



ISPOR

Improving healthcare decisions



2018 ANNUAL REPORT



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"Over the past two decades, ISPOR has grown both wider (with members from 110 countries all over the world) and larger (with more than 20,000 individual and chapter members)."

—Federico Augustovski, MD, MSc, PhD
ISPOR President (2018-2019)



From Our CEO

I would like to acknowledge and thank all the ISPOR members and the diverse group of stakeholders who have helped us achieve many important milestones in 2018. As the Society continues to grow, it becomes increasingly important for us to capture the qualitative and quantitative metrics that demonstrate the impact the Society and our members have on improving healthcare decisions. Several examples of this “ISPOR Impact” are detailed in this annual report.

Since its inception in 1995, ISPOR has continued to expand its reach and its influence in establishing international good research practices for the conduct and application of health economics and outcomes research (HEOR) around the world. In 2018, ISPOR set new records, launched many new initiatives, and reinvested heavily in our mission. A few of the top-line highlights outlined in this annual report include:

- ISPOR executed its most successful conference series ever
 - ISPOR convened 5 global conferences—ISPOR 2019, ISPOR Asia Pacific, ISPOR Dubai, ISPOR Summit, and ISPOR Europe
 - ISPOR Europe drew the largest attendance of any ISPOR conference to date with more than 5500 attendees
 - ISPOR hosted its first regional conference and first event in the Middle East with ISPOR Dubai
- *Value in Health* reached a new milestone with an impact factor of 5.494. In addition to its inclusion in MEDLINE®/PubMed, *Value in Health Regional Issues* is now indexed in EMBASE, Scopus, EBSCOhost/TOC Premier, and several other scientific databases

“ISPOR has continued to expand its reach and its influence in establishing international good research practices for the conduct and application of health economics and outcomes research around the world.”



- The Society facilitated dialogue, deliberation, and consensus building through these and other activities:
 - 5 Health Technology Assessment (HTA) Roundtables were held
 - 5 Responses to public calls for comment were submitted
 - 4 Patient Representatives Roundtables were held
 - 3 ISPOR Reports and 7 Special Task Force Reports were published
 - 1 Summit on value assessment and more informed pricing in healthcare was held
- Publication of the first annual “Top 10 HEOR Trends” report designed to inform the broader healthcare audience about the importance of HEOR
- Launch of a number of new technology systems, including a completely redesigned website and membership platform
- ISPOR refreshed its brand with a new “look and feel” that has been recognized with a number of awards
- The Society expanded its investment in our mission to \$2.9 million

It has been an extremely productive year for ISPOR. And as you page through this annual report, you will find that there is more to our remarkable story. We are so very honored and proud to serve the global HEOR community—a diverse multistakeholder group that is contributing to the science to help us improve healthcare decisions.

Best Regards,

A handwritten signature in black ink that reads "Nancys Berg". The signature is written in a cursive, flowing style.

Nancy S. Berg

*Chief Executive Officer and Executive Director
ISPOR—The Professional Society for Health
Economics and Outcomes Research*

The Global Healthcare Landscape

Healthcare Today

Today's healthcare landscape is complex and constantly evolving. Global challenges include pricing and spending issues, the promise of innovative therapies and cures that also carry a heavy cost, and the move toward universal healthcare coverage. Governments and other healthcare payers are challenged with providing the best possible health outcomes at affordable costs.

The Emergence of HEOR

Today's healthcare challenges require innovative solutions. As the complexity and importance of healthcare has grown, the field of health economics and outcomes research (HEOR) has become ever more important for healthcare decision making. Healthcare stakeholders are increasingly looking to HEOR to help inform healthcare decisions.

ISPOR's Mission

To promote health economics and outcomes research excellence to improve decision making for health globally.

The Value of HEOR

In the continually evolving healthcare environment, HEOR provides a framework that can clearly define the key issues, generate and assemble the relevant evidence, and inform and guide healthcare-related decisions. The discipline of HEOR provides both the economic and outcomes data, shows how decision alternatives impact outcomes and influence stakeholders, and does so to guide decisions and influence behaviors of key stakeholders within the healthcare system. HEOR is the confluence of 2 disciplines that work together to provide powerful data and insights for healthcare decision makers.

The Synergy of Health Economics and Outcomes Research

Multidisciplinary experts in HEOR understand that outcomes research combined with health economics provides healthcare decision makers with vital information and tools that are applicable from the product to the healthcare system level. While both health economics and outcomes research can be performed in isolation, the synergy of combining the right data (outcomes research) with thoughtful economic analyses (health economics) based on multiple perspectives ensures that even complex healthcare questions can be evaluated rationally. This is the strength of HEOR. Whereas some professionals specialize in either health economics or outcomes research, HEOR experts are unique. HEOR professionals strive to build bridges between data and the economic analysis toward the goal of improving healthcare decisions.



The Complex HEOR Ecosystem

The healthcare ecosystem is complicated. Stakeholders face many significant issues (eg, budget constraints, economic impact, innovative therapies, etc) in making decisions that have broad implications and influence. As a result, there is a

compelling need for evidence that places issues in context and drives robust decision-making processes—finding the right data that can be transformed into the right evidence and that can inform the right healthcare decisions.

Improving Healthcare Decisions

Advancing HEOR Globally

ISPOR—the professional society for health economics and outcomes research—is dedicated to improving healthcare decisions around the world because we believe that every healthcare decision should be informed by the best scientific research. In pursuit of this goal, the Society has served as an unbiased resource and catalyst for innovation in the field for more than 20 years.

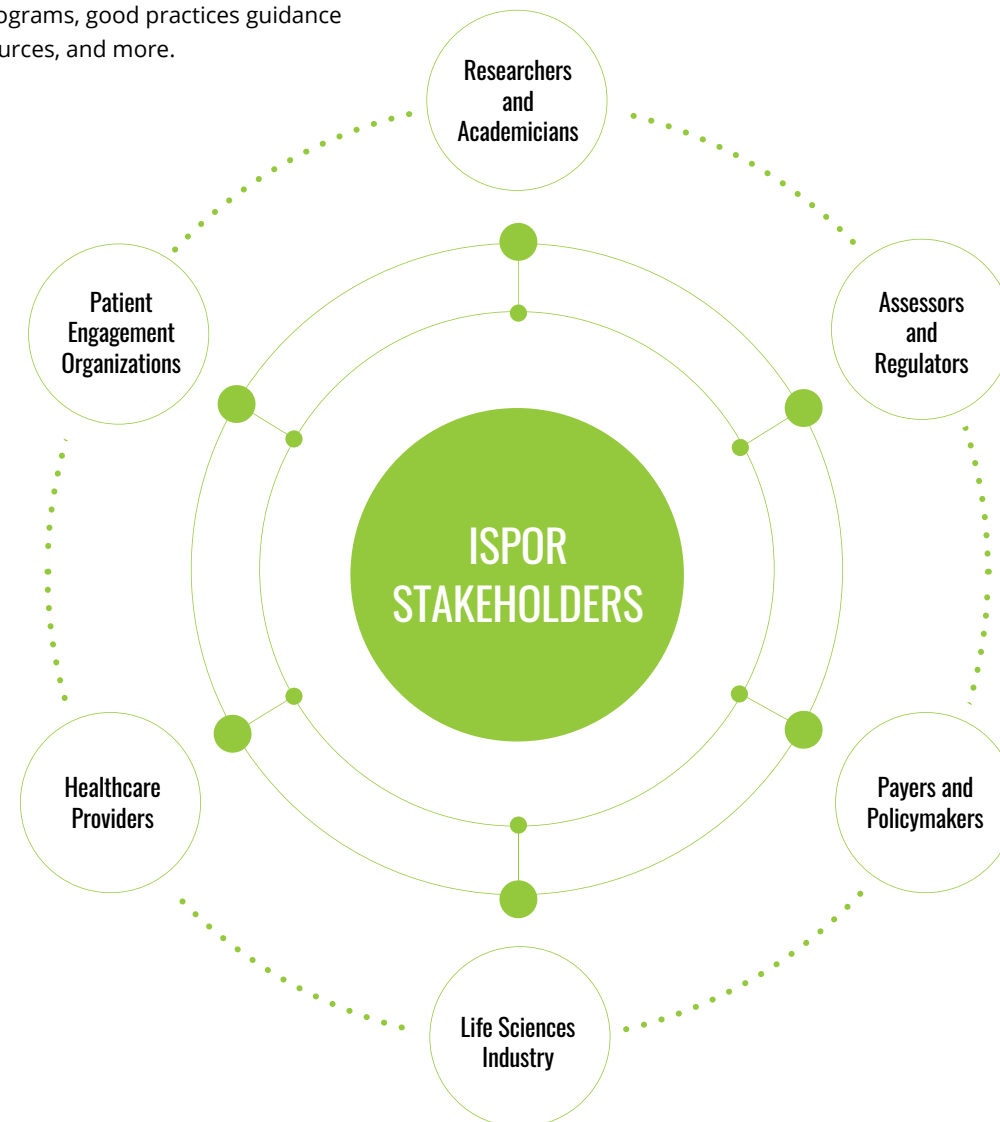
Catalyzing Innovation and Excellence

As the leading professional society for HEOR, the Society is a global catalyst for innovation and excellence in the field by providing leading scientific conferences and publications, education and training programs, good practices guidance and HEOR resources, and more.

