Emerging Concepts of Value in Health Care Decision Making: The Evolution of Value in Health Care

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We are pleased to invite you to join us at the upcoming ISPOR 20th Annual European Congress at the Scottish Event Campus (SECC) in Glasgow, Scotland on 4-8 November 2017. The theme of the Congress, “The Evolution of Value in Health Care,” will center around the emerging new views on how “value” is used in health technology assessment (HTA) and health services research. The additional value of health technologies to society has played a dominant role in the development of health economics and outcomes research methodology. The concept of value, however, has also been subject to considerable debate amongst different stakeholders and patient advocates. The 20th European Congress in Glasgow will therefore highlight sessions with debates on how value considerations are used to improve high-quality and accessible health care. In three separate plenary sessions, the program will introduce methods and discuss recent developments in the use of value considerations in value-based health care (VBHC), which is increasingly promoted in health care delivery. The plenaries will also debate the value of current HTA practices and the future of high-quality HTA decision making in Europe, and provide a broader perspective on how the concept of value in health care technology has changed across time and geographies.

The First Plenary Session “What Is the Value in Value-Based Health Care?” will introduce and discuss VBHC as a new paradigm for health care quality improvement. There now is a wide consensus that health care products and services should be priced in relation to the additional value they produce. While cost-effectiveness analysis explicitly assumes allocation of resources based on added societal value, practitioners and health care policymakers in European institutions now increasingly promote VBHC as a more holistic, patient-centered understanding of value. The session will introduce VBHC in terms that are more general from a clinical and hospital perspective, and then will specifically discuss the challenges and main differences vis-a-vis cost-effectiveness analysis from an industry, health economics, and patient perspective. Confirmed speakers for this panel include Peter Naredi, University of Gothenburg and European CanCer Organization (ECCO), Brussels, Belgium; Luke Slawomirski, Organisation for Economic Co-operation and Development (OECD), Paris, France; Bettina Ryll, MD, PhD, Melanoma Patient Network Europe, Uppsala, Sweden.

Value considerations have played differing roles in HTA, with processes that vary across jurisdictions, as some countries include a formal economic evaluation, others have a less arduous process, and still others prefer to reference HTAs performed elsewhere. During the second plenary session “Appraising the Appraisers: What Is the Future of Health Technology Assessment in Europe?” speakers will explore how HTA processes (or lack thereof) can be compared and evaluated. Different perspectives on evaluating the value of HTA processes will be presented by Susan Guthrie, PhD, MSc, Rand Europe; Nicola Allen, Precision for Value; and Zoe Garrett, MRes, National Institute for Health and Care Excellence (NICE) and EUnetHTA. A discussant will provide an economist’s view at the conclusion of the session.

During our lifetimes, the science of evaluating health technologies has evolved significantly. Furthermore, as the rate of medical innovation and population health care needs accelerate, competing demands from various stakeholders put unprecedented pressure on health systems to deliver high-value medical care. During the third plenary session “Evolution of Value: Perspectives from the United Kingdom, Europe, and United States” health economists from these regions will provide reflective views on how valuation of medical technologies has changed across time, and will discuss the methodological, societal, and political forces that shaped their evolution. The speakers will also consider what the future holds for valuation in health. Confirmed speakers for this session include Mandy Ryan, PhD, MSc, University of Aberdeen and Charles E. Phelps, PhD, University of Rochester.

Along with these plenaries, we also will have our two-day short-course program and main meeting content of issue panel, workshop, and research presentations for attendees to enjoy.

Although not the capital city of Scotland, Glasgow came to eminence during the industrial revolution, when it was widely considered the Second City of the British Empire due to its importance as a trading port and its pre-eminence in shipbuilding, engineering, industrial machinery and bridge building. Following post-industrial decline, Glasgow reinvented itself as a financial and communications hub. The historic wealth of the merchants and traders in Glasgow is reflected in the many extraordinary architectural buildings in the city, and the many museums and civic buildings set amid over 90 public parks—contributing to Glasgow’s moniker as ‘Dear Green Space’.

Despite this wealth of architectural heritage, Glasgow is perhaps best known for fostering the Arts and Crafts movement in the early 20th Century, as well as being home to Charles Rennie Mackintosh, whose buildings are an integral part of the city (including the world-renowned Glasgow School of Art, which attracts students from across the globe). Art, music, and culture are all a part of this thriving modern city. And, despite some problems visitors may have with the local Glaswegian dialect, “weegies” as the locals are fondly known, are among the most welcoming and hospitable people you could hope to meet.

It is a great honor to host the 20th European Congress in Glasgow, the hometown of one of us at least. We hope you will take the time to explore this unique and beautiful city, and to ‘take a dram’ with the locals after a ‘hoachin’ day at the conference.

– Andrew Briggs, DPhil and Maarten IJzerman, PhD