



# ISPOR 4th Asia-Pacific Conference



**5-7 September 2010**

**Hilton Phuket, Phuket, Thailand**

*Bridging the Gap in Pharmacoeconomics and  
Outcomes Research Between Researchers,  
Policymakers, and Practitioners in Asia-Pacific*

Abstract Submission Begins: 18 January 2010

Abstract Submission Deadline: 18 March 2010

Early Registration Deadline: 20 July 2010

## CALL FOR ABSTRACTS

### CO-ORGANIZED BY

**ISPOR Asia Consortium**  
**Prince of Songkla University, Thailand**  
**Thai Food and Drug Administration, Ministry of Public Health, Thailand**

### CONFERENCE CO-SPONSORS FROM THAILAND (AS OF MARCH 2009)

The Medical Council of Thailand  
The Pharmacy Council  
The Pharmacy Education Consortium of Thailand  
The Association of Hospital Pharmacy (Thailand)

Health Intervention and Technology Assessment Program (HITAP)  
National Health Security Office (NHSO)  
Health System Research Institute (HSRI)

### CONFERENCE PROGRAM COMMITTEE

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**Vithaya Kulsomboon PhD**, President, ISPOR Thailand Chapter, Associate Professor and Chair of Social Pharmacy Department, Faculty of Pharmaceutical Sciences, Chulalongkorn University, Bangkok, Thailand

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University, and Director, Center for Health Development Research, Shanghai Bureau of Health, Shanghai, China

**Syed Mohamed Aljunid MD, MSc, PhD, FAMM**, Professor of Health Economics and Senior Research Fellow, United Nations University-International Institute of Global Health (UNU-IIGH), National University of Malaysia, Kuala Lumpur, Malaysia

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**Tony Yen-Huei Tarn MS, PhD**, Director, Health Technology Assessment Task Force, Center for Drug Evaluation, Taipei, Taiwan

**Bong-Min Yang PhD**, Professor of Economics, School of Public Health, Seoul National University, Seoul, South Korea

#### ISSUE PANEL REVIEW COMMITTEE CO-CHAIRS

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**Eui-Kyung Lee PhD**, Professor, Graduate School of Clinical Pharmacy, Sookmyung Women's University, Seoul, South Korea

**FOR FURTHER INFORMATION VISIT: [www.ispor.org](http://www.ispor.org)**



# ISPOR 4<sup>TH</sup> ASIA-PACIFIC CONFERENCE

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## SHORT COURSES

Sunday, 5 September 2010

### MORNING COURSES (8:00AM-12:00PM)

#### Modeling in Economic Evaluations

**Course Description:** This course will present pharmacoeconomic modeling techniques such as decision analytic modeling, Markov modeling, discrete event models, and other modeling techniques and their appropriate usages including a review of the "ISPOR Principles of Good Practice for Decision Analytic Modeling in Health Care Evaluation". Examples will be presented using Microsoft Excel, supplemented with add on simulation software. This course will cover the practical steps involved in the selection of models and options in modeling of data inputs. *This introductory/intermediate course requires basic understanding of decision analysis.*

#### Pharmacoeconomics for Health Care Decision-Makers

**Course Description:** This course is designed to teach clinicians and researchers how to incorporate pharmacoeconomics into study design and data analysis. Participants will learn how to collect and calculate the costs of different health care treatments, determine the economic impact of clinical outcomes, and how to identify, track and assign costs to different types of health care resources used. Different assessment methods including cost-effectiveness, cost-minimization, cost of illness, cost-utility and cost-benefit analysis will be discussed. The applications of pharmacoeconomics will be covered and illustrated by practical examples. *This introductory course is designed to assist decision making for health care workers.*

#### Retrospective Data Analysis

**Course Description:** Large administrative claims databases provide a unique opportunity to examine retrospectively the effects of drug use on clinical and economic outcomes in "real world" settings. This course will include discussions of the "ISPOR Checklist for Retrospective Database Studies" and selected topics related to sampling, bias, and analysis. The advantages and disadvantages of using these datasets to perform economic analyses and epidemiologic studies will be outlined. *This introductory course is designed for those with little experience with database analysis.*