Serving a Multistakeholder Membership

ISPOR is uniquely positioned to connect people from every sector of healthcare to advance the science of HEOR around the globe. The Society's multistakeholder audience includes researchers and academicians, assessors and regulators, payers and policymakers, the life sciences industry, healthcare providers, and patient engagement organizations.

Our members are ISPOR; ISPOR is the heart of HEOR; and HEOR is the foundation for improving healthcare decisions.



“Our members are ISPOR; ISPOR is the heart of HEOR; and HEOR is the foundation for improving healthcare decisions.”



ISPOR Impact : A Look Back at 2018

Investing in Our Mission

ISPOR actively supports its mission to promote HEOR excellence to improve decision making for health globally by reinvesting net surplus in initiatives and programs that serve its members.

INVESTMENT IN MISSION-CRITICAL INITIATIVES

2018: \$2.9 million
 2017: \$2.5 million
 2016: \$1.6 million

Extending a Global Footprint

AS THE FIELD OF HEOR HAS GROWN, SO TOO HAS ISPOR.

20,000+

individual and chapter members (from just 240 members at its founding)

110+ countries worldwide

86 regional chapters (with well over half based in low- and middle-income countries)

117 student chapters



Convening Leaders and Advancing HEOR Excellence

ISPOR hosts the leading HEOR conferences globally that provide unparalleled forums for education, consensus building, and networking in the field.

ISPOR 2018

“Real-World Evidence, Digital Health, and the New Landscape for Health Decision Making”

May 19-23, 2018 in Baltimore, MD, USA
 3700+ delegates

ISPOR Asia Pacific 2018

“Informing Policy and Strengthening Healthcare Systems in Asia Pacific”

8-11 September 2018 in Tokyo, Japan
 1600+ delegates (a 28% increase)

ISPOR Dubai 2018

“Healthcare Decision Making in the Middle East and North Africa: The Role of HEOR and HTA”

19-20 September 2018 in Dubai, United Arab Emirates
 Launch of ISPOR's series of regional conferences.

ISPOR Summit 2018

“New Approaches to Value Assessment: Towards More Informed Pricing in Healthcare”

October 19, 2018 in Washington, DC, USA
 A series of webinars and a supplement to *Value in Health* will bring important discussions from the summit to the global HEOR community.

ISPOR Europe 2018

“New Perspectives for Improving 21st Century Health Systems”

10-14 November 2018 in Barcelona, Spain
 Drew the largest attendance of any ISPOR conference to date.
 5500+ delegates

“ISPOR hosts the leading HEOR conferences globally that provide unparalleled forums for education, consensus building, and networking in the field.”

Publishing to Advance the Field

ISPOR's *Value in Health* is an international, MEDLINE®-indexed journal that publishes original research and health policy articles that advance the field of HEOR.



Value in Health

- MEDLINE®-indexed
- High impact factor of 5.494
- Circulates to more than 10,000 readers around the world

Ranked:

- 3rd of 94 journals in healthcare sciences and services
- 3rd of 79 journals in health policy and services
- 6th of 353 journals in economics

Value in Health Regional Issues

Value in Health Regional Issues, now indexed in MEDLINE®/ PubMed, EMBASE, Scopus, and more, publishes health-related research that impacts health systems in the following regions:

LATIN AMERICA



CENTRAL AND EASTERN EUROPE, WESTERN ASIA, AND AFRICA



ASIA



Launching Health Technology Assessment Central

The Society launched Health Technology Assessment Central (htacentral.org) in May 2018 to provide a comprehensive repository of resources and tools to support health technology assessment (HTA) and to help bridge the gap between HEOR and other disciplines that inform HTA and healthcare decisions.

Recognized with an **AVA Digital Gold Award**

Communicating the Importance of HEOR

Part of achieving the ISPOR mission includes communicating the importance of HEOR in healthcare decision making to the broader healthcare community.

- ISPOR participated in related healthcare and clinical meetings as speakers and sponsors
- Launched the first “Top 10 HEOR Trends” report

Top 10 Trends recognized with:

- Hermes Platinum Award
- MarCom Awards: Platinum for webinar presentation slides, Gold for infographic

Driving International Consensus and Standards Through Good Practices

ISPOR's Good Practices for Outcomes Research reports are highly cited, expert, consensus guidance recommendations that set international standards for outcomes research and its use in healthcare decision making.

- Published 3 ISPOR Reports
- Published 7 Special Task Force reports on US Value Assessment Frameworks
- Awarded a “Power of A” Silver Award as an initiative that “creates a widely adopted set of best practices for an industry or profession” by the American Society of Association Executives



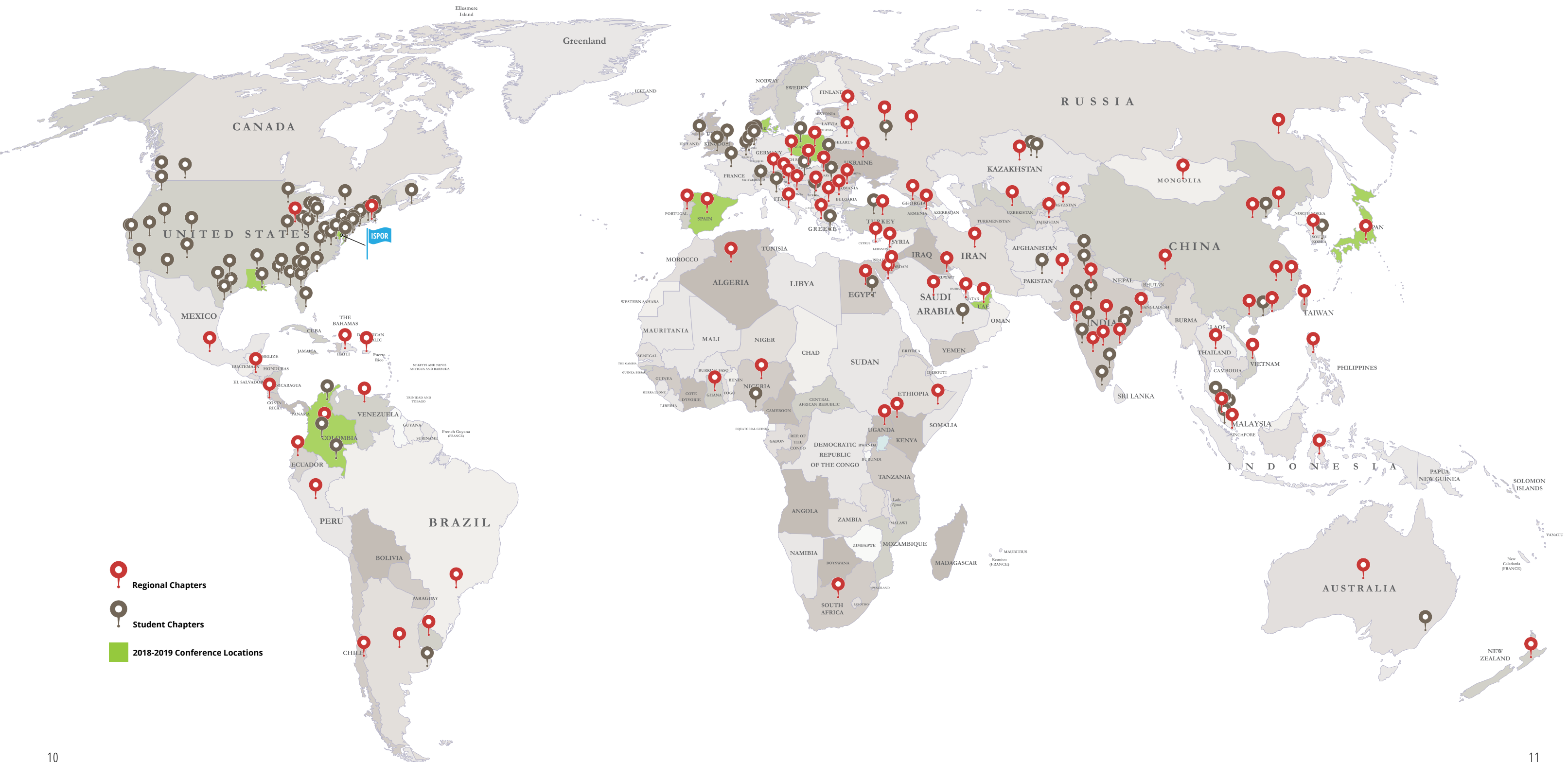
Refreshing ISPOR's Brand

The Society's new look was designed to better reflect who ISPOR's members are today. The new branding has already received high recognition, winning the following awards in 2018:

