

ISPOR Europe 2025

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Powering value and access

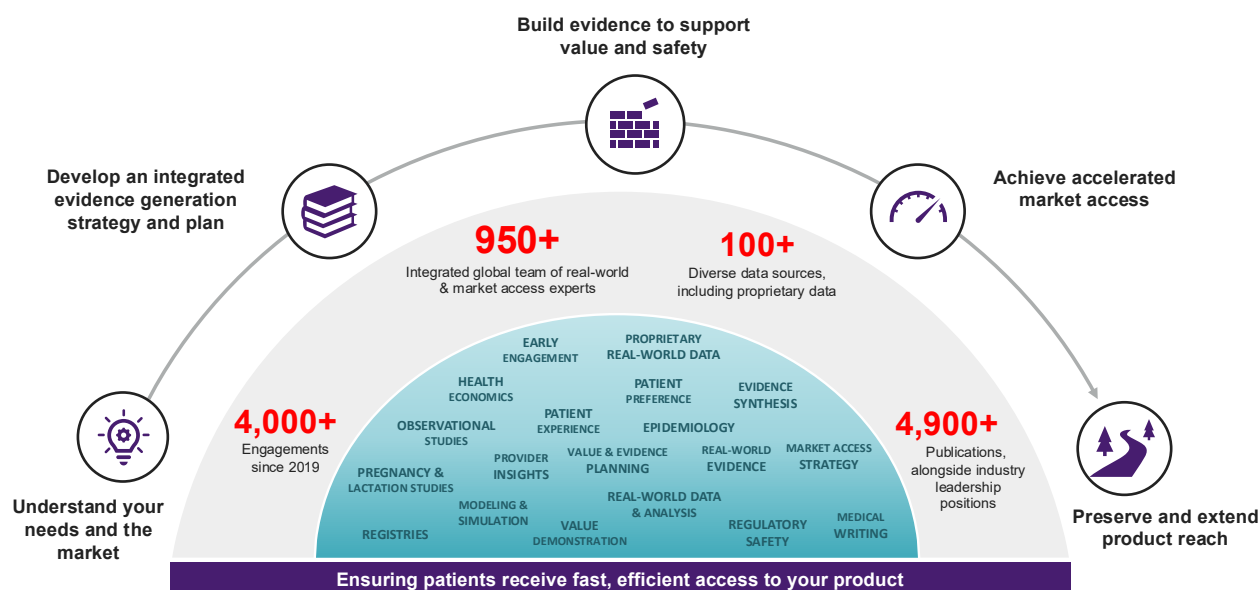
Get life-changing treatments to patients, faster.



ppd

Partnering with you to bring innovative therapies to patients faster

From early pipeline planning to post-market access, our global scientific expertise spans the full product life cycle with customized consultative solutions. Partner with us to accelerate access and shape the future of health care with confidence.



Overcome complex reimbursement hurdles

Reimbursement hurdles in health technology assessment (HTA) countries are higher and more complex than ever before. Our clients value our expertise in health economics and outcomes research (HEOR) strategy and in developing fit-for-purpose tools for successful submissions. These tools include health economic models with robust synthesis, indirect treatment comparisons, and advanced statistical analysis of trial data, all presented within a value-focused submission dossier narrative.

Our global team of consultants leverages extensive experience in economic modeling, HTA-compliant literature reviews, statistical analyses, and market access communications. By ensuring robust, tailored data for health economic models and HTA solutions, we drive study efficiency. We ensure you have a strong HEOR strategy and are well prepared with solid evidence for reimbursement discussions.

Navigate access regulation change

The Inflation Reduction Act (IRA) and the EU Health Technology Assessment (HTA) Regulation bring about major changes in the US and EU access landscape that require early and strategic preparation to ensure an optimal evidence package to demonstrate value. Generation of real-world evidence (RWE) can be a useful tool in addressing the challenges arising from these new access policies and preparing for stakeholder discussions.

Our experts, with a unique combination of technical acumen and strategic vision, focus on helping you navigate the changes brought about by the US IRA and EU HTA Regulation, planning and preparing for the new US and EU landscapes.



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Patient insights and inclusion

Patients are at the center of modern evidence generation and value demonstration.