#### Introduction to Quality of Life Assessment/Patient-Reported Outcomes

**Course Description:** Definitions and concepts, methodologies, and practical methods for measuring patient-reported outcomes will be presented. The value of patient-reported outcomes assessment will be discussed. A strategy to aid in selecting appropriate instruments and the translation processes will be presented. Instrument development and validation will be discussed using practical examples and exercises, including "ISPOR Principles of Good Practice for the Translation and Cultural Adaptation Process for Patient-Reported Outcomes (PRO) Measures". *This introductory course is designed for individuals with little experience in quality of life/PRO studies.*

#### Pharmaceutical/Biotech Pricing & Reimbursement Methodologies

**Course Description:** This course gives participants with a basic understanding of the key terminology and issues involved in pricing decisions and the principles of reimbursement methodologies. It covers the tools to document product value, the role of pharmacoeconomics and the differences in payment systems that help pricing decisions. Recent pharmaceutical spending patterns, trends and cost-containment measures will also be discussed taking account of the wider policy context. *This introductory course is designed for those with limited experience in pharmaceutical pricing and reimbursement.*

### AFTERNOON COURSES (1:00PM-5:00PM)

#### Meta-Analysis and Systematic Literature Review

**Course Description:** Meta-analysis may be defined as the statistical analysis of data from multiple studies for the purpose of synthesizing and summarizing results, as well as for quantitatively evaluating sources of heterogeneity and bias. A systematic literature review often includes meta-analysis and involves an explicit, detailed description of how a review was conducted. This course highlights and expounds upon four key areas: 1) impetus for meta-analysis and systematic reviews, 2) basic steps to perform a quantitative systematic review, 3) statistical methods of combining data, and 4) appraisal and use of meta-analytic reports. *This introductory/intermediate course is designed for those with little experience with meta-analysis.*

#### Applied Modeling

**Course Description:** This course is a hands-on introduction to the use of software in the creation and analysis of cost-effectiveness decision models. The basic techniques for decision tree modeling, simple Markov modeling and Monte Carlo simulation will be introduced. Useful techniques to manage variables and tables in TreeAge Pro, and to develop Excel dashboard will be demonstrated. *This course is suitable for those who are familiar with the various modeling methods or who have taken the morning course "Modeling in Economic Evaluations".*

#### Utility Measurements (Preference-Based Techniques)

**Course Description:** During this course methods for measuring preference-based outcomes will be demonstrated, and important issues (such as potential insensitivity of generic instruments for disease-specific problems and to what extent adaptation of generic or disease-specific quality of life instruments may offer a solution) will be discussed. Finally, interpretation in the context of resource allocation will be discussed. *This intermediate course is for those with some experience with quality of life measures in health economic evaluation.*

#### Budget Impact and Cost Analysis

**Course Description:** This course will describe methods to determine the cost-of-illness of a health condition. Participants will learn how to estimate the impact of new health care technologies on disease-specific costs from different decision-maker perspectives. A discussion on "Principles of Good Practice for Budget Impact Analysis: Report of the ISPOR Task Force" will be included in this course. Case studies will be conducted to help better understand appropriate strategies. *This intermediate course is designed for those with some experience with pharmacoeconomic analysis.*

#### Adapting Cost-Effectiveness Data from Other Countries

**Course Description:** This course will discuss factors that make economic data more difficult than clinical data to adapt from other countries and the evidence on the variability of cost-effectiveness results across countries. Potential methods to provide solutions will be reviewed and their pros and cons will be discussed, including the report of the ISPOR Task Force "Transferability of Economic Evaluations across Jurisdictions". Finally, emerging international guidance for dealing with issues of transferability will be discussed. *This intermediate course is designed for those with basic understanding of cost calculation and modeling.*

For further information visit: [www.ispor.org](http://www.ispor.org)



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5-7 September 2010 | Hilton Phuket | Phuket, Thailand

## CALL FOR ABSTRACTS

**Abstract Submission Begins: 18 January 2010 | Abstract Submission Deadline: 18 March 2010**

### SUBMISSION INSTRUCTIONS

All abstracts & proposals **MUST** be submitted through ISPOR's online abstract submission system by 18 March 2010.