- **Rebranding Campaign:** MarCom Platinum Award
- **New Website Build/Rebrand:** MarCom Gold Awards (1 for overall site and 1 for homepage) and AVA Digital Gold Award
- **Rebranding Video:** Hermes Platinum Award, AVA Digital Platinum Award, APEX Award, dotCOMM Gold Award, and MarCom Gold Award



A FOOTPRINT ON NEARLY EVERY CONTINENT



ISPOR's History



The Founders' Vision

ISPOR was established in 1995 by a small group of dedicated volunteers and visionaries with the goal of serving as a catalyst to advance the science and practice of HEOR around the world. The Society was originally known as the Association for Pharmacoeconomics and Outcomes Research. Marilyn Dix Smith, PhD, served as the founding executive director until 2014. Sadly, the Society suffered the loss of her passing in October 2018.

The Growth of ISPOR and HEOR

As the field of HEOR has grown, so too has ISPOR. The Society's membership has expanded from 240 members at its founding to more than 20,000 individual and chapter members from 110+ countries worldwide. As governments and other payers increasingly grapple with how to provide the best possible health outcomes at affordable costs, interest in the understanding and application of HEOR has grown dramatically.

Largest conference attendance ever, with **5507 delegates** at ISPOR Europe 2018

ISPOR Europe 2018



1996

First APOR conference was held May 12-15 in Philadelphia, PA, USA drawing 382 attendees

1995

Association for Pharmacoeconomics and Outcomes Research (APOR) was incorporated in March and approved by the US Internal Revenue Service as a 501(c)(3) nonprofit, public educational and scientific organization

1997

The Society's name changed to the International Society for Pharmacoeconomics and Outcomes Research (ISPOR) on December 5 when APOR merged with the International Society for Economic Evaluation of Medicine

1998

First regional chapter was formed in January (Russia Chapter)

First issue of *Value in Health* was published in May
First short-course program (8 courses) was offered at the ISPOR international conference in May

First book published, *ISPOR Lexicon*, in June (now known as the *ISPOR Book of Terms*)

First student chapter formed in July (University of Texas at Austin)

First ISPOR European conference was held in December in Cologne, Germany with 350 attendees



2003

First ISPOR Good Practices for Outcomes Research report was published in ISPOR's flagship journal, *Value in Health*
First ISPOR Asia Pacific conference was held in September in Kobe, Japan with 250 attendees



2004

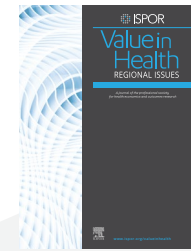
First consortium was established—ISPOR Asia Consortium



2007

First ISPOR Latin America conference was held in September in Cartagena, Colombia with 272 attendees

Health Technology Assessment Council established



2012

First issue of *Value in Health Regional Issues* was published in May

2011

First global network was established—ISPOR Arabic Network

2015

First ISPOR Health Technology Assessment Training Program—Zagreb, Croatia

International Initiatives on the Assessment of the Value of Medical Technologies initiated

2016

ISPOR Strategic Plan 2016-2020 released; emphasizing growth of stakeholder segments, including patients and payers

2017

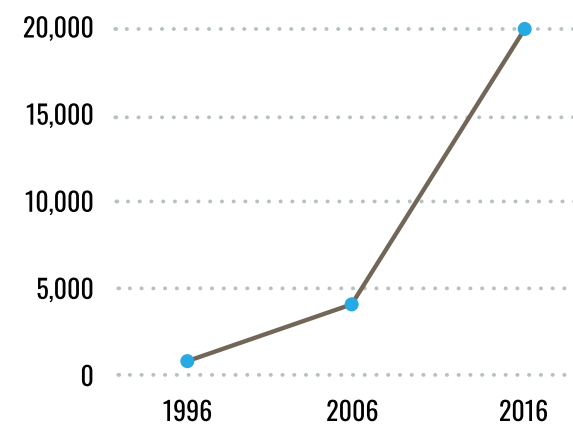
ISPOR Health Science Policy Council was restructured
Women in HEOR initiative was launched

2018

First Middle East conference held—ISPOR Dubai 2018
New governance created structures and councils designed to engage all stakeholders
Largest conference attendance ever at ISPOR Europe 2018 (5507 delegates)

20,000 ISPOR MEMBERS WORLDWIDE

ISPOR's 20,000 individual and chapter members represent 110+ countries around the world.





2018 HIGHLIGHTS

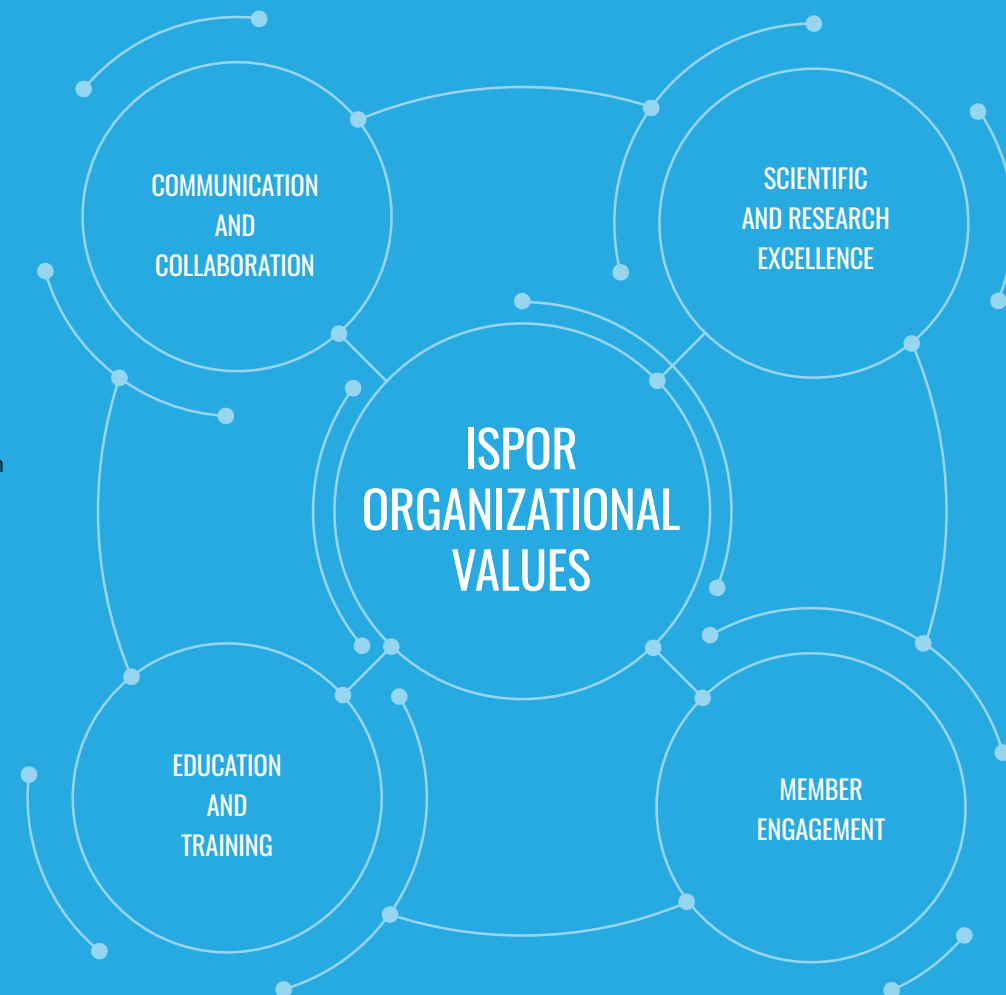


2018 Highlights and Key Initiatives

Strategy-Driven Initiatives

ISPOR's activities and initiatives are driven by its strategic pillars toward the goal of improving healthcare decisions. The Society's current 5-year strategic plan was developed in concert with the Strategic Planning Working Group, which has been guiding ISPOR's efforts since 2016. While the current plan is in effect through 2020, the working group has begun efforts to update the plan for 2020 and beyond.