We can help you:

- Create a tailored clinical outcomes assessment (COA) strategy to ensure patient relevance
- Embed patient interviews within clinical trials to enrich core clinical data and demonstrate wider patient-centric value
- Demonstrate value across a variety of treatment aspects with patient preference research
- Measure unmet need with primary data
- Inform evidence needs with quick, pragmatic patient and prescriber insights

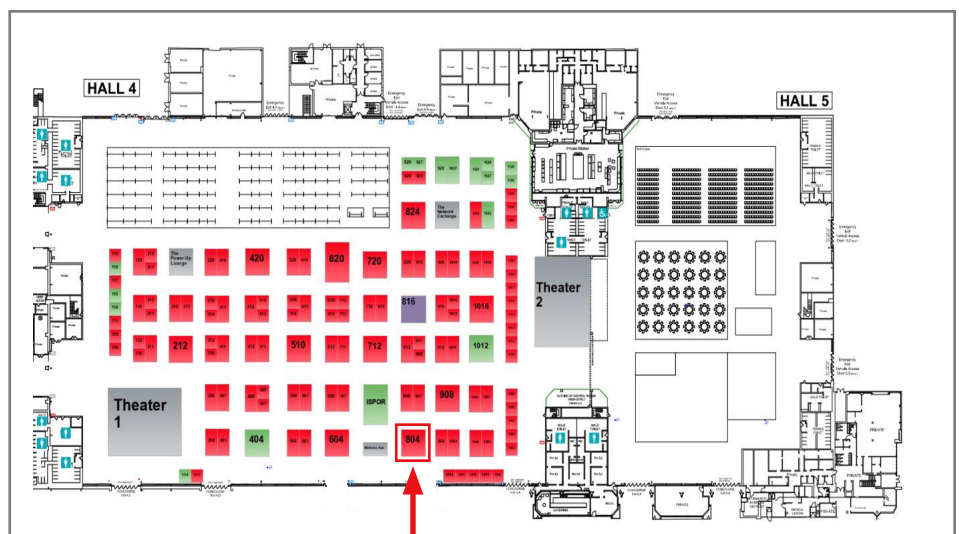
Collaborate with us to develop tailored best-in-class evidence strategies that carry the patient voice robustly and with impact into decisions across the product life cycle.

Real-world data, evidence and registry solutions

Address your most challenging research questions with our fit-for-purpose real-world data (RWD) and real-world evidence (RWE) solutions, including the use of existing secondary data and global scale primary data collection. Our integrated methods result in enhanced timeline and work scope efficiency, reduced research burden and more customized evidence in support of safety, effectiveness and value.

We also offer a unique suite of industry-leading registry solutions. Building on decades of multi-national registry design and execution experience spanning diverse therapeutic areas, our solutions include a unique set of robust proprietary data derived from regulatory-grade longitudinal clinical registries.

Stop by booth **#804**
to speak to our
experts about our
solutions!



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Science on site

Monday, November 10

Educational symposium | 11:45am – 12:45pm

Strategic Insights from 5 Years of the EU HTA Regulation: Unleashing the Ambition for Orphan Products and Vaccines (Martin Parkinson, Caroline Delaitre, Samantha James, Ruth Chapman)

Workshop | 1:45pm – 2:45pm

COAs and Patient Preference Information: Building on a Promising but Challenging Relationship (Sebastian Heidenreich)

Workshop | 5:00pm – 6:00pm

Real World Evidence – From the Clinician's Perspective (Susan Olivera, John Sampalis)

Poster session 1 | 12:30pm – 1:30pm

1. A Layered Approach to Reducing Hallucinations in LLMs for Structured and Unstructured Clinical Data (Rai AK, Bhandary D, Ikoro V, Ng A)
2. Anchors Away: Navigating Unanchored Indirect Comparisons with Multilevel Unanchored Meta-regression (ML-UMR) (Chandler C, Ishak J)
3. Can simple treatment effect waning mechanics be used to help explore alternative extrapolation scenarios when curve crossing is present? (Kazmierska P, Aminnejad N, Bungey G)
4. Economic Burden Utilities and Cost Effectiveness of Perioperative Immunotherapies for Early-Stage Non-Small Cell Lung Cancer (NSCLC): A Systematic Literature Review (SLR) (Priedane E, Farraia M, Pandey A, Ng J , von Wilamowitz-Moellendorff C)
5. Assessment of Health State Utilities Associated with Treatment for Chronic Hepatitis B Virus (HBV) Infection (Howell T, Matza L, Martin A, Nikitas FS, Begaj K, Theodore D, Agarwal K, Sulkowski M, Coffin C, Dolman G, Kendrick S, Das J, Ismaila A)
6. Cross-Sectional Cohort Designs Offers An Efficient Alternative to Prospective Cohort Design in Real- World Studies (RWS) (Neil Brett, Marielle Bassel, Vincent McCarty, John Sampalis)
7. AI-Assisted Time-to-Event Projection: A Case Study and Broader Potential (Jack Ishak, Jaime Caro)
8. Challenges in predicting the Joint Clinical Assessment (JCA) scope from a stakeholder perspective: a case study in Relapsed/ Refractory Multiple Myeloma (Kaisa Miikkulainen, Maria Victoria Mateos Manteca, Caroline Delaitre-Bonnin, Almudena Olid Gonzalez, Milon Waththuhewa, Aleksandra Zapala-Szufel, Benedikte Lensberg, Brett Doble, Damla Kilic)
9. A Systematic Review of Trends from Migraine Preference Studies (Natasha Ramachandran, Harrison Clarke, Divya Mohan, Jaein Seo)
10. A Review of Information Uncertainty in Oncology Treatment Preferences (Hui Lu)



