, Novartis Pharmaceuticals Corporation, East Hanover, NJ, USA

- pgA6 DU1 **COMPARATIVE SAFETY OF STIMULANT AND ATOMOXETINE ASSOCIATED WITH THE RISK OF SUBSTANCE USE DISORDER AMONG ADOLESCENTS WITH ATTENTION-DEFICIT/HYPERACTIVITY DISORDER**  
**Bhattacharjee S<sup>1</sup>**, Chen H<sup>2</sup>, Bhatara V<sup>3</sup>, Aparasu RR<sup>2</sup>, <sup>1</sup>West Virginia University, Morgantown, WV, USA, <sup>2</sup>University of Houston, Houston, TX, USA, <sup>3</sup>University of South Dakota Sanford School of Medicine, Sioux Falls, SD, USA
- pgA7 DU2 **PREVALENCE AND PREDICTORS OF POTENTIALLY SIGNIFICANT DRUG-DRUG INTERACTIONS IN THE ELDERLY**  
**Dudash K<sup>1</sup>**, Negri G<sup>2</sup>, Baccarini S<sup>3</sup>, Rabinowitz C<sup>1</sup>, Maio V<sup>1</sup>, <sup>1</sup>Thomas Jefferson University, Philadelphia, PA, USA, <sup>2</sup>Local Health Authority Parma, Parma, Italy, <sup>3</sup>Ospedale di Fidenza - San Secondo, Fidenza, Parma, Italy
- pgA7 DU3 **IMPACT OF THE FDA'S ANTIPSYCHOTIC BLACK BOX WARNING ON PSYCHOTROPIC DRUG PRESCRIBING IN ELDERLY PATIENTS WITH DEMENTIA IN OUTPATIENT AND OFFICE-BASED SETTINGS**  
**Desai VC**, Heaton PC, Kelton C, University of Cincinnati, Cincinnati, OH, USA
- pgA7 DU4 **THE LONG TERM UTILIZATION OF STIMULANTS IN CHILDREN AND ADOLESCENTS: A MEDICAID STUDY**  
**Sudharshan L**, Chen H, University of Houston, Houston, TX, USA

#### INFECTION OUTCOMES RESEARCH **Holiday Ballroom 1 (2nd Floor)**

**Moderator:** Jeff J. Guo, PhD, RPh, Associate Professor, Pharmacoeconomics & Pharmacoepidemiology, University of Cincinnati, Cincinnati, OH, USA

- pgA7 IN1 **MEASUREMENT OF SYMPTOMS AND IMPACT OF INFLUENZA: DEVELOPMENT OF THE SYMPTOM INTENSITY AND IMPACT OF INFLUENZA QUESTIONNAIRE (FLU-IIQ)**  
**Osborne RH<sup>1</sup>**, Norquist J<sup>2</sup>, Elsworth G<sup>1</sup>, Busija L<sup>3</sup>, Mehta V<sup>4</sup>, Herring T<sup>4</sup>, Gupta S<sup>4</sup>, <sup>1</sup>Deakin University, Melbourne, Victoria, Australia, <sup>2</sup>Merck Sharp & Dohme Corp, North Wales, PA, USA, <sup>3</sup>The University of Melbourne, Melbourne, Victoria, Australia, <sup>4</sup>Merck Research Laboratories, North Wales, PA, USA
- pgA7 IN2 **ASSOCIATION BETWEEN DRUG TOLERABILITY AND ECONOMIC IMPACT FOR PROPHYLAXIS OF INVASIVE FUNGAL INFECTION AFTER ALLOGENEIC HEMATOPOIETIC STEM CELL TRANSPLANT**  
**Gao X<sup>1</sup>**, Ji X<sup>1</sup>, Stephens JM<sup>1</sup>, Schlamm H<sup>2</sup>, Tarallo M<sup>2</sup>, <sup>1</sup>Pharmerit International, Bethesda, MD, USA, <sup>2</sup>Pfizer Inc, New York, NY, USA
- pgA8 IN3 **COSTS ASSOCIATED WITH HCV AND RELATED COMPLICATIONS IN THE UNITED STATES FROM A MANAGED CARE PAYER'S PERSPECTIVE**  
McAdam Marx C<sup>1</sup>, Hane CA<sup>2</sup>, **Biskupiak J<sup>1</sup>**, Deniz B<sup>3</sup>, McGarry L<sup>4</sup>, Brixner D<sup>1</sup>, <sup>1</sup>University of Utah, Salt Lake City, UT, USA, <sup>2</sup>Ingenix, Eden Prairie, MN, USA, <sup>3</sup>Vertex Pharmaceuticals Incorporated, Cambridge, MA, USA, <sup>4</sup>i3 Innovus, Medford, MA, USA
- pgA8 IN4 **CARDIOVASCULAR DISEASE SCREENING IN HIV-INFECTED PATIENTS – A COST-EFFECTIVENESS ANALYSIS**  
**Nolte JEH<sup>1</sup>**, Neumann T<sup>2</sup>, Neumann A<sup>3</sup>, Manne J<sup>4</sup>, Mostardt S<sup>3</sup>, Abbara S<sup>5</sup>, Brady TJ<sup>5</sup>, Hoffmann U<sup>5</sup>, Gazelle GS<sup>1</sup>, Wasem J<sup>3</sup>, Goehler A<sup>1</sup>, <sup>1</sup>Institute for Technology Assessment, Massachusetts General Hospital, Harvard Medical School, Boston, MA, USA, <sup>2</sup>University Hospital Essen, Essen, Germany, <sup>3</sup>University Duisburg-Essen, Essen, Germany, <sup>4</sup>Harvard School of Public Health, Boston, MA, USA, <sup>5</sup>Massachusetts General Hospital, Harvard Medical School, Boston, MA, USA

#### IMPACT OF MEDICATION COMPLIANCE **Holiday Ballroom 2-3 (2nd Floor)**

**Moderator:** William D. Marder, PhD, Senior Vice President, Thomson Reuters, Cambridge, MA, USA

- pgA8 MC1 **COMPARISON OF REFILL GAP ANALYSIS METHODOLOGIES IN A POPULATION OF PATIENTS WITH RHEUMATOID ARTHRITIS RECEIVING ADALIMUMAB OR ETANERCEPT**  
**Carter C**, Bolge S, Ingham M, Schmeichel-Mueller C, Centocor Ortho Biotech Services, LLC, Horsham, PA, USA
- pgA8 MC2 **ASSESSING PREDICTORS OF MEDICATION ADHERENCE IN UNCONDITIONAL QUANTILE REGRESSION FRAMEWORK**  
**Borah B**, Mayo Clinic, Rochester, MN, USA
- pgA8 MC3 **IMPACT OF MULTIPLE MEDICATION COMPLIANCE ON CARDIOVASCULAR OUTCOMES IN PATIENTS WITH TYPE II DIABETES AND COMORBID HYPERTENSION CONTROLLING FOR ENDOGENEITY BIAS**  
**An JJ**, Nichol MB, University of Southern California, Los Angeles, CA, USA
- pgA9 MC4 **LONG TERM PERSISTENCE WITH ACEI/ARB THERAPY AFTER ACUTE MYOCARDIAL INFARCTION: AN ANALYSIS OF THE 2006-2007 MEDICARE 5% NATIONAL SAMPLE DATA**  
**Lokhandwala T**, Yang Y, Thumula V, Bentley JP, Strum M, Banahan BF, Null KD, University of Mississippi, University, MS, USA

### 9:45AM-10:45AM RESEARCH PODIUM PRESENTATIONS – SESSION III

Page numbers refer to Podium Abstracts in Value in Health 14 (3)

#### HEALTH CARE DECISION-MAKER'S CASE STUDIES **Holiday Ballroom 1 (2nd Floor)**

(See pages 106-108 for Health Care Decision-Maker's Case Study Abstracts)

**Moderator:** Elizabeth Adams, MPH, Health System Specialist, Office of Patient Care Services Technology Assessment Program, Veterans Health Administration, Boston, MA, USA