**SUBMISSION INSTRUCTIONS, EXAMPLES & SPECIFIC EVALUATION CRITERIA AVAILABLE AT [www.ispor.org](http://www.ispor.org)**

All abstract submissions and presentations must be in English.

Abstracts accepted for other ISPOR meetings can **NOT** be submitted to this Conference.

All accepted Research & Health Care Decision-Maker Case Study abstracts are published in *Value in Health*.

#### RESEARCH ABSTRACTS

Outcomes research on all health care interventions (including drugs, devices, behavioral modification programs, surgery, disease prevention, gene therapy, screening, diagnostic procedures and health education) on all diseases or health disorders are considered. Research abstracts (except for conceptual papers) must be organized by OBJECTIVES, METHODS, RESULTS, CONCLUSION. All accepted research abstracts are published in *Value in Health* as submitted. Accepted research is presented as a 15 minute podium presentation or poster presentation (with a poster author discussion hour). Abstracts are evaluated on the quality of the study (or concept) and quality of the abstract presentation. Research topics: **Clinical Outcomes Studies, Cost Outcomes Studies, Patient-Reported Outcomes Studies, Health Policy Studies & Beyond Drug Interventions, Methods/Health Policy Concepts and Research on Methods.** See the ISPOR website for research subtopics.

#### HEALTH CARE DECISION-MAKER CASE STUDY ABSTRACTS (NEW)

Health Care Decision-maker Case Study abstracts must describe an organization's attempt to integrate cost or outcomes research information into their health care organization's processes and procedures. Accepted Case Studies are presented as a 20 minute podium presentation or poster presentation (with a poster author discussion hour). THE PRESENTER MUST BE A HEALTH CARE DECISION-MAKER. Case Study abstracts must be organized by ORGANIZATION, PROBLEM OR ISSUE ADDRESSED, GOALS, OUTCOMES RESEARCH USED IN THE DECISION, RESULTS, LESSONS LEARNED. Negative as well as positive results are encouraged.

#### WORKSHOP PROPOSALS

Workshop proposals should show novel and innovative experiences in the conduct of outcomes research (including, but not limited to, experiences with conjoint analysis, large database analysis, modeling, observational studies, record review, surveys, sensitivity analysis and patient registries) or novel and innovative experiences in the use of outcomes research (clinical, economic, or patient-reported/preference-based outcomes) in health care policy development. Workshop proposals must be organized by DISCUSSION LEADERS, PURPOSE, DESCRIPTION. Accepted workshops are one hour in duration with 2-4 presenters and more than one organization must be represented. An audience interactive element must be included in the proposal and during the workshop. Workshop topics: **Clinical Outcomes Research, Economic Outcomes Research, Patient-Reported/Preference-based Outcomes Research, Use of Real World Data, Health Policy Development Using Outcomes Research.** See the ISPOR website for workshop subtopics.

#### ISSUE PANEL PROPOSALS

Issue Panel proposals should show real debate on new or controversial issues in health economic/pharmacoeconomics and outcomes research or real debate on the use of outcomes research in health care decision-making. Issue Panel proposals must be organized by MODERATOR, PANELISTS, ISSUE, OVERVIEW. An accepted Issue Panel is one hour in duration with a moderator and 2-3 panelists from different organizations. Panelists should present distinct views about the topic. Issue Panel topics: **Clinical Outcomes Research Issues, Economic Outcomes Research Issues, Patient-Reported Outcomes Research Issues, Health Policy Development Using Outcomes Research Issues.** See the ISPOR website for issue panel subtopics.