ISPOR Strategic Pillars



Additional information on the Society's strategic plan can be found at ispor.org/mission.



ISPOR Europe 2018 plenary panel, "Pharmaceutical Pricing: The Many Faces of Fairness."

DIALOGUE WITH DECISION MAKERS

ISPOR members reflect the multistakeholder healthcare community and contribute valuable expertise in advancing healthcare decisions through HEOR methods. The Society facilitates dialogue, deliberation, and consensus building on topics of interest to healthcare decision makers through its conferences, summits, and roundtables. ISPOR also collaborates with decision makers in the development of HEOR guidelines and responses to requests for public comment or consultation.

In 2018, ISPOR's dialogue with decision makers included:

- 7** Special Task Force Reports on US Value Assessment Frameworks
- 5** Responses to public calls for comment
- 5** Health Technology Assessment Roundtables with global HTA leaders
- 3** ISPOR Reports
- 1** Summit on "New Approaches to Value Assessment: Towards More Informed Pricing in Healthcare"

Additional information on the Society's facilitation of dialogue in HEOR can be found at ispor.org/dialogue.

ISPOR's dialogue with decision makers included countless meetings with payers, regulators, and other health authorities.

ADVANCING THE SCIENCE

ISPOR facilitates dialogue, deliberation, and consensus building to advance the science of HEOR through its task forces, special interest groups, councils, roundtables, global groups, publications, conferences, and summits. The Society's work in 2018 focused on a number of key initiatives, including the following strategic areas.

Real-World Evidence

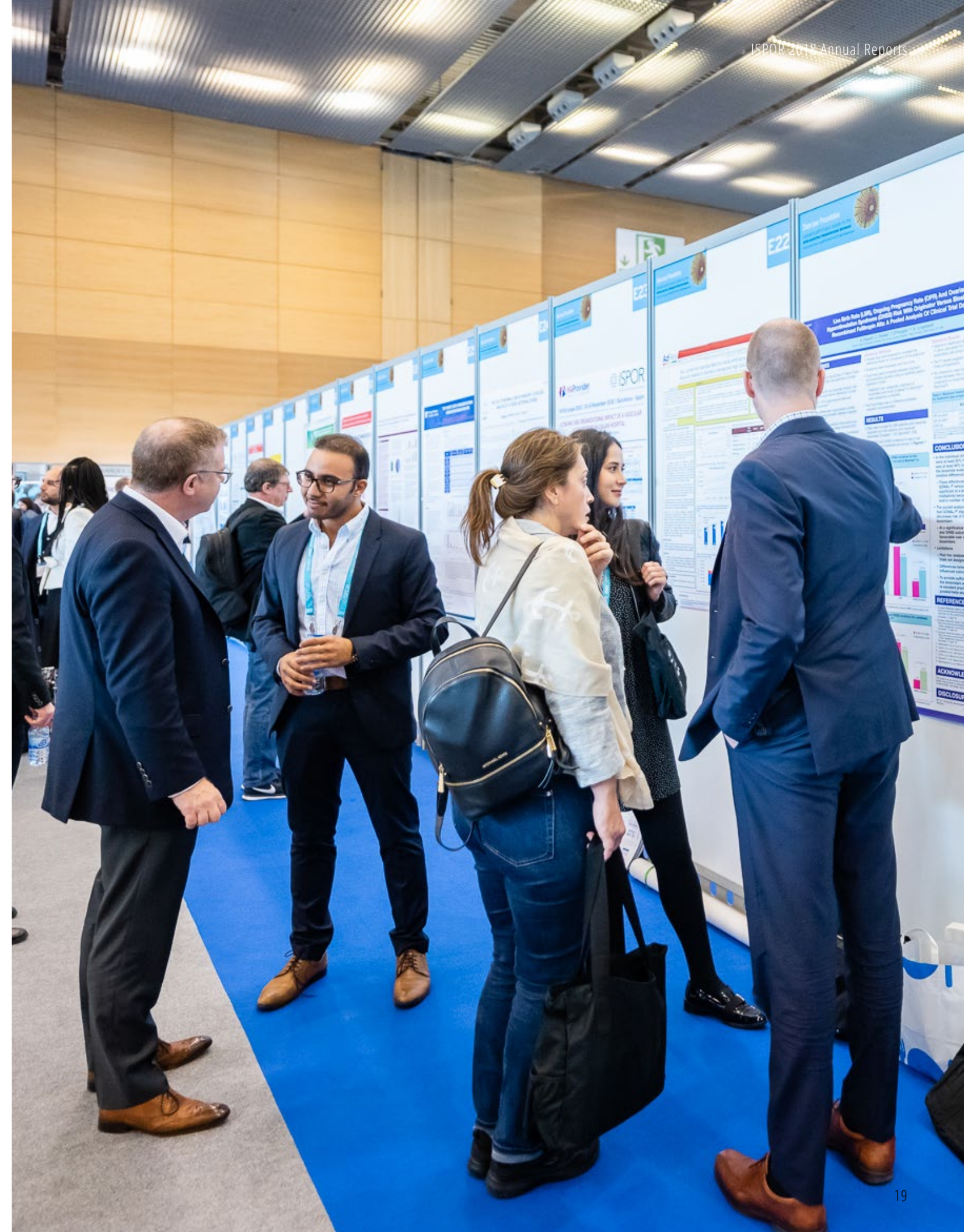
The volume and diversity of real-world data (RWD) have been growing exponentially as technology and integrated electronic medical records have made this information increasingly accessible. There is growing interest and potential for converting RWD into real-world evidence (RWE) that can be used to inform healthcare decisions. While RWE offers tremendous potential, it also presents concerns that continue to cast shadows on its credibility compared with randomized controlled trials. For these reasons, ISPOR has worked actively to improve standards and practices for the collection and analysis of RWD. In fact, the ISPOR Summit 2017, "ISPOR/ISPE Summit on Real-World Evidence in Healthcare Decision Making," focused on RWE, culminating in 2 Joint Special Task Force reports. Additional information on the Society's work in RWE can be found at ispor.org/rwe.

Health Technology Assessment

Health technology assessment (HTA) has gained increased recognition as the systematic use of evidence to inform healthcare decisions for health technologies and has become well established globally. In 2018, ISPOR's commitment to HTA included:

- Health Technology Assessment Central (htacentral.org) was launched as a comprehensive repository of resources and tools to support HTA, and helps bridge the gap between HEOR and other disciplines that inform HTA and healthcare decisions.
- Health Technology Assessment Council expanded with 2 active working groups and will publish an HTA scoping paper in 2019.
- 5 Health Technology Assessment Roundtables with global HTA leaders were held in 2018 in North America, Europe, Latin America, the Middle East, and Asia Pacific.
- HTA training is routinely offered in short courses at ISPOR conferences around the world.

Additional information on the initiative can be found at ispor.org/htacentralstrategy and HTA Central at htacentral.org.



Research poster presentation session at ISPOR Europe 2018.

Strengthening Research and Scientific Excellence

ISPOR restructured its Health Science Policy Council in 2017-2018 to strengthen the Society's research and scientific excellence. The council's new organization is designed to engage more members in shaping the Society's content development strategies. Every ISPOR council, committee, and group is now represented and actively contributing to the Health Science Policy Council's various committees. Additionally, the Health Science Policy Council is resourced (with both volunteers and staff) to respond to public calls for comment and to assist other ISPOR groups in strengthening our scientific programs and conferences. Additional information on the Health Science Policy Council can be found at ispor.org/hspc.

Attendees at ISPOR Asia Pacific 2018 (left), ISPOR Dubai 2018 (right) and ISPOR 2018 (opposite). All conferences focused on the use of HEOR in the regions.

STAKEHOLDER ENGAGEMENT

Patient Engagement

ISPOR has a long-standing commitment to the engagement of patients in healthcare research and decision making. ISPOR's vision is to ensure more meaningful involvement of patients in HEOR through vibrant networks and alliances around the globe. To achieve this goal, ISPOR includes patients in scientific discussions within the Society and facilitates the development of the "science of patient engagement" in healthcare research and decision making. ISPOR is the first research-focused organization to establish formal patient engagement groups in all major geographic regions.