- CASE1 **THE USE AND PERCEIVED BENEFITS OF ELECTRONIC PRESCRIBING BY BLUE CROSS BLUE SHIELD OF LOUISIANA PHYSICIANS**  
**Soonthornsima O<sup>1</sup>**, Campbell C<sup>2</sup>, Shi L<sup>2</sup>, <sup>1</sup>Blue Cross Blue Shield of Louisiana, Baton Rouge, LA, USA, <sup>2</sup>Tulane University, New Orleans, LA, USA
- CASE2 **IMPLEMENTING A VALUE-BASED FORMULARY PILOT IN A U.S. COMMERCIAL SELF-INSURED EMPLOYER GROUP**  
**Watkins J<sup>1</sup>**, Sullivan SD<sup>2</sup>, Wong E<sup>1</sup>, Yamamoto S<sup>1</sup>, Ramsey S<sup>3</sup>, <sup>1</sup>Premera Blue Cross, Mountlake Terrace, WA, USA, <sup>2</sup>University of Washington, Seattle, WA, USA, <sup>3</sup>Fred Hutchinson Cancer Research Center, University of Washington, Seattle, WA, USA
- CASE3 **DETERMINING THE COST EFFECTIVENESS OF A HOSPITAL HEALTH SYSTEM'S USE OF REFERENCE LABORATORIES**  
**Yoder K<sup>1</sup>**, Zema C<sup>2</sup>, <sup>1</sup>Excela Health, Greensburg, PA, USA, <sup>2</sup>St. Vincent College, McKenna School of Business, Economics and Government, Latrobe, PA, USA
- CASE4 **INTEGRATING OUTCOMES INTO DECISION-MAKING ON REIMBURSING HIGH COST DRUGS – A FUNDER CASE STUDY OF THE BIOLOGICAL AGENTS FOR TREATING RHEUMATOID ARTHRITIS**  
**Mcgee SA**, Nel C, Discovery Health, Johannesburg, South Africa



### Program & Schedule of Events - Tuesday, May 24

The following Health Care Decision-Maker's Case Studies posters will be on display outside this room:

**PCASE1: A FORMAT FOR INTEGRATION OF CONSIDERATIONS ADDITIONAL TO CLINICAL EVIDENCE AND COST-EFFECTIVENESS INTO DECISION-MAKING: APPLICATION OF A MULTI-CRITERIA DECISION ANALYSIS**

Mcgee SA, Bhimsan N, Discovery Health, Johannesburg, South Africa

**PCASE2: THE MONITORING REGISTERS AND APPLICATION OF RISK-SHARING AFTER THE MARKET AUTHORISATION PROCESS: THE EXPERIENCE OF THE ITALIAN MEDICINES AGENCY**

Siviero PD, Sammarco A, Montilla S, Tafuri G, Di Vito A, Settesoldi D, Russo P, De Nigro L, Xoxi E, Tomino C, Italian Medicines Agency (AIFA), Rome, Italy

#### RESEARCH ON METHODS: ECONOMIC EVALUATIONS **Peale (1st Floor)**

**Moderator:** Sunny Mahajan, MBA, PhD, Senior Director, GHO, GlaxoSmithKline, Research Triangle Park, NC, USA

pgA9 EE1 **SYSTEMATIC REVIEW OF GUIDELINES FOR HEALTH ECONOMIC EVALUATIONS**

Melnyk P, Wagner M, Dourdin N, Rindress D, BioMedCom Consultants Inc., Dorval, QC, Canada

pgA9 EE2 **VALIDATION OF THE UPDATED CHARLSON COMORBIDITY INDEX (CCI) TO PREDICT HEALTH CARE UTILIZATION FOR DIABETIC PATIENTS USING ADMINISTRATIVE DATA**

Cheng LI, Rascati KL<sup>1</sup>, Trice S<sup>2</sup>, Lawson K<sup>1</sup>, Barner JC<sup>1</sup>, <sup>1</sup>The University of Texas at Austin, Austin, TX, USA, <sup>2</sup>Department of Defense, Fort Sam Houston, TX, USA

pgA9 EE3 **PERFORMANCE OF DIFFERENT COMORBIDITY MEASURES IN PREDICTING HEALTH CARE EXPENDITURE IN PATIENTS WITH DEMENTIA**

Johnson ML, Mehta S, Chitnis AS, Bhowmik D, Dwibedi N, Kamble P, University of Houston, Houston, TX, USA

pgA9 EE4 **BOOTSTRAPPING USED TO PROVIDE ROBUST MEAN AND VARIANCE ESTIMATES FOR COMPARING PATIENTS TREATED WITH LIRAGLUTIDE TO A LARGE COMPARISON COHORT**

McAdam Marx C<sup>1</sup>, Ye X<sup>1</sup>, Bouchard J<sup>2</sup>, Aagren M<sup>2</sup>, Conner C<sup>3</sup>, Brixner D<sup>1</sup>, <sup>1</sup>University of Utah, Salt Lake City, UT, USA, <sup>2</sup>Novo Nordisk Inc, Princeton, NJ, USA, <sup>3</sup>Novo Nordisk, Redmond, WA, USA

#### EVOLVING CONCEPTS IN OUTCOMES RESEARCH **Johnson (1st Floor)**

**Moderator:** Yi Yang MD, PhD, Assistant Professor of Pharmacy Administration and Research Assistant Professor, Research Institute of Pharmaceutical Sciences, School of Pharmacy, University of Mississippi, University, MS, USA

pgA10 EV1 **DEVELOPMENT OF A GUIDANCE FOR INCLUDING PATIENT-REPORTED OUTCOMES (PROS) IN POST-APPROVAL CLINICAL TRIALS OF ONCOLOGY DRUGS FOR COMPARATIVE EFFECTIVENESS RESEARCH (CER)**

Basch EM<sup>1</sup>, Abernethy A<sup>2</sup>, Mullins CD<sup>3</sup>, Tiglao MR<sup>4</sup>, Tunis SR<sup>4</sup>, <sup>1</sup>Memorial Sloan-Kettering Cancer Center, New York, NY, USA, <sup>2</sup>Duke University Medical Center, Durham, NC, USA, <sup>3</sup>University of Maryland School of Pharmacy, Baltimore, MD, USA, <sup>4</sup>Center for Medical Technology Policy, Baltimore, MD, USA

pgA10 EV2 **PAYERS AND PROS: BEYOND QOL**

Miller KL, Stevens CA, PAREXEL Consulting, Waltham, MA, USA

pgA10 EV3 **A COMPARATIVE EFFECTIVENESS INDEX TO INFORM CLINICAL DECISIONS**

Horowicz-Mehler N<sup>1</sup>, Doyle J<sup>1</sup>, Arikian S<sup>2</sup>, Hagan M<sup>3</sup>, <sup>1</sup>Quintiles Global Consulting, Hawthorne, NY, USA, <sup>2</sup>Genesis BioPharma, Hoboken, NJ, USA, <sup>3</sup>New York, NY, USA

pgA10 EV4 **MORE BANG FOR YOUR BUCK: TAKE A RISK WHEN ANALYSING INTERVIEW DATA**

Roberts G, Double Helix Consulting Group, London, UK

#### ANALYSIS OF MEDICARE POLICY AND RESOURCE USE **Holiday Ballroom 4-6 (2nd Floor)**

**Moderator:** Elisa Cascade, MBA, Vice President, MediGuard.org, Rockville, MD, USA

pgA10 MD1 **USING COST-EFFECTIVENESS INFORMATION TO ALLOCATE MEDICARE RESOURCES – HOW MUCH MORE HEALTH FOR THE MONEY?**

Chambers JD<sup>1</sup>, Cohen JT<sup>1</sup>, Neumann PJ<sup>1</sup>, Lord J<sup>2</sup>, Buxton M<sup>2</sup>, <sup>1</sup>Tufts Medical Center, Boston, MA, USA, <sup>2</sup>HERG, Brunel University, Uxbridge, Middlesex, UK

