

ISPOR Europe 2026



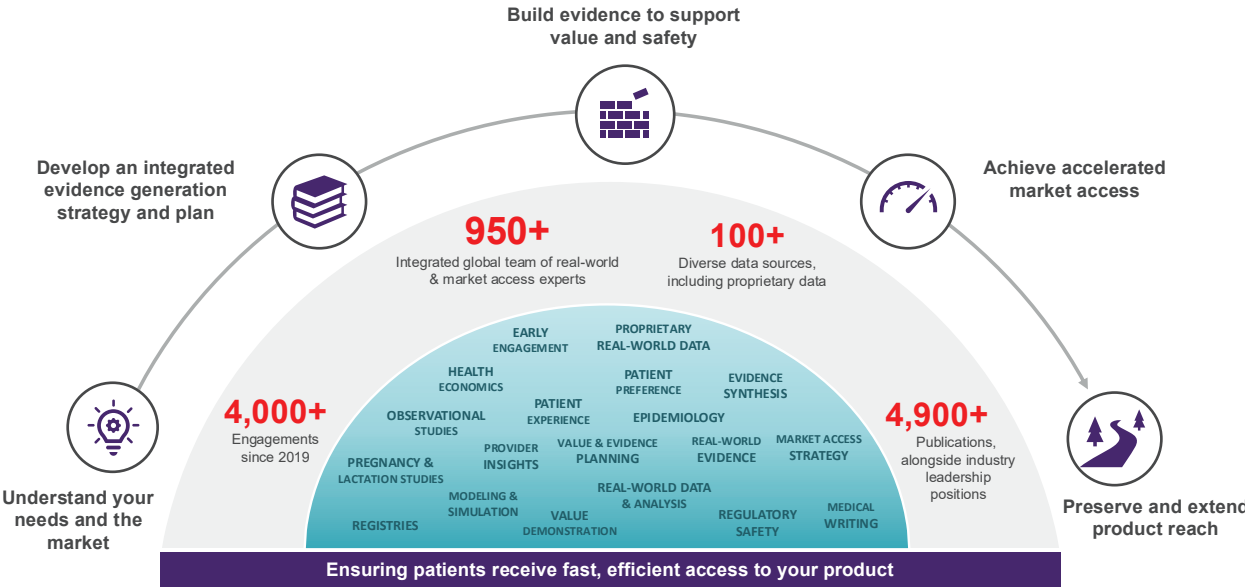
Powering value and access

Get life-changing treatments to patients, faster.



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.



Visit booth #511 or scan the QR code to request a meeting.

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.

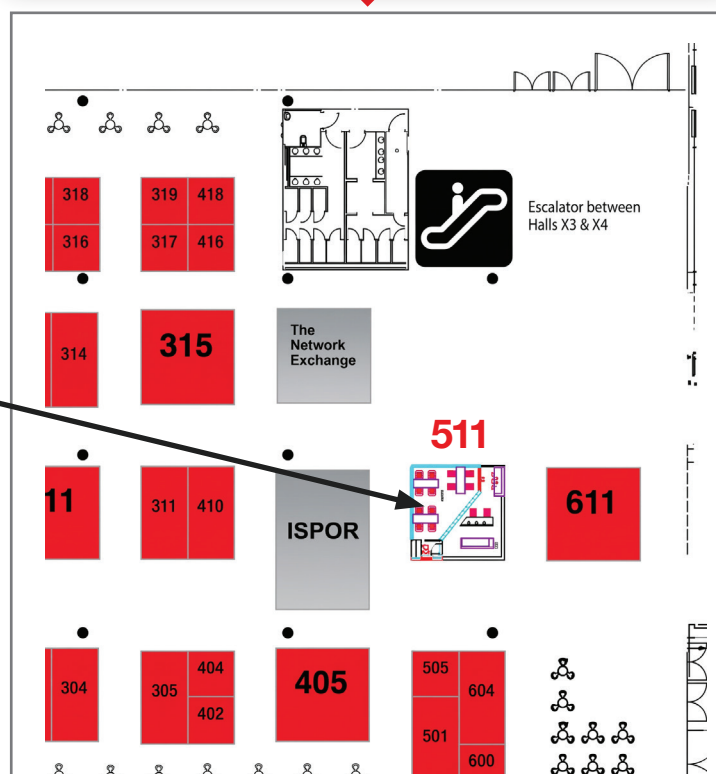
Real-world data, evidence and registry solutions

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.

Level 2, Hall X3

Stop by booth #511
to speak to our experts
about our solutions!



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Science on site

Presentations and poster sessions at ISPOR Europe 2026



Monday, November 9

Spotlight | 10:30 a.m. – 11:30 a.m.

Humans at the Helm: Navigating Increasing AI Autonomy in HEOR and HTA

Bill Malcolm (moderator), Dalia Dawoud, Jaime Caro, Siguroli Teitsson

Symposium | 12:15 p.m. – 1:15 p.m.