The Society's commitment to engaging and educating patient groups in HEOR includes special patient memberships, travel grants, and several annual Patient Representatives Roundtables. In 2018, ISPOR's commitment to patient engagement included:

- Established a new Patient Council to serve as an ISPOR advisory body

- Held 4 Patient Representatives Roundtables in Asia Pacific, Europe, Latin America, and North America
- Continued the active Patient-Centered Special Interest Group with a working group on "Patient Engagement in Research"
- Hosted a variety of sessions at ISPOR's scientific conferences that focused on integrating the patient voice in HEOR
- Supported patient engagement conferences as speakers and advisors, including EURORDIS and the National Health Council

Additional information can be found at ispor.org/patientengagement.

Global Engagement: Regional Organizations and Special Interest Groups

The Society advances HEOR through its global engagement groups (including consortia, networks, chapters, and special interest groups) and by producing scientific conferences, training and education, and publications. ISPOR's

global engagement groups promote regional development of the HEOR discipline in support of the Society's mission. In 2018, ISPOR's 3 consortia (Asia Pacific, Central and Eastern Europe, and Latin America), 2 networks (Africa and Arabic), and 86 regional chapters extended the Society's influence and HEOR excellence around the globe.

ISPOR's publication, *Value in Health Regional Issues*, has increased in prominence. Recognized most recently with its inclusion for indexing by MEDLINE®/ PubMed, EMBASE, Scopus, and others, *Value in Health Regional Issues* published themed sections in 2018 that focused on drug policies in several regions in Asia and in Central and Eastern Europe.

2018 also marked the launch of ISPOR's new regional conference series that is designed to help regions further develop the science of HEOR. ISPOR Dubai 2018 was held on 19-20 September in the United Arab Emirates. The inaugural regional conference drew more than 400 delegates (well above expectations) and demonstrated the region's strong commitment to the field. ISPOR Warsaw 2019 was held 27-28 March 2019 in Poland.





Laurie Cooke, President & CEO of the Healthcare Businesswomen's Association, moderates the Women in HEOR session at ISPOR 2018. Panelists include (from left to right) Joe DePinto (Cardinal Health), Rachael Fleurence (NEST), Zeba M. Khan (Celgene), and Shelby D. Reed (Duke Clinical Research Institute).

INVESTING IN OUR MISSION

Advancing HEOR in Low- and Middle-Income Countries

ISPOR has a strong commitment to the advancement of HEOR in low- and middle-income countries. The Society advances HEOR through its global engagement groups (consortia, networks, chapters) and through its scientific conferences, training and education, and publications. ISPOR also sponsors travel grant programs for both professional and student members in addition to chapter funding programs for low- and middle-income countries. These activities help to advance the Society's mission in emerging markets. Well over half of ISPOR's 86 regional chapters are based in low- and middle-income countries, demonstrating ISPOR's commitment to advancing the use of HEOR worldwide. Initiatives to support this effort include:

- Membership fee waivers are offered to individuals from low- and middle-income countries (as per the World Bank Classification of low-lower/upper-middle income countries).
- ISPOR conference travel grants are offered for members with a primary residence in low- and middle-income countries.

- Chapter educational funds are made available to the Society's regional chapters in Africa, Asia, Central and Eastern Europe, and Latin America to facilitate local educational activities and discussions with government and other decision makers in low- and middle-income countries.
- As a benefit of membership, ISPOR members receive access to *Value in Health Regional Issues*, an online, MEDLINE®-indexed journal that publishes articles on health-related topics that impact the health systems and health policies in (1) Asia; (2) Central and Eastern Europe, Western Asia, and Africa; and (3) Latin America. This journal provides a publishing platform for emerging markets and demonstrates research expertise in these areas.
- The Society's awards and recognition programs recognize members and leaders in low- and middle-income countries and include the *Value in Health Regional Issues* Excellent Article Award and the Outstanding Regional Chapter Award.
- ISPOR offers a wide variety of training and education opportunities customized for attendees from countries where the use of HEOR is evolving.

Additional information can be found at ispor.org/lmic.

Women in HEOR Initiative

ISPOR's new Women in HEOR initiative continued to develop and gain momentum in 2018. Women in HEOR is open to all ISPOR members—both women and men—who have an interest in the advancement of women in the field. Much research has demonstrated that diversity is a business/performance issue, not *just* a women's issue. The Women in HEOR initiative seeks to foster diversity in the field—with the knowledge that diversity in the field will result in better research and better healthcare decisions.

A member survey was conducted in 2018. Noteworthy among the survey results was the finding that mentors and sponsors are needed to help women develop in the field. Lack of mentors/role models was noted as the #1 career barrier by respondents, with more than half (51.8%) noting that they had neither a mentor nor a sponsor.

Women in HEOR sessions were held at the Society's annual international and European conferences, ISPOR 2018 and ISPOR Europe 2018. Additional information can be found at ispor.org/womeninheor.

GOVERNANCE AND ETHICS

Governance

ISPOR recently completed a comprehensive review of its structure, policies, and procedures to facilitate agile decision making that invites input from all stakeholders and member groups. The recent introduction of new councils helps ensure that the voice of all ISPOR regional members, chapters, and stakeholders are considered and reflected in the Society's reports and conferences. The new Global Engagement Council will link ISPOR's consortia and networks more closely to the Board of Directors in order to strengthen communication and ensure alignment of strategy. The new Patient Council serves as the home for patient engagement activity. And the new Education Council will align educational programs to create synergy and foster greater information sharing in all the regions that ISPOR serves.

Ethics in the Field of HEOR

ISPOR published an updated version of its Code of Ethics in 2018. The new code of ethics was designed to reflect the current research environment and was published in *Value in Health*. Many of the updates are intended to better address issues that have arisen in the era of today's rapidly evolving digital health environment. ISPOR's code of ethics is intended to publicize the standards that define what is acceptable and unacceptable in the conduct of all aspects of research, from its inception to the dissemination of its results. This update marks the fourth iteration of the Society's code of ethics. The complete code of ethics can be found at ispor.org/codeofethics.



COMMUNICATION AND COLLABORATION

Communicating and Collaborating With the Healthcare Community

“Communication and Collaboration” is one of ISPOR’s core strategic pillars. The Society engaged in many activities during 2018 that were aimed at communicating and collaborating with other organizations and with the broader healthcare community. One of the ways that communications can help achieve the Society’s mission is through the strategic and tactical dissemination of information that helps non-HEOR experts understand and appreciate the importance of HEOR in healthcare decision making.

Organizational Collaborations and Engagement

ISPOR actively collaborates with more than 40 health-related organizations. The Society works to build relationships with other organizations to contribute HEOR expertise to related groups and into specialized clinical arenas, such as oncology, neurology, and others. ISPOR’s executives and science officers also frequently serve as speakers and advisors for other organizations.

Resources Designed for Broader Healthcare

Creating and disseminating information to the broader healthcare community and the media is another approach to educate and communicate the importance of HEOR. In 2018, ISPOR released its first major publication toward this effort with its “2018 Top 10 HEOR Trends” report. This inaugural annual report identified the most influential topics in the field for the coming year, and helped to inform and educate non-HEOR experts about the important role this research has in informing healthcare decisions. The “2019 Top 10 HEOR Trends” report was released in January 2019. Additional information can be found at ispor.org/top10trends.



The inaugural “2018 Top 10 HEOR Trends” report identified the most influential topics in the field for the coming year.

*ISPOR President
(2018-2019) Federico
Augustovski, MD, MSc,
PhD, delivers the opening
remarks at the ISPOR
Europe 2018 conference
in Barcelona, Spain.*

BUILDING A BETTER FUTURE

Building a Better Tomorrow

2018 was a momentous year for the Society in planning and building for the future. ISPOR achieved several milestones and undertook a number of significant initiatives that are geared toward better serving its members and ensuring that ISPOR will continue to lead innovation in HEOR far into the future.