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Poster session 2 | 6:00pm – 7:00pm

1. Development and Implementation of a Dynamic Framework for Assessment and Improvement of Registries' Data Quality (Duong M, Justo N, Berfeld N, Pettersson C, Nguyen H, Kastrva K, Matyushenko V, Mokrá L, Farjana A, Bennett N, Watson E, Masic D, Poll A)
2. Enhancing Targeted Literature Reviews (TLRs) with Artificial Intelligence (AI): A Methodological Approach for Conducting Efficient Targeted Searches (von Wilamowitz-Moellendorf C, Wittkopf P, Goel R, Ronnebaum S)
3. Evaluating High-Cost Gene Therapies for Non-Cancer Conditions: Insights From NICE's Standard Appraisal Process (Stapleton N, Dvorkina M, Kumichel A)
4. Estimating Lost Life-Years and Quality-Adjusted Life-Years Of Under-Treatment Of Patients With Renal Cell Carcinoma and Metastatic Pancreatic Cancer In England (Berdunov V, Hughes R, Smith M)
5. Evidence of Mapping Malpractice? A Review of Mapping Algorithm Usage in NICE Health Technology Appraisals (Spencer C, Bungey G, Saramago Goncalves P, Baginska-Dudek B, Nagy E, Szabo G, Winter K, D'Errico M, de Boisvilliers S)
6. Cost Implications of Declining MMR Coverage in England: Modelling NHS Burden and the Value of Catch-Up Vaccination (Winter K, Pinsent A)
7. Cost-Effectiveness of CKD Screening: Insights for the 60+ General Population and Those With Type 2 Diabetes (Bungey G, de Boisvilliers S, Spencer C, Espago J, Tichy E, von Wilamowitz-Moellendorf C, Wittkopf P)
8. Data Reliability in Retrospective Chart Review Studies: Results and Considerations From a Novel Data Review Methodology (Neil Brett, Luke Safarczyk, Elizabeth Donahue, Marielle Bassel)
9. Exploring knowledge, attitudes and perspectives on respiratory virus vaccination among older adults in the US (Matthieu Beuvelet, PharmD, Keila Meginnis, Ph.D., Caroline de Courville, EMAM, Maribel Tribaldos, Ph.D., Antonio Robles, Ph.D., Gabriela Fernandez, MPH, Hannah Collacott, M.Sc., Matthew Quaife, Ph.D.)
10. EQ-5D utility impact of worsening NYHA class and CV hospitalization (CVH) on health-related quality of life (HRQoL) of patients with ATTR-CM based on the ATTRibute-CM trial (Irina Proskorovsky, Mira Krotneva, Ágnes Benedict, Maria Hülsebeck, Heather Falvey)
11. Framing Matters! Implications of Loss Aversion for Communicating Benefits to Patients in Preference Studies (and Beyond) (Hui Lu, Joshua Coulter, Travis Gould, Lisa Wilcox, Carmine Colavecchia, Stephanie Christopher, Álvaro Gutiérrez, Brett Hauber, Jennifer Whitty)
12. Exploring the promise of generative AI for coding and analysing qualitative patient data: Results from a pilot study in Non-Hodgkin's Lymphoma (Bailey K, Skalicky A, Dias-Barbosa C, Stanczyk S)



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Tuesday, 11 November

Issue panel | 1:45pm – 2:45pm

Trusting a Machine? Opportunities and Challenges to Using Artificial Intelligence in Qualitative Patient Research (Karen Bailey)

Forum | 1:15pm – 2:15pm

Harmonizing and Enabling Cross-Border Real-World Evidence Studies in Europe (Ashwin Rai)