## PRELIMINARY PROGRAM

#### MONDAY, 6 SEPTEMBER 8:00AM – 8:00PM

**Plenary Session: Bridging Gaps in the Application of Pharmacoeconomics and Outcomes Research: Experience Learned in Asia-Pacific**

This session provides an overview of the important gaps related to knowledge, practice, and experience that may exist between researchers, policymakers, and practitioners in Asian countries. It will also explore how these gaps have been bridged. Different stakeholders representing Asian countries will present their recent experiences regarding these types of gaps that exist, and explain how these issues may have been resolved. This session will focus on highlighting major difficulties encountered and sharing lessons learned in bridging the gaps in the Asia-Pacific region.

#### TUESDAY, 7 SEPTEMBER 8:00AM – 6:00PM

**Plenary Session: Using Pharmacoeconomics and Outcomes Research in Reimbursement Decision-Making**

This session focuses specifically on the application of pharmacoeconomics and outcomes research in reimbursement decision-making. Key points that will be presented include 1) current practices in both Asian and western countries; 2) risks and benefits of using pharmacoeconomics; 3) availability of necessary and relevant information; and 4) major difficulties faced as a result of these practices. This session will provide a platform to share experiences that have been learned and that are of value to decision-makers involved in reimbursement.

**\*60 Podium Presentations \* 15 Workshops \* 5 Issue Panels \* 180 Posters**

### Support & Promotional Opportunities

#### EXHIBIT

*Register for exhibit space!*

Present your products and services to key outcomes researchers and health care decision-makers in pharmaceutical, medical device & diagnostics, biotechnology industries, clinical practice, government agencies, academia, and health care organizations.

Benefits to Exhibitors:

- Listing & 1/4 page advertisement in the Program & Schedule of Events
- Listing & 1/4 page advertisement on the ISPOR website
- One complimentary registration per exhibit booth
- Pre-registrant mailing labels

#### EVENT SUPPORT

*Increase your visibility!*

Give your company increased prominence.

Benefits to Sponsors:

- Recognition at Conference plenary sessions
- Event signage at the Conference
- Support recognition & complimentary advertising in the Program & Schedule of Event
- Complimentary advertising on the ISPOR website

#### ADVERTISE

*Advertise in the Program & Schedule of Events!*

#### CORPORATE SUPPORT

ISPOR provides opportunities for organizations to financially support the ISPOR 4th Asia-Pacific Conference. For further information, please visit [www.ispor.org](http://www.ispor.org) or email: [asiaconsortium@ispor.org](mailto:asiaconsortium@ispor.org).

#### EDUCATIONAL SYMPOSIA

Educational Symposia are sponsored presentations open to all delegates at the ISPOR 4th Asia-Pacific Conference. The host organization chooses a subject of interest and arranges suitable speakers for the presentation. For further information, please visit [www.ispor.org](http://www.ispor.org) or email: [asiaconsortium@ispor.org](mailto:asiaconsortium@ispor.org).

**For further information visit: [www.ispor.org](http://www.ispor.org)**

**OVER  
850  
ATTENDEES  
IN 2008!**



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NAME		DEGREES		MEMBER ID#	
POSITION		ORGANIZATION			
MAILING ADDRESS					
CITY		STATE	ZIP	COUNTRY	
TELEPHONE		FAX		EMAIL	

## Short Course Registration: 5 September 2010

### Morning Courses (8:00AM – 12:00PM)

- Modeling in Economic Evaluations
- Pharmacoeconomics for Health Care Decision-Makers
- Retrospective Data Analysis
- Introduction to Quality of Life Assessment/Patient Reported Outcomes
- Pharmaceutical/Biotech Pricing & Reimbursement Methodologies

### Afternoon Courses (1:00PM – 5:00PM)

- Meta-Analysis and Systematic Literature Review
- Applied Modeling
- Utility Measurements (Preference-Based Techniques)
- Budget Impact and Cost Analysis
- Adapting Cost-Effectiveness Data from Other Countries