pgA11 MD2 **PRESCRIPTION DRUG COST AND USE IN THE MEDICARE PART D POPULATION - USES OF A NEW LIMITED DATA SET**

Powers CA<sup>1</sup>, Varghese A<sup>1</sup>, Hsu VD<sup>2</sup>, O'Donnell J<sup>3</sup>, Schneider K<sup>3</sup>, <sup>1</sup>Centers for Medicare and Medicaid Services, Baltimore, MD, USA, <sup>2</sup>Buccaneer, A Vangent Company, Owings Mills, MD, USA, <sup>3</sup>Buccaneer, A Vangent Company, West Des Moines, IA, USA

pgA11 MD3 **EVALUATING THE WILLINGNESS-TO-PAY OF MEDICARE BENEFICIARIES FOR PART D PLAN ASSISTANCE**

Patel RA, Walberg MP, Na J, Hsiou D, Panchal V, Woelfel JA, Galal SM, Carr-Lopez SM, Chan EK, University of the Pacific, Stockton, CA, USA

pgA11 MD4 **EVALUATION OF AN INTERVENTION TO REDUCE POLY-PHARMACY IN MEDICARE PART D**

Livengood KB, Harrell T, Abarca J, WellPoint, Inc., Indianapolis, IN, USA

#### EXAMINING THE QALY **Holiday Ballroom 2-3 (2nd Floor)**

**Moderator:** Meryl Brod, PhD, President, The Brod Group, Mill Valley, CA, USA

pgA11 QA1 **COST-EFFECTIVENESS OF DUTASTERIDE AS A CHEMOPREVENTION IN PROSTATE CANCER: REDUCE WITHIN-TRIAL ANALYSIS**

Earnshaw SR<sup>1</sup>, Chirila C<sup>1</sup>, McDade C<sup>1</sup>, Black L<sup>2</sup>, Andriole GL<sup>3</sup>, <sup>1</sup>RTI Health Solutions, Research Triangle Park, NC, USA, <sup>2</sup>GlaxoSmithKline, Research Triangle Park, NC, USA, <sup>3</sup>Washington University School of Medicine in St. Louis, St. Louis, MO, USA

pgA11 QA2 **CROSS-WALKING CANCER-SPECIFIC INSTRUMENTS TO THE EQ-5D AND SF-6D**

Teckle P<sup>1</sup>, Peacock S<sup>1</sup>, van der Hoek K<sup>1</sup>, Chia S<sup>2</sup>, Melosky B<sup>2</sup>, Gelmon K<sup>2</sup>, <sup>1</sup>Canadian Centre for Applied Research in Cancer Control (ARCC), Vancouver, BC, Canada, <sup>2</sup>Medical Oncology, British Columbia Cancer Agency, Vancouver, BC, Canada

pgA12 QA3 **DOES COST-EFFECTIVENESS ANALYSIS DISCRIMINATE AGAINST PATIENTS WITH SHORTER LIFE EXPECTANCY?**

Paulden M, Culyer AJ, University of Toronto, Toronto, ON, Canada

pgA12 QA4 **IS THE AIM OF THE HEALTH CARE SYSTEM TO MAXIMISE QALYS? AN INVESTIGATION OF 'WHAT ELSE MATTERS' IN THE NHS**

Praet C<sup>1</sup>, Shah K<sup>2</sup>, Devlin N<sup>3</sup>, Sussex J<sup>3</sup>, Parkin D<sup>4</sup>, Appleby J<sup>5</sup>, <sup>1</sup>Merck, London, UK, <sup>2</sup>Office of Health Economics, University of Sheffield, London, UK, <sup>3</sup>Office of Health Economics, London, UK, <sup>4</sup>NHS South East Coast, London, UK, <sup>5</sup>King's Fund, London, UK



# ISPOR 16th Annual International Meeting

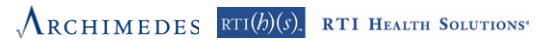
May 21-25, 2011 • Baltimore, MD, USA

## Program & Schedule of Events - Tuesday, May 24

**10:45AM-11:00AM BREAK, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION II Key Ballroom & Foyer (2nd Floor)**

(See pages 57-74 for Research Poster Presentations)

Coffee sponsored by Archimedes. Cookies sponsored by RTI Health Solutions



**11:00AM-12:45PM WELCOME & SECOND PLENARY SESSION Holiday Ballroom 4-6 (2nd Floor)**

### WELCOME

**Scott D. Ramsey, MD, PhD**, 2010-2011 ISPOR President, Member, Fred Hutchinson Cancer Research Center and Professor, Department of Medicine, University of Washington, Seattle, WA, USA

(See page 119 for biographical information)



S. Ramsey

### INCOMING PRESIDENTIAL ADDRESS

**Mark Sculpher, PhD**, Professor of Health Economics, Centre for Health Economics, University of York, Heslington, York, UK

(See page 119 for biographical information)



M. Sculpher

### ISPOR 2011 VALUE IN HEALTH PAPER OF THE YEAR AWARD

**Presented by:** **Michael Drummond, PhD**, University of York, Heslington, York, UK, and **C. Daniel Mullins, PhD**, University of Maryland, Baltimore, MD, USA, *Value in Health* Co-Editors-in-Chief

**AWARDEE:** **Anthony E. Ades, PhD**, Department of Community Based Medicine, University of Bristol, Bristol, UK

(See page 125 for award information and biographical information)

### ISPOR AWARDS FOR EXCELLENCE IN METHODOLOGY AND APPLICATION OF PHARMACOECONOMICS AND HEALTH OUTCOMES RESEARCH

**Moderator & Presented by:** **Kevin Schulman, MD, MBA**, Chair, ISPOR Awards Committee & Professor of Medicine and Business Administration, Director, Center for Clinical and Genetic Economics, and Associate Director, Duke Clinical Research Institute, Duke University Medical Center, Durham, NC, USA; **Rajesh Balkrishnan, PhD**, Chair, ISPOR Award for Excellence in Methodology in Pharmacoeconomics and Health Outcomes Research Committee and Associate Professor, Department of Clinical, Social and Administrative Sciences, The University of Michigan, Ann Arbor, MI, USA

#### • ISPOR AWARD FOR EXCELLENCE IN METHODOLOGY IN PHARMACOECONOMICS AND HEALTH OUTCOMES RESEARCH

**AWARDEE:** **Martin Hoyle, PhD**, Senior Research Fellow, Peninsula College of Medicine & Dentistry (PCMD), Universities of Exeter and Plymouth, Exeter, UK

(See page 125 for award information and biographical information)

Hoyle M, Anderson R. *Whose costs and benefits? Why Economic Evaluations Should Simulate Both Prevalent and All Future Incident Patient Cohorts. Med Decis Making* 2010;30:426-37.

(Dr. Hoyle will be presented his award at the ISPOR 14th Annual European Congress in Madrid, Spain in November 2011)

#### • ISPOR AWARD FOR EXCELLENCE IN APPLICATION OF PHARMACOECONOMICS AND HEALTH OUTCOMES RESEARCH

**AWARDEE:** **Craig J. Currie, PhD**, Reader in Diabetes Pharmacoepidemiology, Department of Primary Care and Public Health, School of Medicine, Cardiff University, The Pharma Research Centre, Cardiff MediCentre, University Hospital of Wales, Cardiff, UK (See page 125 for award information and biographical information)

Currie, CJ, Peters, JR, Tynan, A, et al. *Survival as a Function of HbA1c in People With Type 2 Diabetes: A Retrospective Cohort Study. Lancet* 2010;375:481-9.

### SECOND PLENARY SESSION

#### EVOLUTION OF COMPARATIVE EFFECTIVENESS RESEARCH: LEARNING FROM THE PAST; CHALLENGES FOR THE FUTURE

(See page 119 for biographical information)

In the American Recovery and Reinvestment Act (ARRA) of 2009, US Congress appropriated \$1.1 billion to jump-start the nation's efforts to accelerate comparative effectiveness research (CER). *How were these funds spent? How will the results from these studies impact health care decisions?* In the Patient Protection and Affordable Care Act of 2010, US Congress established the Patient-Centered Outcomes Research Institute (PCORI) to identify priorities for and establish, update and carry out a national comparative outcomes research project agenda. *What will be the process for developing research priorities? Who will be conducting the research? Will the study results impact health care?* These questions will be addressed during this plenary session.