Workshop | 10:15am – 11:15am

Building Multi-Agent AI Systems to Reduce Subject Matter Expert Burden in Health Economics Research (J. Jaime Caro)

Workshop | 5:00pm – 6:00pm

A Match Made in Heaven? Optimal Selection of Preference Elicitation Methods to Address Study Purpose and Objectives (Jennifer Whitty)

Poster session 3 | 12:30pm – 1:30pm

1. Identifying Risk Profiles for Early Treatment Discontinuation in Geographic Atrophy Using Machine Learning and SHAP Clustering (Rai AK, Boucher N, Berger A, Ishii F, Ikoro V, Bhandary D, Ng A)
2. Funding the Fight Against Antimicrobial Resistance: Learnings from the UK and Sweden's Pilot Incentive Programmes (Beugre-Guyot M, Hearne E, Boss J)
3. Have Delays in Vaccine Market Access Improved in Europe and the US Over the Last Decade? (James S, D'Ausilio A, Boss J, Chapman R, Schaible K, Zapala Szufel A)
4. From Theory to Practice: Guidance for Identifying and Selecting Mapping Algorithms for Health Economic Models (Bungey G, von Wilamowitz-Moellendorf C, Bajko P, Duffy S, Proskorovsky I)
5. Systematic Literature Review (SLR) of Efficacy, Health-Related Quality of Life (HRQoL), and Safety of Immunotherapies for Perioperative Treatment of Early-Stage Non-Small Cell Lung Cancer (NSCLC) (Priedane E, Farraia M, Pandey A, Ng J, von Wilamowitz-Moellendorff C)
6. Integrating Real-World Evidence For Advanced Therapies In Inflammatory Bowel Disease Into Re-Imbursement Submissions: Insights And Considerations From The UK (Neil Brett, Garthiga Manickam, Roy Mootoosamy, Daniela Castano, John S. Sampalis)
7. Importance of Adjudication Committees in Retrospective Chart Review Studies for Outcomes Event Data Collection (Marielle Bassel, Paul Daniel Bibat, Kelly Donham)
8. Integrating Real-World Evidence into Oncology HTA Submissions: Recent EU Examples (Ivana Sestak, Janneke Luijken, Fang-Yi Lin, Sara Angleman, Alice Rouleau)
9. From JCA to Local P&R: Evaluating Impact Across Europe (Nebibe Varol, Laetitia Gelbert, Caroline Delaitre-Bonnin, Paulina Rolska-Wójcik)
10. How Chinese restaurants can help with robust preference insights: A novel Dirichlet mixture model to account for complex heterogeneity in individual preference weights (Keila Meginnis, Nicolas Krucien, Christine Michaels-Igbokwe, Caitlin Thomas, Sebastian Heidenreich)



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11. Health State Utilities Associated with Geographic Atrophy Secondary to Dry Age-Related Macular Degeneration (Steward K, Matza L, Guo K, Ridley C, Lorenzo MM, Lee S, Mbagwu M, Patel P, Matthews S, Burton D, Doyle S)
12. Long-term experience and quality of life of patients with ALK positive advanced NSCLC (ALK+ aNSCLC) who receive 1L lorlatinib for more than 4 years (Liu G, Clucas C, Skalicky A, Rifi N, Lusk J, Le H)