### SHORT COURSE FEES (PER COURSE)

#### Registration fee before 20 July 2010

Standard: US\$100 (THB3,600)

Full-time Student: US\$50 (THB1,800)

Full-time Student (Thai local): USD\$25 (THB900)

#### Registration fee after 20 July 2010

Standard: US\$200 (THB7,200)

Full-time Student: US\$100 (THB3,600)

Full-time Student (Thai local): USD\$50 (THB1,800)

*Thai local: Thai citizens living in Thailand*

## Conference Registration: 6-7 September 2010

### Registration fee before 20 July 2010

Standard: US\$400 (THB14,400)

Practitioner/Government/Academia:

General: US\$240 (THB8,640) Thai local: USD\$120 (THB4,320)

Full-time Student:

General: US\$80 (THB2,880) Thai local: US\$40 (THB1,440)

### Registration fee after 20 July 2010

Standard: US\$500 (THB18,000)

Practitioner/Government/Academia:

General: US\$290 (THB10,440) Thai local: US\$145 (THB5,220)

Full-time Student:

General: US\$100 (THB3,600) Thai local: US\$50 (THB1,800)

*Thai local: Thai citizens living in Thailand*

## Registration Fees

	QTY	FEE	TOTAL
Short Course Half Day Registration (5 September 2009)			
Conference Registration (6-7 September 2009)			
ISPOR Membership (optional)			
<b>TOTAL REGISTRATION FEE:</b>			

*\*THB prices should be used as a reference only and may vary based on daily exchange rates.*

*Approximate exchange rate as of 10 March 2009 is US\$1 = THB35.973*

*All credit card payments to ISPOR are charged in US\$ at the exchange rate prevailing at the time of the transaction. Due to this exchange, credit card statements may vary slightly.*

## ISPOR Membership (optional)

### Member

- US\$275 (THB9,899) – a 1-year subscription to *Value in Health & ISPOR CONNECTIONS* (online & hard copy, including access to all past issues)
- US\$140 (THB5,040) – a 1-year online subscription to *Value in Health & ISPOR CONNECTIONS* (including access to all past issues)

### Student Member

- US\$105 (THB3,780) – a 1-year subscription to *Value in Health & ISPOR CONNECTIONS* (online & hard copy, including access to all past issues)
- US\$35 (THB1,260) – a 1-year online subscription to *Value in Health & ISPOR CONNECTIONS* (including access to all past issues)

Full ISPOR Membership benefits available at: [www.ispor.org](http://www.ispor.org)

## Payment Information

Please enclose a check payable in US dollars to: International Society for Pharmacoeconomics and Outcomes Research or ISPOR and send to the ISPOR address given below or

charge to:  VISA  MasterCard  American Express Account Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

**Mail Details:** If not paying by credit card online, send registration form and payment to: International Society for Pharmacoeconomics and Outcomes Research, 3100 Princeton Pike, Building 3 Suite E, Lawrenceville, New Jersey 08648, USA Tel: 1-609-219-0773

Fax: 1-609-219-0774 • E-Mail: [info@ispor.org](mailto:info@ispor.org) • Internet: [www.ispor.org](http://www.ispor.org)

**Payment Details:** Payment may be made by check, travelers check, bank transfer (there is a USD \$40 charge) or credit card. VISA, MasterCard, or American Express will be charged in US dollars. Signature, account number and expiration date must be included. Non-US checks written in

US\$ on banks with a US counterpart are at no charge. For Non-US checks written in US\$ on banks with NO US counterpart there is USD \$25 charge. Phone charges will NOT be accepted.

**If payment is being made by your company, please make sure your name is indicated on the check stub or correspondence. For bank transfers, please designate the registration name and/or registration number.**

**Cancellation Details:** Cancellation fee before 20 July 2010 is US \$100. No refunds given after 20 July 2010.

**Online Registration Available at: [www.ispor.org](http://www.ispor.org)**