**Moderator:** **J. Sanford (Sandy) Schwartz, MD**, Leon Hess Professor of Medicine, Health Care Management and Economics, The Wharton School, University of Pennsylvania, Philadelphia, PA, USA

**Speaker:** **Carolyn M. Clancy, MD**, Director, Agency for Healthcare Research and Quality, U.S. Department of Health and Human Services, Rockville, MD, USA

**Speaker:** **Bruce M. Psaty, MD, PhD**, Professor, Medicine, Epidemiology and Health Services, University of Washington and Investigator, Group Health Research Institute, Group Health Cooperative, Seattle, WA, USA



J. Schwartz



C. Clancy



B. Psaty

**12:45PM-1:15PM ISPOR SCIENTIFIC AND SERVICE AWARDS PRESENTATIONS Holiday Ballroom 4-6 (2nd Floor)**

(See page 124 for ISPOR Award Program information)

**1:15PM-2:45PM LUNCH, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION II Key Ballroom & Foyer (2nd Floor)**

(See pages 57-74 for Research Poster Presentations)

Lunch sponsored by Xcenda





# ISPOR 16th Annual International Meeting

May 21-25, 2011 • Baltimore, MD, USA

## Program & Schedule of Events - Tuesday, May 24

### 1:30PM-2:30PM ISPOR MEETINGS (BY INVITATION ONLY)

ISPOR 5TH ASIA-PACIFIC CONFERENCE COMMITTEE **Latrobe (1st Floor)**  
ISPOR LATIN AMERICA CONSORTIUM ADVISORY COMMITTEE **Poe (2nd Floor)**  
ISPOR STUDENT NETWORK & FACULTY ADVISOR **Calloway (2nd Floor)**  
ISPOR ONCOLOGY SPECIAL INTEREST GROUP **Ruth (1st Floor)**  
ISPOR CONJOINT ANALYSIS EXPERIMENTAL DESIGN TASK FORCE **Blake (2nd Floor)**

### 1:30PM-2:30PM EDUCATIONAL SYMPOSIUM **Holiday Ballroom 4-6 (2nd Floor)**

(See page 111 for Symposium description)

PERSONALIZED HEALTH CARE AND COMPARATIVE EFFECTIVENESS RESEARCH: REALIZING THE EVIDENCE ON "WHAT WORKS FOR WHOM AND WHEN" (Sponsored by UBC)



### 2:45PM-3:45PM ISSUE PANELS – SESSION II

(See pages 94-97 for Issue Panel descriptions)

#### HEALTH POLICY DEVELOPMENT USING OUTCOMES RESEARCH ISSUES

IP6: WHEN IS THE EVIDENCE ADEQUATE? DIFFERENT PERSPECTIVES FROM KEY HEALTH CARE DECISION-MAKERS **Holiday Ballroom 4-6 (2nd Floor)**

**Moderator:** Robert W. Dubois, MD, PhD, Chief Science Officer, National Pharmaceutical Council, Washington, DC, USA

**Panelists:** Bryan R. Luce, PhD, MBA, Senior Vice President, Science Policy, United BioSource Corporation, Bethesda, MD, USA; Steven Pearson, MD, MSc, President, Institute for Clinical and Economic Review, Boston, MA, USA; Robert S. Epstein, MD, MS, Chief Medical Officer, Senior Vice President, Medical Affairs, Medco Health, Franklin Lakes, NJ, USA

IP7: HOW DO WE STOP PAYING FOR LOW-VALUE CARE? **Holiday Ballroom 2-3 (2nd Floor)**

**Moderator:** Sarah Garner, PhD, Associate Director R&D NICE, Research and Development, NICE, London, UK

**Panelists:** Peter J. Neumann, ScD, Professor and Director, The Center for the Evaluation of Value and Risk in Health, Institute for Clinical Research and Health Policy Studies, Tufts Medical Center, Boston, MA, USA; Mark Fendrick, MD, Professor/ Co-Director, Division of General Medicine, Department of Internal Medicine and Department of Health Management and Policy, University of Michigan Center for Value-Based Insurance Design, Ann Arbor, MI, USA; Adam Elshaug, MPH, PhD, Harkness Fellow/Senior Research Fellow, School of Population Health and Clinical Practice, Adelaide University/AHRQ, Rockville, MD, USA

IP8: IDENTIFICATION, WEIGHTING AND PRIORITIZATION OF MULTIPLE ENDPOINTS FOR COMPARATIVE EFFECTIVENESS RESEARCH – WHAT HAVE WE LEARNED FROM GERMANY? **Peale (1st Floor)**

**Moderator:** Michael Drummond, MCom, DPhil, Professor of Health Economics, Centre for Health Economics, University of York, Heslington, York, UK

**Panelists:** Axel Mühlbacher, PhD, Harkness Fellow in Health Care Policy and Practice, Duke Clinical Research Institute/ Fuqua School of Business, Duke University, Durham, NC, USA; John F.P. Bridges, PhD, Assistant Professor, Department of Health Policy and Management, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD, USA; Maarten J. IJzerman, PhD, Professor & Chair, Department of Health Technology & Services Research, University Twente, Enschede, The Netherlands

IP9: WILL THE PROPOSED VALUE-BASED PRICING WORK IN THE UK? **Johnson (1st Floor)**

**Moderator:** Stephen Beard, MSc, Head of Health Economics (Europe), RTI Health Solutions, Sheffield, UK

**Panelists:** Ron Akehurst, Professor of Health Economics and Dean, School of Health & Related Research, SCHARR, University of Sheffield, Sheffield, UK; James Raftery, PhD, Professor of Health Technology Assessment, Southampton Health Technology Assessments Centre (SHTAC), University of Southampton, Southampton, UK; Trevor Leighton, Vice President, Pricing & Reimbursement, Shire AG, Eysins, Switzerland

#### PATIENT-REPORTED OUTCOMES RESEARCH ISSUES

IP10: HOW CAN PATIENT-REPORTED OUTCOMES BECOME A PART OF COMPARATIVE EFFECTIVENESS RESEARCH? **Holiday Ballroom 1 (2nd Floor)**

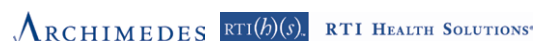
**Moderator:** C. Daniel Mullins, PhD, Professor, Pharmaceutical Health Services Research Department, University of Maryland School of Pharmacy, Baltimore, MD, USA

**Panelists:** Amy Abernethy, MD, Associate Professor, Duke University, Durham, NC, USA; Albert Wu, MD, MPH, Professor, Health Policy and Management, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD, USA

### 3:45PM-4:00PM BREAK, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION II **Key Ballroom & Foyer (2nd Floor)**

(See pages 57-74 for Research Poster Presentations)

Coffee sponsored by Archimedes, Cookies sponsored by RTI Health Solutions



### 4:00PM-5:00PM WORKSHOPS – SESSION III

(See pages 98-105 for Workshop descriptions)

#### CLINICAL OUTCOMES RESEARCH ISSUES

W13: USE OF SIMULATION TO INFORM THE DESIGN OF PRAGMATIC COMPARATIVE EFFECTIVENESS TRIALS **Holiday Ballroom 2-3 (2nd Floor)**

**Discussion Leaders:** David Wilson, MA, Research Scientist, United BioSource Corporation, Lexington, MA, USA; J. Jaime Caro, MDCM, FRCP, FAC, Senior Vice President of Health Economics, United BioSource Corporation, Lexington, MA, USA; K. Jack Ishak, PhD, MSc, Director, & Research Scientist Biostatistics, United BioSource Corporation, Dorval, QC, Canada; Myoung Kim, PhD, MA, MBA, Director, Health Economics & Outcomes Research, Ortho-McNeil Janssen Scientific Affairs, Raritan, NJ, USA