Scientific Conferences and Education

ISPOR's 2018 conferences attained a number of key milestones. ISPOR's annual international conference, ISPOR 2018, was held on May 19-23 in Baltimore, MD, USA, and focused on real-world evidence and digital health. ISPOR Asia Pacific 2018, held September 8-11 in Tokyo, Japan, achieved record-breaking submissions and attendance. ISPOR launched its first regional conference in the Middle East with ISPOR Dubai 2018 on September 19-20 in the United Arab Emirates. The Society held its third topically focused health policy conference with the ISPOR Summit 2018 on October 19 in Washington, DC, USA, which centered on the issues of value assessment and informed healthcare pricing. ISPOR Europe 2018 was held November 10-14 in Barcelona, Spain, and drew the largest attendance of any conference to date with more than 5500 delegates. ISPOR's short course program was offered at the ISPOR annual, ISPOR Asia Pacific, and ISPOR Europe conferences, with a total of 79 HEOR topics, including 20 new short courses.

Publications

ISPOR's flagship journal, *Value in Health*, increased its publication frequency to 12 times a year (monthly) in 2018. The impact factor for *Value in Health* increased to 5.494, its fifth consecutive year of double-digit percentage growth. *Value in Health* is highly ranked, currently third among 94 journals in healthcare sciences and services, third among 79 journals in health policy and services, and sixth among 353 journals in economics.

Value in Health Regional Issues, which was accepted into MEDLINE®/PubMed in 2016, was recently included in the following scientific databases: EMBASE, Scopus, EBSCOhost/TOC Premier, ProQuest/Applied Social Sciences Index & Abstracts (ASSIA) [online], ProQuest/Social Science Premium Collection, and ProQuest/Sociology Collection.

ISPOR's HEOR news magazine, *Value & Outcomes Spotlight*, refreshed its look and feel and included new editorial sections, such as a high-interest topical feature article, an "ISPOR Speaks" column contributed by ISPOR leaders, and HEOR news.

Member Engagement

ISPOR member groups offer opportunities for members to collaborate with the Society and their colleagues while contributing to the science of HEOR. Many special interest groups were actively working and accepting new members, with 13 active groups working on issues such as biosimilars, clinical outcome assessments, health technology assessment, medical devices, oncology, rare disease, and more. ISPOR task forces were very productive in 2018, with 4 active task forces, and the publication of 3 ISPOR reports. The Task Force on US Value Assessment Frameworks published 7 Special

Task Force reports. The number of the Society's councils grew to 8, including the Education, Faculty Advisor, Global Engagement, Health Science Policy, Health Technology Assessment, Institutional, Past Presidents, and Patient Councils. Over the year, 5 Health Technology Assessment Roundtables and 4 Patient Representatives Roundtables were held around the world. Additionally, the Student and New Professionals Networks remain both vibrant and active.

Global Engagement

ISPOR global engagement groups continued to promote regional development of the HEOR discipline in support of the Society's mission. The Society's global engagement teams launched a comprehensive chapter leadership training program in 2018.

HEOR Competencies Framework™

The ISPOR HEOR Competencies Framework™ initiative evolved in 2018. This effort is being led by the Institutional Council and Faculty Advisor Council with the objective of comprehensively defining:

- Competencies that professionals need for success in the field
- Competency gaps that are often seen in candidates and employees
- Training and education gaps that need to be addressed

The results of 2 member surveys were analyzed in 2018. One survey was designed for those working in academia, and provided results focused on how the representative HEOR degree-granting programs match and fulfill the identified HEOR competencies. The other survey was designed for those working in industry, and benchmarked the validity and relevance placed on the competencies by this stakeholder group. Information on the survey results and the initiative's progress was presented at the Society's annual international and European conferences, ISPOR 2018 and ISPOR Europe 2018. Additional information can be found at ispor.org/heorcompetencies.

The ISPOR Brand

ISPOR recently revamped its communications and branding platforms, including the launch of an updated logo and brand to better reflect its membership and the Society's leadership position in the field. The new branding campaign was recognized with a number of significant awards in 2018.

Systems and Infrastructure

ISPOR made significant progress on its multiyear, multiplatform information technology (IT) initiative in 2018. The Society is making thoughtful IT investments to strengthen responsiveness and better serve its members. These new systems include a new association management system, new website, and a variety of connected platforms to enhance member communications and value. Delivery of these new systems will continue over the coming years.

"All Meetings" Assessment

Toward ISPOR's goal of producing the most influential conferences in HEOR, the Society's "All Meetings" Assessment evolved its continuous improvement process in 2018. ISPOR initiated this quality improvement program in 2016 to regularly evaluate feedback from attendees, and to critically assess the performance of our conferences and their scientific content to ensure that they continue to achieve the Society's strategic objectives and fulfill the needs of ISPOR members and stakeholders.

2018 was a momentous year for ISPOR in planning and building for the future.

ISPOR Impact: Good Practices for Outcomes Research Reports and Special Task Force Reports

Setting International Standards in HEOR

ISPOR Good Practices for Outcomes Research and Special Task Force reports are highly cited, expert, multistakeholder, consensus guidance recommendations that set international standards for outcomes research and its use in healthcare decisions. These reports are designed to help ensure that research conclusions are based on established and robust methods. By allowing researchers and healthcare decision makers to generate and use evidence more effectively and efficiently, the ultimate goal of the reports is to improve research quality and its impact on healthcare decisions. All ISPOR reports are made freely available as part of the Society's mission. Since 2003, ISPOR has published nearly 60 Good Practice for Outcomes Research reports, with several more currently in development. Additional information can be found at ispor.org/goodpractices.

Value in Health's Most-Cited Publications

ISPOR Good Practices for Outcomes Research reports are among *Value in Health's* most-cited articles:

- 25 Good Practices reports are in the top 50
- 7 Good Practices reports are in the top 10

Broad Use in Payer Community

A recent ISPOR baseline survey of the payer community found broad use of the Society's Good Practices for Outcomes Research reports by public and private healthcare payers.*

Payer familiarity with and usage of Good Practices for Outcomes Research reports

84% of payer respondents were familiar with the reports

55% of these respondents' organizations use the reports

Top 5 reports used by payers' organizations:

1. "Consolidated Health Economic Evaluation Reporting Standards (CHEERS)"
2. "State-Transition Modeling"
3. "Principles of Good Practice for Budget Impact Analysis II"
4. "Model Parameter Estimation and Uncertainty Analysis"
5. "Good Practices for Real-World Data Studies of Treatment and/or Comparative Effectiveness"

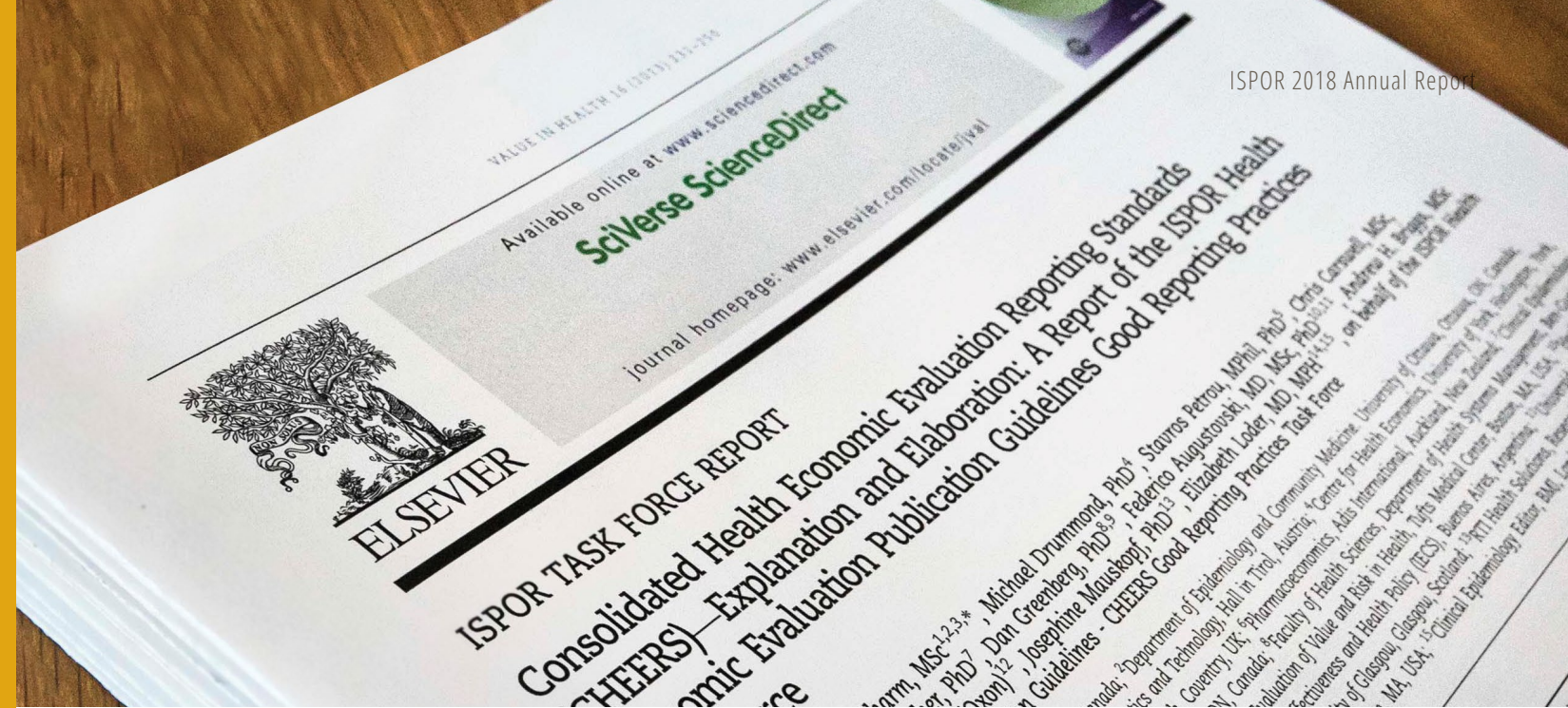
What payers are saying about Good Practices for Outcomes Research reports:

"ISPOR Good Practices reports are useful for providing insights into the latest methodological developments in this rapidly developing field."

"The Good Practices reports help us perform better analyses."

"Good Practices for Outcomes Research reports are comprehensive and useful."

* Results of an ISPOR 2018 Payer Survey.



Widely Used by Healthcare Decision Makers

ISPOR Good Practices for Outcomes Research and Special Task Force reports are widely used by regulators, decision makers, payers, and other organizations. A few examples of organizations using these reports include:

- Brazil Ministry of Health
- Canadian Agency for Drugs and Technologies in Health (CADTH)
- China Guidelines for Pharmacoeconomic Evaluation
- European Network for Health Technology Assessment (EUnetHTA)
- French National Authority for Health (HAS)
- Institute for Clinical and Economic Review (ICER)
- National Institute for Health Research (NIHR)
- Office of Health Economics
- Organisation for Economic Co-operations and Development (OECD)
- Pan American Health Organization (PAHO)
- US Department of Veterans Affairs
- US Food and Drug Administration

Recognized for Creating a Widely Adopted Set of Practices

ISPOR Good Practices for Outcomes Research reports have been recognized as an initiative that "creates a widely adopted set of best practices for an industry or profession" by the American Society of Association Executives' "Power of A" Silver Award. (ispor.org/goodpractices)



"ISPOR's Good Practices for Outcomes Research reports provide balance in a marketplace filled with suspect data."



INVESTING IN OUR MISSION

Improving Healthcare Decisions Around the Globe

As the field of HEOR has grown, so too has ISPOR. The Society's membership has expanded from just 240 members at its founding to more than 20,000 individual and chapter members from 110+ countries worldwide. As a multistakeholder organization, ISPOR convenes a wide variety of healthcare stakeholder groups to work together toward the goal of improving healthcare decisions.

ISPOR actively supports its mission to promote HEOR excellence to improve decision making for health globally. In fact, ISPOR reinvested \$2.9 million toward mission-critical initiatives in 2018 alone.

The Society advances HEOR globally through its consortia, networks, and chapters and by producing scientific conferences, training and education, and publications. It also sponsors ISPOR conference travel grant programs for professional, student, and patient members, as well as chapter funding programs for low- and middle-income countries.

These activities help to advance the Society's mission in emerging markets where resources may not be available. Well over half of ISPOR's 86 regional chapters are based in low- and middle-income countries, demonstrating ISPOR's commitment to advancing the use of HEOR around the globe.

ISPOR reinvested **\$2.9** million toward mission-critical initiatives in 2018 alone.

ISPOR Impact: Publications

Value in Health



High impact factor of **5.494** (its fifth consecutive year of double-digit growth)

Published **5** issues with special themed content in 2018

- February 2018:** US Value Assessment Frameworks
- March 2018:** Affordability in Healthcare
- April 2018:** PhRMA Foundation Challenge Awards
- May 2018:** Rare Diseases
- September 2018:** Assessing the Value of Next-Generation Sequencing

Value in Health Regional Issues

Now indexed in MEDLINE®/PubMed, EMBASE, Scopus, EBSCOhost/TOC Premier, ProQuest/Applied Social Sciences Index & Abstracts (ASSIA) [online], ProQuest/Social Science Premium Collection, ProQuest/Sociology Collection.





JOIN ISPOR

Join the Global HEOR Community

If you are not yet an ISPOR member, we invite you to join the global HEOR community by becoming a member today. Visit ispor.org/membership to find out more information about the benefits of membership.

Get Involved

ISPOR members can advance the mission and their careers by getting involved and participating as active members. Visit ispor.org/getinvolved to find out how to become more involved and engaged as an ISPOR member.

Partner With ISPOR

Organizations can support the mission to improve healthcare decisions and gain visibility within the global HEOR community by partnering with ISPOR through sponsorships, exhibits, and other support opportunities. Visit ispor.org/partner to find out more.



ISPOR members can advance the mission and their careers by getting involved and participating as active members.

ISPOR Impact: 2018 Scientific Conferences

Conferences

- 5** Global Conferences
- Baltimore, MD, USA
 - Tokyo, Japan
 - Dubai, United Arab Emirates
 - Washington, DC, USA
 - Barcelona, Spain

11,429 total registrations

FIRST ISPOR conference held in Middle East (ISPOR Dubai)

ISPOR Asia Pacific conference: **HIGHEST** attendance at this event to date

ISPOR Europe: highest attendance at any ISPOR conference to date with **5000+** delegates

Roundtables

- 5** Health Technology Assessment Roundtables
- Asia Pacific
 - Europe
 - Latin America
 - Middle East and Africa
 - North America

4 Patient Representatives Roundtables

- Asia Pacific
- Europe
- Latin America
- North America

Education and Training

79 short course topics offered (including 20 new short courses)

5042 short course registrations

More than **6500** webinar registrations



Financials

Statement of Financial Position

December 31, 2018
(with comparative totals for December 31, 2017)

ASSETS	2018	2017
Cash and Cash Equivalents	\$ 1,106,343	\$ 304,202
Accounts Receivable, Net	\$ 531,158	\$ 296,817
Prepaid Taxes	\$ 3,532	\$ 7,617
Prepaid Expenses, Other	\$ 387,306	\$ 305,938
Investments	\$ 12,168,728	\$ 12,880,139
Property and Equipment, Net	\$ 3,168,386	\$ 2,760,748
Total Assets	\$ 17,365,453	\$ 16,555,461
LIABILITIES AND NET ASSETS		
Accounts Payable and Accrued Expenses	\$ 1,192,722	\$ 481,504
Deferred Membership Revenue	\$ 706,190	\$ 622,604
Deferred Conference Revenue	\$ 56,379	\$ 683,550
Other Liabilities	\$ 26,940	\$ 7,390
Total Liabilities	\$ 1,982,231	\$ 1,795,048
Unrestricted Net Assets	\$ 15,383,222	\$ 14,760,413
Total Liabilities and Net Assets	\$ 17,365,453	\$ 16,555,461

Notes

The Society's financial reports are audited annually by CliftonLarsenAllen, LLP.