One JCA, many decisions: Building an evidence strategy for portability across Europe

Caoimhe Rice, Martin Parkinson, Carla Dias Barbosa, Victoria Federico Paly

Workshop | 4:45 p.m. – 5:45 p.m.

Mixture Cure Models: Do They Create More Issues Than They are Trying to Solve?

Seán Conlon (moderator), Gianluca Baio, Irina Proskorovsky, Rhiannon K Owen

Research Podium | 4:45 p.m. – 5:45 p.m.

Ready for Prime Time? Evaluating Large Language Models for Automated Extraction of Cost-Effectiveness Models from HTA Submissions

Simone Rivolo

Poster Session 1 | 10:30 a.m. – 1:30 p.m.

Prescription trends and generic market share of heparinoid preparations in Japan from FY2014 to FY2024[c1.1]: A longitudinal claims database study

Dimitra Lambrelli et. al

Leveraging specialist ophthalmology EMR data to evaluate real-world effectiveness of anti-VEGF therapies for diabetic macular edema

Nick Boucher, Nitika Aggarwal, Mark Yates

Health state utilities associated with otoferlin-related hearing loss

Louis S. Matza, Timothy A. Howell, Nick C. Patel, Peter Quon, Paul Sommer, Ivette Cejas, Donald M. Goldberg, Jameel Muzaffar, Chad Ruffin

Health state utilities associated with treatment for transfusion-dependent β -thalassemia in France

Louis Matza, Adeline Durand, Katie D. Stewart, Jennifer Drahos, Gabriela Vega-Hernandez

Changes in the number of pregnancy and lactation post-marketing requirements/commitments issued by the FDA after the release of the draft post approval pregnancy safety studies guidelines in 2019

Yassaman Vafai

Poster Session 1 | 10:30 a.m. – 1:30 p.m.

Cost implications of declining MMR coverage in England: A two-cohort analysis of NHS burden and catch-up vaccination value

Kerry Winter

MLUMR: An R package for population-adjusted indirect comparisons using multilevel unanchored meta-regression

Ahmad Sofi-Mahmudi, Conor Chandler

Understanding evidence and reimbursement pathways for oncology retreatment: A cross-country assessment of regulatory, guideline, and HTA perspectives

Anna D'Ausilio, Himani Jaiswal, Caroline Delaitre-Bonnin

Comparison of GPT-5 models for artificial intelligence (AI)-assisted data extraction from randomized clinical trials (RCTs) in systematic literature reviews (SLRs): Accuracy, reproducibility, and time-efficiency

Mariana Farraia, Aiswarya Shree, Archana Rajadhyax, Anuja Pandey, Sohan Nitin Deshpande, Carolina Casañas i Comabella

Mental health HEOR evidence generation and growth of real-world evidence amid increasing disease burden: An AI-assisted longitudinal analysis, 2014–2023

Corrina Mau, Weicheng Ye, Thitima Kongnakorn



**ISPOR top 5%
featured poster**

Poster session 1

Estimating the UK population eligible for late-line multiple myeloma therapies using an epidemiological model

Kang Kang, Shujun Li, Denise Zou



**Visit booth #511 or
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to request a meeting.**

Poster Session 2 | 4:00 p.m. – 7:00 p.m.

Fit-for-purpose recruitment in decentralized observational studies: Innovations, use cases, and design considerations

Elizabeth Donahue, Alison Rushby, Christopher Morris, Neil R. Brett

An AI-enabled digital twin for simulating anti-VEGF treatment strategies in real-world nAMD care

Ashwin Rai, Ariel Berger

Content validity evaluation of selected patient-reported outcome measures for pain, fatigue, and physical functioning in adults, adolescents, and children living with Osteogenesis Imperfecta

Elizabeth Gibbons, Laura Kelly, Savita Bakhshi Anand, Stephanie Bascle, Joshua Maher, Tracy Hart, Cemre Robinson, Ethen Cheng, Ingunn Westerheim

A mapping gap in the new UK EQ-5D-5L era: Implications for health technology assessment

George Bungey et.al

Early economic and pathway impact of incorporating novel mass spectrometry-based testing into treatment response assessment for multiple myeloma

Gregory L. Price, Teofilo Borunda Duque

Assessing orphan medicines under the European Union (EU) health technology assessment regulation (HTAR): Is current HTA guidance fit for purpose?

Andreas Freitag, Elena Aruffo, Hefin Thoma, Caroline von Wilamowitz-Moellendorff

PICO provenance evaluating AI traceability for EU joint clinical assessments

Hanna-Liisa Vilu, Victoria Molenkamp, Rhythm Arora

Tuesday, November 10

Issue Panel | 1:45 p.m. – 2:45 p.m.

Train the Economist or Hire the Engineer? The Future of Expertise in AI-Native HEOR

Ramiro E Gilardino (moderator), Manuel Cossio, Jaime Caro, Mitch Higashi

Workshop | 4:45 p.m. – 5:45 p.m.