#### ECONOMIC OUTCOMES RESEARCH

W14: MICROECONOMIC TOOLS FOR UNDERSTANDING, MODELING, AND INFLUENCING HEALTH CARE DECISION MAKING **Ruth (1st Floor)**

**Discussion Leaders:** F. Reed Johnson, PhD, Distinguished Fellow and Principal Economist, Health Preference Assessment, RTI Health Solutions, Research Triangle Park, NC, USA; Juan Marcos Gonzalez, PhD, Research Economist, RTI Health Solutions, Research Triangle Park, NC, USA; Deborah A. Marshall, MHSA, PhD, Associate Professor, Canada Research Chair, Clinical Epidemiology & Biostatistics, McMaster University, Hamilton, ON, Canada



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## Program & Schedule of Events - Tuesday, May 24

4:00PM-5:00PM **WORKSHOPS – SESSION III CONTINUED...**

### HEALTH CARE POLICY DEVELOPMENT USING OUTCOMES RESEARCH

#### W15: PRACTICAL EXPERIENCES WITH THE USE OF BEST-WORST SCALING IN ECONOMIC EVALUATION **Peale (1st Floor)**

**Discussion Leaders:** Terry Flynn, PhD, Head of Social Policy & Economic Evaluation, Centre for the Study of Choice (CenSoC), University of Technology, Sydney, Sydney, NSW, Australia; John F.P. Bridges, PhD, Assistant Professor, Department of Health Policy and Management, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD, USA; Christine Poulos, PhD, Senior Economist, Health Preference Assessment, RTI International, Research Triangle Park, NC, USA

#### W16: THE EVOLVING ROLE OF THE AGENCY FOR HEALTH CARE RESEARCH AND QUALITY (AHRQ) IN COMPARATIVE EFFECTIVENESS RESEARCH (CER)

##### **Holiday Ballroom 4-6 (2nd Floor)**

**Discussion Leaders:** Jean Slutsky, PA, MSPH, Director, Center for Outcomes and Evidence, Agency for Healthcare Research and Quality, Rockville, MD, USA; Nina A. Thomas, MPH, Vice President, Clinical Affairs & Health Economics, Doctor Evidence, LLC, New York, NY, USA; Steven Blume, MS, Research Scientist, Center for Health Economics and Science Policy, United BioSource Corporation, Bethesda, MD, USA

### PATIENT-REPORTED OUTCOMES/PREFERENCE-BASED RESEARCH

#### W17: PATIENT-REPORTED OUTCOME (PRO) ASSESSMENTS IN CLINICAL TRIALS: NAVIGATING THE EMA AND FDA REGULATORY FRAMEWORK

##### **Holiday Ballroom 1 (2nd Floor)**

**Discussion Leaders:** Ingela Wiklund, PhD, Senior Research Leader, Center for Health Outcomes Research, United BioSource Corporation, London, UK; Olivier Chassany, PhD, MD, Medical Manager, Department of Clinical Research and Development, Assistance Publique-Hopitaux de Paris, Paris, France; Kathleen W. Wyrwich, PhD, Senior Research Leader, Center for Health Outcomes Research, United BioSource Corporation, Bethesda, MD, USA

### USE OF REAL WORLD DATA

#### W18: METHODS UTILIZING LONGITUDINAL DATA TO ESTIMATE CAUSAL EFFECTS IN HEALTH ECONOMICS: ESTIMATION OF TREATMENT EFFECT USING OBSERVATIONAL DATA **Johnson (1st Floor)**

**Discussion Leaders:** William Crown, PhD, President, i3 Innovus, Waltham, MA, USA; Nilay Shah, PhD, RPh, Associate Consultant, Mayo Clinic, Rochester, MN, USA; Henry J. Henk, PhD, Director, HEOR, i3 Innovus, Eden Prairie, MN, USA

5:15PM-6:15PM **ISPOR FORUMS – SESSION II**

#### CONSIDERATIONS FOR USING MIXED MODES FOR PATIENT-REPORTED OUTCOMES DATA COLLECTION IN CLINICAL TRIALS AND VALIDATION OF COMPUTERIZED SYSTEMS TO CAPTURE OUTCOMES DATA **Holiday Ballroom 2-3 (2nd Floor)**

With the increasing use of electronic modes of patient-reported outcomes (PRO) data collection (ePRO) in clinical trials, mixed modes of data collection are feasible from an operational perspective. However, will using mixed modes compromise the quality of the data? What are the benefits of using mixed modes in clinical trials? Forum panelists will discuss the issues to consider and offer recommendations when using mixed modes in the clinical trial setting. In addition, a short overview of the practical, user-friendly guide for clinical trial sponsor use on the requirements and documentation needed from a data collection systems manufacturer to demonstrate systems validation will be presented. *Presented by the ISPOR Patient Reported Outcomes Mixed Modes to Collect PRO Data in Clinical Trials and ePRO Systems Validation Task Forces*

**Moderator:** Sonya Eremenco, MA, Chair, ISPOR Mixed Methods to Collect PRO Data in Clinical Trials and ePRO Manager, United BioSource Corporation, Bethesda, MD, USA

**Speakers:** Antonia V. Bennett, PhD, Post-Doctoral Research Scholar, Health Outcomes Research Group, Department of Epidemiology and Biostatistics, Memorial Sloan-Kettering Cancer Center, New York, NY, USA; Stephen Joel Coons, PhD, MS, MEd, Director, Patient-Reported Outcomes Consortium, Critical Path Institute, Tucson, AZ, USA; Jean Paty, PhD, Founder & Senior Vice President, Scientific, Quality & Regulatory Affairs, invivodata, Inc., Pittsburgh, PA, USA; Arthur S. Zbrozek, RPh, MSc, MBA, Chair, ISPOR ePRO Systems Validation Task Force and Senior Director & Group Leader, Commercial Development, Global Health Economics, CSL Behring, Biotherapies for Life, King of Prussia, PA, USA

#### DIFFERENCES ON DIFFERENCES: DOES PERSPECTIVE MATTER WHEN CONSIDERING HETEROGENEITY OF TREATMENT EFFECTS **Holiday Ballroom 4-6 (2nd Floor)**

Differences in how individual patients respond to given treatments are of increasing relevance for many stakeholders, including regulators, payers, and the pharmaceutical industry. Specific points of emphasis and concern among these stakeholders will be discussed and contrasted. *Presented by the ISPOR Institutional Council*

**Moderator:** Mark J. Cziraky, PharmD, Vice President, Research Development and Operations, HealthCore, Wilmington, DE, USA

**Speakers:** Richard J. Willke, PhD, Head, Global Health Economics & Outcomes Research, Global Market Access, Primary Care, Pfizer, Inc, New York, NY, USA; Richard Migliori, MD, Executive Vice President, Business Initiatives and Clinical Affairs, United Health Group, Minnetonka, MN, USA; Steve E. Phurrough, MD, MPA, Chief Operating Officer/Senior Clinical Director, Center for Outcomes and Evidence, Center for Medical Technology Policy, Baltimore, MD, USA

#### DESIGNING JOINT EXPERIMENTS: A GUIDE TO ALTERNATIVE STRATEGIES **Johnson (1st Floor)**

Stated-preference researchers face a choice among a growing list of experimental-design methods. This forum presents the ISPOR Conjoint Analysis Experimental Design Task Force preliminary guide to the advantages, limitations, and practical implementation of alternative approaches. *Presented by the ISPOR Conjoint Analysis Experimental Design Task Force*

**Moderator:** John F.P. Bridges, PhD, Assistant Professor, Department of Health Policy and Management, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD, USA

**Speakers:** F. Reed Johnson, PhD, Distinguished Fellow and Principal Economist, Health Preference Assessment Group, RTI Health Solutions, RTI International, Research Triangle Park, NC, USA; Brian Bresnahan, PhD, Research Assistant Professor, Department of Radiology, University of Washington, Seattle, WA, USA; Dean Regier, PhD, Assistant Member, Fred Hutchinson Cancer Research Center and Assistant Professor, Pharmaceutical Outcomes Research and Policy Program, University of Washington, Seattle, WA, USA; Deborah Marshall, PhD, Canada Research Chair, Health Services and Systems Research and Associate Professor, Department of Community Health Sciences, Faculty of Medicine, University of Calgary, Calgary, Alberta, Canada; Barbara Kanninen, PhD, Principal, BK Econometrics, LLC, Arlington, VA, USA and Senior Advisor to Stratus Consulting, Boulder, CO, USA