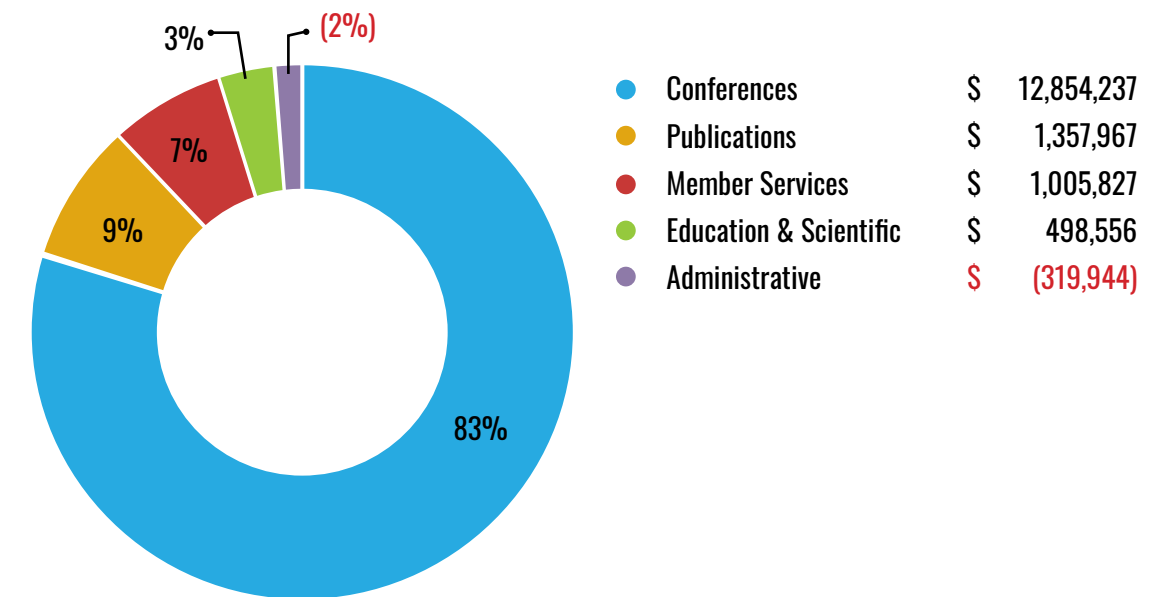
The final audited 2018 report will be available in May 2019. Requests for the final report may be made to the Director of Finance, Kevin Dolan via email (kdolan@ispor.org).

The Board of Directors maintains a financial reserve policy that holds the equivalent of 9 months of budgeted expenses in savings to protect the Society in the event of a catastrophic reduction in revenue. The Society is currently in compliance with its financial reserve targets.

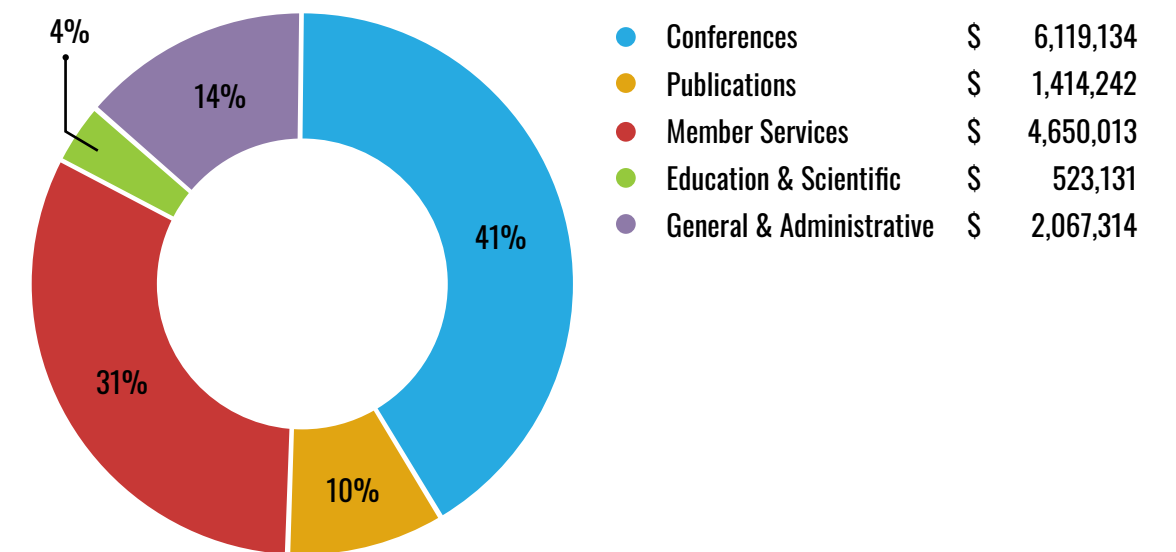
Illustration of Activities

December 31, 2018

REVENUE AND SUPPORT



EXPENSES



Society Leadership

Board of Directors 2018-2019

1. **Federico Augustovski, MD, MSc, PhD**
President (2018-2019)
Institute for Clinical Effectiveness and Health Policy
Buenos Aires, Argentina
2. **Shelby D. Reed, RPh, PhD**
Past President (2018-2019)
Duke University
Durham, NC, USA
3. **Nancy J. Devlin, PhD**
President-Elect (2018-2019)
University of Melbourne
Melbourne, Australia
4. **Jalpa A. Doshi, PhD**
Director (2018-2021)
University of Pennsylvania
Philadelphia, PA, USA
5. **Jan Elias Hansen, PhD**
Director (2017-2020)
Genentech
South San Francisco, CA, USA
6. **Rok Hren, PhD, MSc**
Director (2018-2021)
Siemens Healthineers
Ljubljana, Slovenia
7. **Meindert Boysen, PharmD**
Director (2017-2020)
National Institute for Health and Care Excellence (NICE)
London, England, UK
8. **Neil Hawkins, MSc, MBA, PhD**
Director (2018-2021)
University of Glasgow
Glasgow, Scotland, UK
9. **Stephanie Earnshaw, PhD**
Director (2017-2020)
RTI Health Solutions
Research Triangle Park, NC, USA
10. **Raoh-Fang (Jasmine) Pwu, PhD**
Director (2018-2021)
Ministry of Health and Welfare
Taipei, Taiwan
11. **Zeba M. Khan, RPh, PhD**
Treasurer (2017-2020)
Celgene Corporation
Summit, NJ, USA
12. **Nancy S. Berg**
CEO and Executive Director
ISPOR—The Professional Society for Health Economics and Outcomes Research
Lawrenceville, NJ, USA

1.



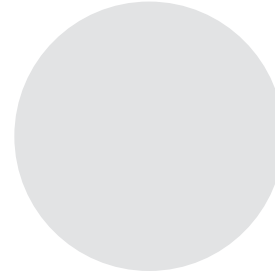
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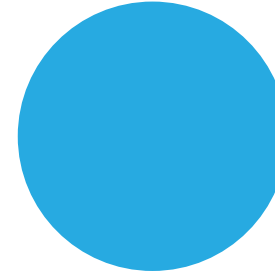
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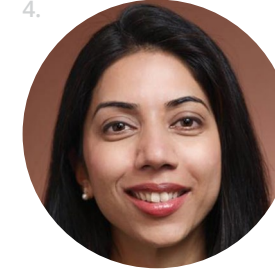
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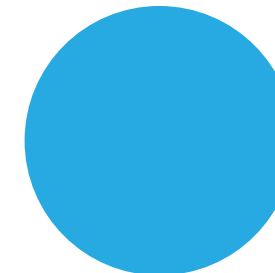
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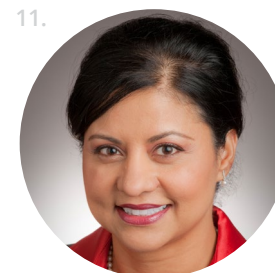
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15.



16.



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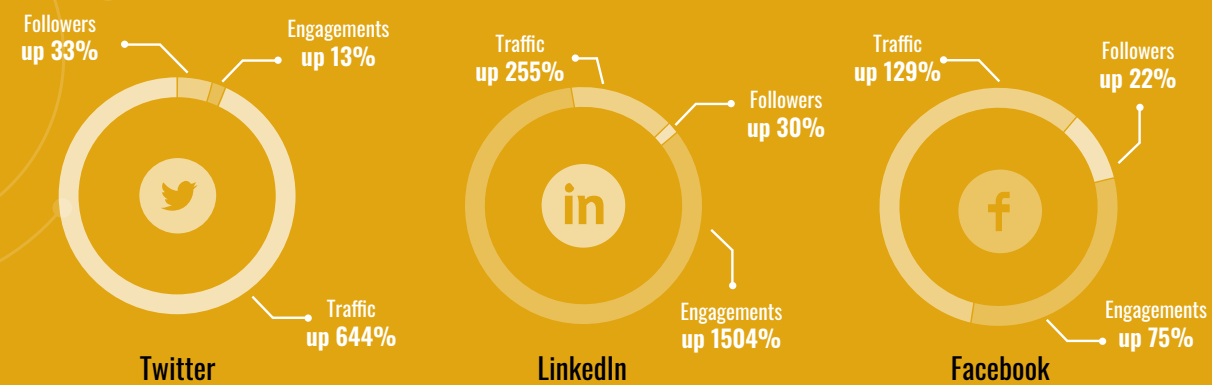
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Fax: +1 609-586-4982

Email: info@ispor.org

ISPOR Impact: Social Media

2018 vs 2017 Metrics



Follow the #HEOR conversation with ISPOR

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 linkedin.com/company/ISPORorg

 instagram.com/ISPORorg



The professional society for health
economics and outcomes research

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