Accounting for Preference Heterogeneity in Stated Choice Data: From Good-Practice Methods to Decision-Relevant Interpretation

Sebastian Heidenreich, Francesco Pignatti, Deborah A Marshall (moderator), Axel Mühlbacher

Poster Session 3 | 10:30 a.m. – 1:30 p.m.

Beyond expected outcomes: A framework to account risk aversion when eliciting patient preferences for treatment pathways in oncology

Hui Lu, Sebastian Heidenreich, Anup Das, Nicolas Krucien

A practical framework for including dietary data in real-world evidence studies: Lessons from inflammatory bowel disease and paediatric rare diseases

Neil Brett, Garthiga Manickam, Liz Donahue, John Sampalis, Susan Oliveria

Development of an integrated framework and AI-assisted platform for trustworthy regional healthcare data utilization in China

Zhen Luo, Hang Xu, Dimitra Lambrelli, Lu Ban

Adapting RWE methods to Japan: A practical framework for regulatory, ethical, and site-level implementation

Mika Kawaguchi, Tadashi Koga, Marina Yamamoto, Dimitra Lambrelli

Applying a framework to characterise the evolution of integrated scientific advice

Jennifer Boss, Emily Hearne, Marine Beugre-Guyot, Almudena Olid Gonzalez

The sensitivity analysis paradox in target trial emulation: An empirical taxonomy of bias mitigation and protocol design in 208 studies

Alban Fabre et.al

What drives positive NICE healthtech decisions? A review of economic evaluation evidence from recent appraisals

Vladislav Berdunov, Claire Spencer

From approval to access: Time to reimbursement decision for biosimilars in the EU-4

Alexandra Kumichel, Maria Dvorkina, Katherine Gibbs



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Poster Session 4 | 4:00pm – 7:00pm

Should we collect patient preference insights in registries? Findings from the PPD CorEvitas Obesity Registry

Hui Lu, Kevin Patrick Marsh, Sebastian Heidenreich, Jennifer Whitty, Anup Das, Nicolas Krucien, Heather Chubb

Closing the language gap in HEOR reviews: Validating AI-assisted screening of Chinese-language evidence

Caroline von Wilamowitz-Moellendorff, Aiswarya Shree, Andreas Freitag, Caoimhe Rice, Mireia Raluy Callado, Jade Thurnham, Ziyi Li, Lu Ban

Feasibility of identifying HR+/HER2– metastatic breast cancer and CDK4/6 inhibitor-treated cohorts in a Japanese multicenter oncology EMR database

Motoki Kuzuya, Shigemi Matsumoto, Ayanori Fukushima, Dimitra Lambrelli, Tadashi Koga, Masafumi Okada, Manabu Muto

Beyond claims data: A legally governed integrated EHR-claims database for real-world evidence generation in Japan

Dimitra Lambrelli et.al

Environmental impact assessment for total knee replacement care pathway and subsequent prosthetic joint infection

Eva Fuchs, Tom Binstead, Caoimhe T Rice

A mathematical appraisal of the family and caregiving effects framework in modeling caregiver spillover effects

George Bungey et. al

Real-world treatment patterns in chronic lymphocytic leukemia: A systematic review

Magdalena Monica, Monika Reczek, Pawel Kawalec, Katherine Gibbs

The best of both worlds? Hybrid programmatic-AI workflows for HTA-grade evidence generation for time-to-event analysis interpretation and reporting

Simone Rivolo, Tereza Lanitis, George Bungey, Michalis Galanakis, Ivan Housse, Jack Ishak

Using tokenization to overcome limitations of claims data to identify use of remote patient monitoring among patients with peritoneal dialysis

Firas M. Dabbous, Divya Shridharmurthy, Rhonda Shaw, Samuel Huse, Kathryn Evans, Vanessa Danielson, Ariel Berger

Wednesday, November 11

Issue Panel | 8:00am – 9:00am

How Should Evidence be Assessed in Rare Diseases?

Karen Facey (moderator), Jaime Caro, Sean Tunis, Gregor Goetz

Poster Session 5 | 9:00am – 11:30am

Real-world evidence (RWE) readiness for EU Joint Clinical Assessment: Gap analysis between current RWE studies and EU HTA expectations

Neil Brett, Garthiga Manickam, Deborah Tallarigo, Susan Oliveria, Jack Ishak, Roy Mootooswamy

Prevalence of potentially inappropriate prescribing (PIP) in older adults in 2025 in the United States: Can we do better in the digital age?

Kathryn Evans, Ade Agbemuko, Harmony Omeife, Ariel Berger

Estimating the fiscal impact of menopause symptoms in England and Wales: A public finance framework for the evaluation of menopause interventions

Kinga Marczell et. al



ISPOR top 5% featured poster

Poster session 5

Progression of metabolic dysfunction-associated steatohepatitis and economic burden: Use of real-world health record data in England to inform economic models

Jennifer A. Davidson, Hannah R. Brewer, Caoimhe Treise Rice, Sara J. Carvalho, Yestle Kim



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