#### PHARMACOECONOMICS IN BRAZIL: REGULATORY TRENDS AND FUTURE PERSPECTIVES **Ruth (1st Floor)**

Brazil, a country of 200 million people, includes 45 million who have private health insurance. How does it influence the rest of Latin America? What steps are the Brazilian government taking in order to increase the use of pharmacoeconomics? This forum will discuss regulatory trends and the current and future state of pharmacoeconomics in Brazil. *Presented by the ISPOR Brazil Regional Chapter*



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**Speakers:** Stephen Doral Stefani, MD, Medical Auditor, Head of Oncology Unit, UNIMED and Mother of God Cancer Institute, Porto Alegre, Brazil; Gabriela Tannus, MBA, MSc, President, Axia.Bio, São Paulo, Brazil; João Paulo dos Reis Neto, MD, Director, CAPESESP (Health and Preventative Care Fund for Civil Servants of the National Health Foundation), Rio de Janeiro, Brazil

### HEALTH TECHNOLOGY REIMBURSEMENT IN THE CEE REGION: EXPERIENCES OF COST CONTAINMENT MEASURES IN POLAND AND THE SOUTH CENTRAL EUROPEAN REGION **Latrobe (1st Floor)**

During the last 18 months, there have been many changes in approaches to health technology reimbursement in the Central and Eastern European (CEE) region. The purpose of this session is to evaluate and address the changing reimbursement environment and to discuss the short and long term impact of the implementation of cost containment measures. The effects of cost containment measures will also be evaluated. Policies and the most optimal pathways to financing a new health technology will be debated. *Presented by the ISPOR Poland, Greece and Serbia Regional Chapters*

**Moderator:** Karina Jahnz-Rozyk, MD, PhD, President, ISPOR Poland Chapter, Professor and Head of Department of Immunology & Allergology, Military Institute of Health Service, Warsaw, Poland

**Speakers:** Joanna Lis, MD, PhD, President-Elect, ISPOR Poland Chapter and Health Economics Manager, Sanofi- Synthelabo, Warsaw, Poland; John Yfantopoulos, PhD, President-Elect, ISPOR Greece Chapter and Professor, Health Economics and Social Policy, University of Athens, Athens, Greece, and President, National Centre for Social Research, Athens, Greece; Vladimir Zah, PhD(c), President, ISPOR Serbia Chapter and Consultant, Health Economics, Belgrade, Serbia

### A CHECKLIST FOR POPULATION SELECTION IN ONCOLOGY OUTCOMES RESEARCH USING RETROSPECTIVE DATABASES **Holiday Ballroom 1 (2nd Floor)**

The use of secondary data sources in oncology research is becoming a more accepted approach for reporting patient outcomes and estimating cancer-related costs. However, the ascertainment of study cohorts from these data sources is complex despite the availability of various algorithms to identify cancer patients. Researchers must be able to critically evaluate and select from published algorithms or develop their own. This process is further complicated if selection requires identification of disease stage or clinical subgroups. The forum will give an overview and explain the importance and challenges in identifying cancer patients in large databases, including outlining previously published algorithms, both validated and unevaluated, to identify breast cancer patients and discuss the advantages and disadvantages of each validated algorithm with critical assessment why some of these validated algorithms have not been more widely applied. A draft checklist of the factors to consider when selecting and implementing an algorithm to define a study population will be outlined. *Presented by the ISPOR Oncology SIG*

**Moderator:** Kathy L. Schulman, MA, Co-Chair, ISPOR Oncology Good Outcomes Research Practices Working Group, ISPOR Oncology SIG and Principal, Outcomes Research Solutions, Inc., Bolton, MA, USA

**Speakers:** Karina Berenson, MPH, Co-Chair, ISPOR Oncology Good Outcomes Research Practices Working Group and Associate Director, Covance Market Access Services Inc., Gaithersburg, MD, USA; Ya-Chen (Tina) Shih, PhD, Associate Professor, Hospital Medicine, Department of Medicine and Director, Program in Economics of Cancer, University of Chicago, Chicago, IL, USA; Jonas de Souza, MD, Postdoctoral Fellow, Section of Hematology/Oncology, The University of Chicago Medical Center, Chicago, IL, USA

### ISPOR-AMCP FORUM: DRUG INFORMATION USED IN THE MANAGED CARE PHARMACY P&T DECISION-MAKING PROCESS: CURRENT PRACTICE AND INSIGHTS **Peale (1st Floor)**

Health care organization pharmacy and therapeutics (P&T) committees evaluate and determine evidence-based, cost-effective formulary coverage of pharmaceutical agents. Within managed care organizations, there are numerous approaches to the evaluation and preparation of drug information for P&T committees. However, there are key drug information elements assessed that are relatively consistent across organizations. It is common for health care professionals to request drug information for evaluation and consideration in the drug review process. This session will provide insight from managed care pharmacy professionals with experience and expertise in preparing for and participating in the P&T decision-making process to explore and review best practices. *Presented by the Academy of Managed Care Pharmacy (AMCP) and ISPOR*

**Moderator/Speaker:** Diana Brixner, RPh, PhD, Professor and Chair, Department of Pharmacotherapy and Executive Director, Pharmacotherapy Outcomes Research Center, University of Utah, Salt Lake City, UT, USA

**Speakers:** Sherry Andes, PharmD, BCPS, BCPP, PAHM, Senior Drug Information Specialist, Clinical Services, informedRx (an SXC Company), Louisville, KY, USA; Kelly Chillingworth, RPh, CGP, Regional Manager, Clinical Strategies and Integration, MedImpact Healthcare Systems, Inc., San Diego, CA, USA

### 6:15PM-7:15PM POSTER AUTHOR DISCUSSION HOUR – SESSION II **Key Ballroom (2nd Floor)**

*(See pages 57-74 for Research Poster Presentations)*

### 6:15PM-7:45PM EXHIBITORS' WINE & CHEESE RECEPTION & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION II

#### **Key Ballroom & Foyer (2nd Floor)**

*(See pages 57-74 for Research Poster Presentations)*

*Reception sponsored by Kantar Health*

KANTAR HEALTH

### 8:00PM-11:30PM ISPOR SOCIAL EVENT – BALTIMORE CRAB FEST ON THE INNER HARBOR (SEPARATE REGISTRATION REQUIRED)

Phillips Restaurant, Light Street, Baltimore Inner Harbor

Join colleagues for crab fest buffet, music and dancing!

A 10 minute walk from the Hilton Baltimore

**To Register:** Please see ISPOR Registration, onsite registration is subject to availability.

**Social Event registrants:** Please see page 9 for further information







# ISPOR 16th Annual International Meeting

May 21-25, 2011 - Baltimore, MD, USA

## Program & Schedule of Events - Wednesday, May 25

### WEDNESDAY, MAY 25

**7:30AM-8:30AM EDUCATIONAL SYMPOSIUM *Holiday Ballroom 4-6 (2nd Floor)***

*(See page 112 for Symposium description)*

**IS HEALTH ECONOMICS AN UN-AMERICAN ACTIVITY?**

*(Sponsored by Medaxial)*



**8:00AM-8:45AM BREAKFAST, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION III *Key Ballroom & Foyer (2nd Floor)***

*(See pages 75-93 for Research Poster Presentations)*

**8:45AM-9:45AM ISSUE PANELS – SESSION III**

*(See pages 94-97 for Issue Panel descriptions)*

#### HEALTH POLICY DEVELOPMENT USING OUTCOMES RESEARCH ISSUES

**IP11: COVERAGE WITH EVIDENCE DEVELOPMENT IN THE PRIVATE INSURANCE SECTOR: IS IT A PIPEDREAM OR INEVITABLE FOR SOUND POLICY? *Peale (1st Floor)***