Poster session 4 | 6:00pm – 7:00pm

1. Millennial Medical Record (MMR) Data Profile: A Japanese Electronic Medical Records (EMR) Database Utilising Unstructured Data for Lung Cancer Research (Hamaguchi A, Shiba K, Kato M, Wakasugi D, Koga T, Nozue S, Sawada T, Morita T, Pulfer A, Lambrelli D)
2. Real-world cancer treatments for common solid tumors in China: a targeted literature review (Li Z, Ban L, Raluy-Callado M)
3. NICE Has Embraced Single-Arm Trials in Technology Appraisals, but Where is the Guidance? (Karinou E, Mitchell C, Rawson K)
4. Public Health Impact of 25 Years of Pneumococcal Conjugate Vaccination of Children 5 Years Old: A Modelling Analysis (Chapman R, Dillon-Murphy D)
5. Navigating HTA Requirements: The Current Landscape of Alzheimer's Disease Modifying Treatments (So D, Molencap V, Abi-Saleh N)
6. Real-World Evidence on the Broader Benefits of GLP-1RA-Based Therapies: A Global Targeted Literature Review (Gibbs K, Jennings E, Monica M, Mootoosamy R)
7. Methods for Incidence Progression Estimation in Partitioned Survival Analysis: Does the Chosen Method Matter? (Sadeghimehr M, Rivolo S, Bungey G)
8. Navigating Evidence Requirements for Joint Clinical Assessment (JCA): Practical Considerations for Systematic Literature Review (SLR) and Indirect Treatment Comparisons (ITC) (von Wilamowitz-Moellendorf C, Bajko P, Gonzalez E, Deshpande S)
9. Real-World Effectiveness Of Immune Checkpoint Inhibitors + Chemotherapy (ICI+CT) Versus ICI Monotherapy (ICI) In Untreated Locally Advanced/Metastatic Non-Small Cell Lung Cancer (NSCLC): A Targeted Literature Review (Farraia M, Priedane E, Mardiguian S, Austin Taylor M, von Wilamowitz-Moellendorff C)
10. Is There a Lack of Dietary Data Collection in Real-World IBD Studies? Literature Review and Future Considerations (Neil R. Brett, Garthiga Manickam, Marielle Bassel, Daniela Castano, John S. Sampalis)
11. Predictors of Post-Operative Complications Following Cytoreductive Surgery with HIPEC: A Real-World Analysis of 493 Patients in Québec (Vincent McCarty, Mikael Soucisse, Lucas Sideris, Neil R. Brett, Marielle Bassel, John Sampalis)
12. Quantifying the Therapeutic Benefit of External Beam Radiotherapy in Uterine Serous Carcinoma: A Real-World Study (Eleferios P. Samartzis, Lucy Gilbert, Vincent McCarty, Neil R. Brett, Marielle Bassel, John Sampalis)
13. Patient Perspectives on Mild-Moderate Infection Burden in Multiple Myeloma and Chronic Lymphocytic/Small Lymphocytic Leukemia (Matthew Quaife, Chiara Whichell, Gabriela Fernandez, Quazi Ataher, Bharat Ramakrishna, Julia Braverman)
14. Patient and Caregiver Perspectives on Relapsed/Refractory Acute Myeloid Leukemia Treatments: A Qualitative Interview Study (Sophie Van Tomme, Joshua Libbrecht, Rosanne Janssens, Harrison Clarke, Paul Cordero, Chantal el-Haddad, Matthew Quaife)



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Wednesday, 12 November

Issue panel | 8:00am – 9:00am

The Variable Thresholds Issue: A Necessary Tool or a Misguided Obsession? (J. Jaime Caro)

Issue Panel | 10:00am – 11:00am

Handling Transitions between Child and Adult HRQoL in Economic Evaluation (Louis Matza)

Poster session 5 | 9:00am – 10:00am

1. Treatment Patterns and Healthcare Resource Utilisation in Patients with Chronic Inflammatory Demyelinating Polyneuropathy in England: A Retrospective, Observational Cohort Study (Guillonneau S, Saeed O, Smolkina E, Petruski-Ivleva N, Seluzhytsky A, Nunez M, Pulfer A, Wolf A)
2. Persistence to basal insulin and economic outcomes among patients with type 2 diabetes: A retrospective analysis using electronic health records in England (Bain SC, Bortolini M, Kiritharan S, Davidson JA, Wan Yau Ming S, Adebanjo YV)
3. Uncovering Patient Narratives of Opioid Use and Recovery Using Large Language Models for Topic and Emotion Analysis of Social Media Discussions (Rai AK, Ikoro V, Berger A, Bhandary D, Ng A, Dabbous F)
4. Understanding Trends and Opinions on More Environmentally Friendly Healthcare: A Clinician Survey (Marczell K, Chapman R, Cohen M, Benedict A)
5. Using a Large Language Model (LLM) for Data Extraction of Studies: Learnings from a Targeted Literature Review (TLR) in Non-small Cell Lung Cancer (NSCLC) (Farraia M, Pandey A, Priedane E, Cichewicz A, von Wilamowitz-Moellendorff C)
6. Therapeutic Benefit of Radiotherapy in Uterine Serous Carcinoma (USC): A Real-World Study. (Elefterios (Pierre) Samartzis, Lucy Gilbert, Vincent McCarty, Neil R. Brett, Marielle Bassel, John Sampalis)
7. Why Are Patient-Reported Outcome Measure (PROM) Results Missing From Labels of Obesity Management Medications? (Liberato A, Karn H, Anatchkova M, Skalicky A, Jionco A)
8. You've Been Framed: The impact of risk and time framings on contraceptive preferences elicited through a discrete choice experiment (Matthew Quaife, Giulia Chandiet)



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