



# ISPOR 5TH LATIN AMERICA CONFERENCE

ISPOR Santiago



6-8 September 2015  
CentroParque Event & Convention Center  
Santiago, Chile

*Increasing Access to Health Care in Latin America:  
Making Better Decisions for Greater Equity*

Early Registration  
Deadline:  
**21 July 2015**

CONFERENCE FEATURES  
**OVER 450 PRESENTATIONS!**



## PROGRAM

**CO-ORGANIZED BY:** International Society for Pharmacoeconomics and Outcomes Research (ISPOR)  
ISPOR Latin America Consortium & ISPOR Chile Regional Chapter

### Supporting Institutions (as of May 2015)

- Institute for Health Technology Assessment (IETS), Colombia
- General Health Counsel (CSG), Ministry of Health, Mexico
- General Coordination for HTA, Department of Science and Technology, Ministry of Health (DECIT-CGATS), Brazil
- Institute for Clinical Effectiveness and Health Policy (IECS), Argentina
- SaluDerecho (a World Bank initiative on prioritization, equity, and constitutional mandates in health), Washington, DC
- Interdepartmental Center for Health Economics (GRIDES), Federal University of São Paulo, Brazil
- Division of Health Technology Assessment (gETS), Ministry of Public Health, Uruguay
- National Board of Health of the Armed Forces (D.N.S.F.F.AA.), Uruguay

### Conference Program Committee

#### PROGRAM COMMITTEE CO-CHAIRS

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**Rony Lenz Alcayaga, MA**, Professor, School of Public Health, University of Chile and Head Consultant, Lenz Consulting, Santiago, Chile

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**Mario Giorgio Saggia, MBA**, Managing Partner, ASIGMA, São Paulo, Brazil

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**Rosa María Galindo-Suárez, MHE**, Prioritization Deputy Director, General Health Council, Ministry of Health, México, D.F., Mexico

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**Federico Augustovski, MD, MSc, PhD**, Director, Economic Evaluations and HTA Department, Institute for Clinical Effectiveness and Health Policy (IECS) and Professor of Public Health, University of Buenos Aires, Buenos Aires, Argentina

**Diego Rosselli, MD, MEd, MHP**, Associate Professor, Health Economics, Javeriana Papal University, Bogotá, Colombia

### Venue Information/Hotel Reservations

#### CENTROPARQUE EVENT & CONVENTION CENTER

**Presidente Riesco 5330 Nivel/Level A-B, Parque Araucano, Las Condes, Santiago, Chile**  
The conference will be held at the beautiful CentroParque Convention Center, which is located in the heart of Santiago's Araucano park. This venue will accommodate ISPOR's growing regional engagement in the field of health economics and outcomes research in a modern and convenient conference space. CentroParque Event & Convention Center is located approximately 20 km (12 miles) from Aeropuerto Internacional Arturo Merino Benítez (SCL), the main airport serving Santiago, Chile.

#### HOTEL RESERVATIONS

ISPOR has arranged delegate rates at the **Grand Hyatt Santiago**. The Grand Hyatt Santiago is approximately a 5-10 minute walk from CentroParque Event & Convention Center.

**ISPOR Rates:** The discounted room rate for ISPOR conference attendees is 115,000 CLP (\$189 USD) Single Occupancy / 128,500 CLP (\$211 USD) Double Occupancy, plus applicable taxes.

**Reservations:** Use the online booking link available at [www.ispor.org](http://www.ispor.org) >> 5th Latin America Conference >> Attendee Information >> Hotel and Venue Information.

### Research Poster Presentations

#### POSTER PRESENTATIONS SESSION I: MONDAY, 7 SEPTEMBER

Display Hours: 8:30-20:00 • Poster Author Discussion Hour: 18:30-19:30

#### POSTER PRESENTATIONS SESSION II: TUESDAY, 8 SEPTEMBER

Display Hours: 8:30-15:00 • Poster Author Discussion Hour: 12:00-13:00

For More Info: [www.ispor.org](http://www.ispor.org)



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## Short Course Program

Sunday, 6 September

Complete Short Course descriptions available at [www.ispor.org](http://www.ispor.org)