**Moderator:** Penny Mohr, MA, Vice President, Program Development, Center for Medical Technology Policy, Baltimore, MD, USA

**Panelists:** Seema Sonnad, PhD, Associate Professor, Department of Surgery, University of Pennsylvania, Philadelphia, PA, USA; Russell Teagarden, PharmD, Vice President, Scientific Affairs, Medco Health Solutions, Inc, Franklin Lakes, NJ, USA; Jens Grueger, PhD, Vice President, Head Global Market Access Pfizer Ltd, London, UK

**IP12: EXPERIMENTAL VERSUS OBSERVATIONAL STUDIES: WHICH SHOULD HAVE A HIGHER RANK IN HEALTH CARE DECISIONS? *Holiday Ballroom 2 (2nd Floor)***

**Moderator:** Edward Kim, MD, MBA, Executive Director, Health Economics and Outcomes Research, Novartis Pharmaceuticals Corporation, East Hanover, NJ, USA

**Panelists:** C. Daniel Mullins, PhD, Professor, Pharmaceutical Health Services Research Department, University of Maryland School of Pharmacy, Baltimore, MD, USA; Rachael Florence, PhD, Executive Director, United BioSource Corporation, Bethesda, MD, USA; Winston Wong, PharmD, Associate Vice President, Pharmacy Management, CareFirst BlueCross BlueShield, Baltimore, MD, USA

#### ECONOMIC OUTCOMES RESEARCH ISSUES

**IP13: ARE WE READY FOR A PRIME TIME TO CONDUCT RETROSPECTIVE COMPARATIVE EFFECTIVENESS STUDIES FOR ORPHAN DRUGS AND DISEASES**

***Holiday Ballroom 3 (2nd Floor)***

**Moderator:** Lou Garrison, PhD, Professor, Pharmaceutical Outcomes Research & Policy Program, Department of Pharmacy, University of Washington, Seattle, WA, USA

**Panelists:** Zhimei Liu, PhD, Associate Director, Novartis Pharmaceuticals Corporation, East Hanover, NJ, USA; Amy Guo, PhD, Senior Director, Health Economics & Outcomes Research, US CD&MA, Novartis Pharmaceuticals Corporation, East Hanover, NJ, USA; Peter Sun, MD, PhD, Vice President, Health Economics & Outcomes Research, Kailo Research Group, Fishers, IN, USA

#### CLINICAL OUTCOMES RESEARCH ISSUES

**IP14: WHO SHOULD FUND AND HAVE ACCESS TO SECONDARY DATA LINKAGES FOR ONCOLOGY OUTCOMES RESEARCH? *Holiday Ballroom 1 (2nd Floor)***

**Moderator:** Steven B. Clauser, PhD, Chief of the Outcomes Research Branch at the US National Cancer Institute, Outcomes Research Branch, US National Cancer Institute, Bethesda, MD, USA

**Panelists:** Joseph Lipscomb, PhD, Professor, Department of Health Policy & Management, Emory University, Rollins School of Public Health, Atlanta, GA, USA; Cathy J. Bradley, PhD, Professor, Department of Healthcare Policy and Research, Virginia Commonwealth University, Richmond, VA, USA; Kathleen Foley, PhD, Director, Strategic Consulting, Healthcare, Thomson Reuters, Cambridge, MA, USA

#### PATIENT-REPORTED OUTCOMES RESEARCH ISSUES

**IP15: DO PATIENT-REPORTED OUTCOMES ADD VALUE IN HEALTH CARE DECISIONS? *Johnson (1st Floor)***

**Moderator:** Andrea LaFountain, PhD, CEO, Mind Field Solutions Corp., Fairfax, VA, USA

**Panelists:** Joseph C. Cappelleri, PhD, MPH, Senior Director, Biostatistics, Pfizer Inc., New London, CT, USA; Mitch Golant, PhD, Senior Vice President, Research and Training, Cancer Support Community, Washington, DC, USA

**9:45AM-10:00AM BREAK, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION III *Key Ballroom & Foyer (2nd Floor)***

*(See pages 75-93 for Research Poster Presentation descriptions)*

*Coffee sponsored by Quintiles*



**10:00AM-11:30AM WELCOME & THIRD PLENARY SESSION *Holiday Ballroom 4-6 (2nd Floor)***

#### WELCOME

**Scott D. Ramsey, MD, PhD**, 2010-2011 ISPOR President, Member, Fred Hutchinson Cancer Research Center and Professor, Department of Medicine, University of Washington, Seattle, WA, USA

*(See page 119 for biographical information)*



**S. Ramsey**



# ISPOR 16th Annual International Meeting

May 21-25, 2011 - Baltimore, MD, USA

## Program & Schedule of Events - Wednesday, May 25

### THIRD PLENARY SESSION

#### MODELING GOOD RESEARCH PRACTICES – EVERYTHING YOU NEED TO KNOW

(See page 119 for biographical information)

ISPOR and the Society for Medical Decision Making (SMDM) are jointly developing a series of reports on good research practices (preferred practices) for modeling. These reports address contentious modeling issues, conceptual framework for modeling, discrete event simulation, state-based and dynamic modeling, parameter estimation and uncertainty, as well as transparency and validation of models. The ISPOR-SMDM recommendations for modeling preferred practices as well as contentious issues will be presented during this plenary session.

**Moderator:** Jens Grueger, PhD, Vice President and Head of Global Market Access, Primary Care Business Unit, Pfizer, New York, NY, USA



J. Grueger

#### MODELING TASK FORCE RECOMMENDATIONS

**Speaker:** J. Jaime Caro, MDCM, FRCPC, FACP, Chair, ISPOR-SMDM Modeling Good Research Practices Task Force and Senior Vice President, Health Economics, United BioSource Corporation, Lexington, MA, USA



J. Caro



M. Roberts

#### CONCEPTUALIZING A MODEL: QUESTIONS YOU SHOULD BE ASKING

**Speaker:** Mark Roberts, MD, Chair, Conceptual Modeling and Data Source Preparation Working Group and Professor and Chair, Department of Health Policy & Management, University of Pittsburgh, Pittsburgh, PA, USA

#### ADDRESSING UNCERTAINTY

**Speaker:** Andrew Briggs, DPhil, Co-Chair, ISPOR-SMDM Modeling Good Research Practices Task Force, Co-Chair, Model Parameter Estimation and Uncertainty Working Group and Lindsay Chair in Health Policy & Economic Evaluation, Public Health & Health Policy, University of Glasgow, Glasgow, UK



A. Briggs



D. Eddy

#### VALIDATION AND REPORTING

**Speaker:** David Eddy, PhD, MD, Co-Chair, Model Transparency and Validation Working Group and Founder and Medical Director, Archimedes, Inc., San Francisco, CA, USA

#### STATE TRANSITION MODELS

**Speaker:** Uwe Siebert, MD, MPH, MSc, ScD, Co-Chair, ISPOR-SMDM Modeling Good Research Practices Task Force, Co-Chair, State Transition Working Group and Professor of Public Health, UMIT – University of Health Sciences, Medical Informatics & Technology, Hall i.T., Austria



U. Siebert



J. Karnon

#### DISCRETE EVENT SIMULATION

**Speaker:** Jonathan Karnon, PhD, Co-Chair, Discrete Event Simulation Working Group and Professor, Health Economics, University of Adelaide, Adelaide, South Australia

#### DYNAMIC TRANSMISSION MODELS

**Speaker:** Richard Pitman, PhD, Co-Chair, Dynamic Transmission Modeling Working Group and Senior Health Economist, Oxford Outcomes Ltd., Oxford, UK



R. Pitman

### 11:30AM-11:45AM ISPOR 16TH ANNUAL INTERNATIONAL MEETING RESEARCH AWARDS PRESENTATION *Holiday Ballroom 4-6 (2nd Floor)*

**Moderated by:** Scott D. Ramsey, MD, PhD, 2010-2011 ISPOR President, Member, Fred Hutchinson Cancer Research Center and Professor, Department of Medicine, University of Washington, Seattle, WA, USA

#### ISPOR BEST PODIUM PRESENTATIONS

**Presented by:** John F. P. Bridges, PhD, Assistant Professor, Department of Health Policy and Management, Johns Hopkins Bloomberg School of Public Health, Baltimore, MD, USA

#### ISPOR BEST POSTER PRESENTATIONS

**Presented by:** Teresa B. Gibson PhD, MS, MA, Director, Health Outcomes, Thomson Reuters (Healthcare), Ann Arbor, MI, USA

### 11:45AM-12:45PM POSTER AUTHOR DISCUSSION HOUR – SESSION III *Key Ballroom (2nd Floor)*

(See pages 75-93 for Research Poster Presentation descriptions)

### 12:45PM-1:45PM LUNCH, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION III *Key Ballroom & Foyer (2nd Floor)*

(See pages 75-93 for Research Poster Presentation descriptions)

Lunch sponsored by REGISTRAT·MAPI



### 1:45PM-2:45PM WORKSHOPS – SESSION IV

(See pages 98-105 for Workshop descriptions)

#### CLINICAL OUTCOMES RESEARCH

#### W19: IMPROVED INDIRECT TREATMENT COMPARISONS FOR COMPARATIVE EFFECTIVENESS RESEARCH *Holiday Ballroom 3 (2nd Floor)*

**Discussion Leaders:** James Signorovitch, PhD, Manager, Analysis Group Inc, Boston, MA, USA; Robert Navarro, PharmD, President, Navarro Pharma, LLC, Green Cove Springs, FL, USA; Keith Betts, PhD, Associate, Analysis Group Inc, Boston, MA, USA; Eric Q. Wu, PhD, Managing Principal, Analysis Group, Inc., Boston, MA, USA



# ISPOR 16th Annual International Meeting

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## Program & Schedule of Events - Wednesday, May 25

### 1:45PM-2:45PM WORKSHOPS – SESSION IV CONTINUED...

#### ECONOMIC OUTCOMES RESEARCH

W20: STOCHASTIC MODELING IN PHARMACOECONOMICS – COMMON MISTAKES AND HOW TO AVOID THEM **Johnson (1st Floor)**

**Discussion Leaders:** Francisco J. Zagmutt, DVM, MPVM, Managing Partner, EpiX Analytics, Boulder, CO, USA; Huybert Groenendaal, PhD, MSc, MBA, Managing Partner, EpiX Analytics, Boulder, CO, USA; Jane Castelli-Haley, MBA, Director, Health Economics & Outcomes Research, Teva Neuroscience, Inc., Kansas City, MO, USA

#### PATIENT-REPORTED OUTCOMES & PREFERENCE-BASED RESEARCH

W21: IMPLEMENTING EPRO IN A GLOBAL CLINICAL TRIAL ENVIRONMENT **Peale (1st Floor)**

**Discussion Leaders:** Jean Paty, PhD, Founder & Senior Vice President, Scientific, Quality & Regulatory Affairs, Invivodata, Inc., Pittsburgh, PA, USA; Jason Eger, MBA, Director of Client Services, Invivodata, Inc., Pittsburgh, PA, USA; Agota Szende, PhD, Senior Scientist, Health Economics and Outcomes Research, Covance, Leeds, West Yorkshire, UK

#### USE OF REAL WORLD DATA

W22: ELECTRONIC HEALTH RECORDS AND MEANINGFUL USE: OPPORTUNITIES FOR EVOLUTION IN COMPARATIVE EFFECTIVENESS RESEARCH **Holiday Ballroom 1 (2nd Floor)**

**Discussion Leaders:** Gregory W. Daniel, PhD, RPH, MPH, Vice President, Government and Academic Research, HealthCore, Inc., Wilmington, DE, USA; Jane Griffin, RPH, Director, Research Client Connect, Cerner Corporation, Kansas City, MO, USA; Eugene Rich, MD, Senior Fellow and Director, Center on Health Care Effectiveness, Mathematica Policy Research, Washington, DC, DC, USA; Rolin Wade, RPH, MS, Healthcare Executive and Principal Investigator, Cerner LifeSciences, Beverly Hills, CA, USA

W23: PRACTICAL APPROACHES FOR SYSTEMATIC ANALYSIS OF OBSERVATIONAL DATA: REAL WORLD CASE STUDIES FROM THE PHARMACEUTICAL INDUSTRY

**Holiday Ballroom 2 (2nd Floor)**

**Discussion Leaders:** Stephanie Reisinger, Senior Director, United BioSource Corporation, Harrisburg, PA, USA; Gregory E. Powell, PharmD, MBA, Manager, GCSP, Research and Development, GlaxoSmithKline, Research Triangle Park, NC, USA; David Miller, ScD, SM, Director of Risk Management and Pharmacoepidemiology, Schwarz Bioscience Inc, Raleigh, NC, USA; Jonathan A. Morris, MD, Senior Vice President, United BioSource Corporation, Blue Bell, PA, USA

### 2:45PM-3:00PM BREAK, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING – SESSION III **Key Ballroom & Foyer (2nd Floor)**

(See pages 75-93 for Research Poster Presentation descriptions)

Coffee sponsored by Quintiles



### 3:00PM-4:00PM WORKSHOPS – SESSION V

(See pages 98-105 for Workshop descriptions)

#### CLINICAL OUTCOMES RESEARCH ISSUES

W24: GENERALIZED EVIDENCE SYNTHESIS IN COMPARATIVE EFFECTIVENESS RESEARCH: COULD THE EVIDENCE BASE BE BROADENED IN MIXED TREATMENT COMPARISONS? **Holiday Ballroom 3 (2nd Floor)**

**Discussion Leaders:** Agnes Benedict, MSc, MA, Research Scientist, United BioSource Corporation, Budapest, Hungary; Huseyin Naci, MHS, Research Associate III, United BioSource Corporation, London, UK; David Vanness, PhD, Assistant Professor, Department of Population Health Sciences, University of Wisconsin, Madison, WI, USA

#### ECONOMIC OUTCOMES RESEARCH

W26: APPLICATION AND USE OF DYNAMIC MODELS IN HEALTH ECONOMIC ANALYSES **Peale (1st Floor)**

**Discussion Leaders:** Sonya J. Snedecor, PhD, Director, Health Economics, Pharmedit North America LLC, Bethesda, MD, USA; Elamin H. Elbasha, PhD, Director, Scientific Staff, Merck & Co., Inc., North Wales, PA, USA; Erik Dasbach, PhD, Health Economic Statistics, Merck Research Laboratories, North Wales, PA, USA

#### PATIENT-REPORTED OUTCOMES & PREFERENCE-BASED RESEARCH

W27: PATIENT-CENTRIC OBSERVATIONAL RESEARCH: SUCCESSFULLY DESIGNING AND IMPLEMENTING STUDIES **Holiday Ballroom 1 (2nd Floor)**

**Discussion Leaders:** Elisa Cascade, MBA, Vice President, MediGuard.org, Rockville, MD, USA; Eric Gemmen, MA, Senior Director, Epidemiology & Outcomes Research, Late Phase, Quintiles, Rockville, MD, USA; Paul Wicks, PhD, Research Director, PatientsLikeMe, Cambridge, MA, USA

W28: ADVANCED MISSING DATA TECHNIQUES IN OBSERVATIONAL RESEARCH: CASE STUDIES IN DATA LINKAGE AND IMPUTATIONS **Holiday Ballroom 2 (2nd Floor)**

**Discussion Leaders:** Christopher M. Blanchette, PhD, MS, MA, Director, Health Data Analytics, Applied Outcomes & Analysis, GlaxoSmithKline, Research Triangle Park, NC, USA; Alex K. Exuzides, PhD, Director, Statistical Analysis, Lifecycle Sciences Group, ICON Clinical Research, San Francisco, CA, USA; William B. Saunders, PhD, MPH, Healthcare Research Manager, GE Healthcare, Charlotte, NC, USA; Stephen Stenkowski, PhD, MHA, Associate Research Scientist, Division of Clinical and Outcomes Research, Lovelace Respiratory Research Institute, Kannapolis, NC, USA