### All Day Short Courses (8:00-17:00)

**INTRODUCTION TO HEALTH ECONOMICS** (*Presented in Spanish*)

**Track:** Economic Methods

**Level:** *Introductory.* This course is suitable for those with little or no experience with pharmacoeconomics.

**Faculty:** **Diego Rosselli, MD, MEd, MHP**, Associate Professor, Health Economics, Pontificia Universidad Javeriana, Bogotá, Colombia; **Manuel A. Espinoza, MD, MSc, PhD**, Professor, Department of Public Health & Coordinator, Unit of Health Technologies Evaluation, Center for Clinical Research, Catholic University of Chile and Scientific Advisor, Department of Scientific Affairs, Public Health Institute of Chile, Ministry of Health, Santiago, Chile

**Course Description:** Designed to teach clinicians and new researchers how to incorporate pharmacoeconomics/health economics into study design and data analysis. Participants of this course will learn how to collect and calculate the costs of different health care or health care economic evaluation alternative treatments, determine the economic impact of clinical outcomes, and how to identify, track, and assign costs to different types of health care resources used. The development of economic protocols and data collection sheets will be discussed. Different health economics models and techniques will be demonstrated with case studies. These include: cost-minimization, cost-of-illness, cost-effectiveness, cost-benefit, and cost-utility analysis. Decision analysis, sensitivity analysis, and discounting will also be demonstrated and practiced. Participants will learn to compare and evaluate interventions such as drugs, devices, and clinical services.

**APPLIED MODELING** (*Presented in English, Portuguese, and Spanish with simultaneous interpretation provided*)

**Track:** Modeling Methods

**Level:** *Advanced.*

**Prerequisite:** This course is suitable for those who are familiar with modeling methods and/or those who have previously taken the ISPOR Short Course, "Introduction to Modeling."

**Faculty:** **Mark Sculpher, PhD, MSc**, Professor of Health Economics, Centre for Health Economics, University of York, Heslington York, UK; **Andrew Briggs, DPhil, MSc**, William R Lindsay Chair of Health Economics, Health Economics & Health Technology Assessment, Institute of Health & Wellbeing, University of Glasgow, Glasgow, UK; **Pedro Saramago Goncalves, PhD, MSc**, Research Fellow, Centre for Health Economics, University of York, Heslington, York, UK; **Marta Soares, MSc**, Research Fellow, Centre for Health Economics, University of York, Heslington, York, UK

**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 basics of cost-effectiveness decision making, building, and analyzing a simple decision tree will be discussed. Markov modeling and Monte Carlo simulation will be introduced.

All participants must bring a Windows laptop computer with a copy of TreeAge Pro Suite installed and running. You will be provided download and installation instructions when you pre-register for the course.

### Morning Short Courses (8:00-12:00)

**INTRODUCTION TO MODELING** (*Presented in Spanish*)

**Track:** Modeling Methods

**Level:** *Introductory.* This introductory course requires a basic familiarity with decision analysis.

**Faculty:** **Federico Augustovski, MD, MSc, PhD**, Director, Economic Evaluations and HTA Department, Institute for Clinical Effectiveness and Health Policy (IECS), Professor of Public Health, University of Buenos Aires, Buenos Aires, Argentina

**Course Description:** This course includes a review of Markov models, discrete event models, and other modeling techniques and their appropriate applications, including a review of the *ISPOR Principles of Good Practice for Decision Analytic Modeling in Health Care Evaluations*, as well as the recent ISPOR-SMDM guidelines (*Value in Health* 2012). Using a series of related examples, the course will carefully review the practical steps involved in developing and using these kinds of models. Instructors will cover the practical steps involved in the selection and modeling of data inputs and practical aspects related to the determination of when, why, and how to handle stochastic (i.e., first order Monte Carlo Simulations) and probabilistic uncertainty (i.e., second order Monte Carlo Simulations). Issues related to the selection of model input parameters and their distributions for use in probabilistic sensitivity analyses will be considered.

**HEALTH-RELATED QUALITY OF LIFE / UTILITY MEASURES** (*Presented in Spanish*)

**Track:** Patient-Reported Outcomes/Preference Methods

**Level:** *Introductory/Intermediate.* This course is for those with some experience with quality of life measures in health economic evaluation.

**Faculty:** **Rafael Alfonso, MD, MSc, PhD**, Director, Value Evidence Analytics, GlaxoSmithKline R&D, King of Prussia, PA and Affiliate Professor, Department of Surgery, University of Washington, Seattle, WA, USA; **Yajaira Bastardo, PhD**, Professor & Chair of Pharmacoeconomics & Pharmacy Administration, Central University of Venezuela, School of Pharmacy, Caracas, Venezuela

**Course Description:** Conceptual, methodological, and practical methods for measuring quality of life, health status and other types of health outcomes will be presented. Utility measurement, a method of determining an individual's preference for a certain outcome represented by a quantitative score (utility), will also be reviewed. Methods for measuring preference-based outcomes like the standard gamble, time trade-off, and visual analogue scale will be demonstrated. Additionally, utility-based instruments such as the EQ-5D, HUI, QWQ

and SF-36 will be briefly discussed. Utility measurement, however, is not only about mastering these techniques; it is about using them in such a way that health care decision makers can apply the results, for instance, in cost per QALY analyses. For this purpose, one needs to be aware of shortcomings of the available utility measures and potential solutions. Furthermore, one should be aware of the decision-making context and the way results are interpreted. To equip participants with expertise in the field of utility measurement, the most important issues will be discussed, such as potential insensitivity of generic instruments for particular disease-specific problems, and to what extent adaptation of generic or disease-specific quality of life instruments may offer a solution. Also, the issue of "whose values count: patient values or values from the general public?" will be discussed. Finally, we turn to the interpretation in the context of resource allocation.

### Afternoon Short Courses (13:00-17:00)

**EXTRACTING COST DATA FOR ECONOMIC ANALYSIS IN LATIN AMERICA** (*Presented in Spanish*)

**Track:** Economic Methods

**Level:** *Intermediate.* This course is designed for those with some experience with pharmacoeconomic analysis.

**Faculty:** **Ximena Burbano-Levy, MD, MPH**, Founder & CEO, Zilonis Health Economics Consulting Group, Miami, FL, USA

**Course Description:** This course will focus on practical aspects of cost development for pharmacoeconomic studies. The objective is to help the participant bridge the gap between understanding pharmacoeconomic theory and the practice of developing cost estimates. Factors to consider when costing pharmacoeconomic analyses such as perspective, data sources, data classification systems, developing resource use profiles, obtaining unit costs, and making cost adjustments will be presented. Examples of issues encountered when identifying and extracting cost data will be discussed.

**META-ANALYSIS & SYSTEMATIC LITERATURE REVIEW** (*Presented in Spanish*)

**Track:** Outcomes Research Methods

**Level:** *Intermediate.* This course is designed for those with some experience with pharmacoeconomic analysis/outcomes research methods.

**Faculty:** **Agustin Ciapponi, MD**, Coordinator, Argentine Cochrane Centre-IECS (Institute for Clinical Effectiveness and Health Policy), Buenos Aires, Argentina; **Gabriel Rada, MD**, Unit of Evidence-based Medicine, Catholic University of Chile, Department of Family Medicine, Santiago, Chile

**Course Description:** Faculty will discuss systematic literature review and meta-analytic methods used to assess the quality of evidence for health care interventions. Statistical approaches to pooling results from several studies and application of meta-analysis in pharmacoeconomic studies and health care decision making will be presented.



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Over 800  
attendees  
expected!

## Conference Program

### Sunday, 6 September

8:00-17:00

#### Pre-Conference Short Courses

17:15-18:15

#### Educational Symposium

##### HOW IS ADVANCED GASTRIC CANCER TREATED IN LATIN AMERICA? HOW CAN WE REDUCE THE BURDEN OF THE DISEASE?

Currently available medical strategies for the management of gastric cancer are extremely limited. While innovative therapies for managing this disease are now available, these therapies also have a higher acquisition cost and have implications for how a payer will deal with integrating these therapies given the constraint on their drug budget, as well as how these agents are assessed (HTA) by governments and how they decide on the appropriate use. The cost of gastric cancer, role of these new agents, and their potential impact on patients and the health care system will be discussed. *(Sponsored by Eli Lilly)*

18:30-19:30

#### Educational Symposium

##### SUSTAINABLE UNIVERSAL HEALTH COVERAGE

Achieving the goals of universal health coverage requires a structured, collaborative effort that ensures health systems use resources effectively and efficiently. This symposium will explore broader approaches to health technology assessment and formulary development in middle-income countries. *(Sponsored by PhRMA)*

19:45-20:45

#### Educational Symposium

##### CHALLENGES AND OPPORTUNITIES FOR OBSERVATIONAL RESEARCH IN REAL WORLD SETTINGS

This symposium will highlight the importance of observational studies in patient outcomes by presenting the learnings of a series of observational studies in Latin America. *(Sponsored by Amgen)*

21:00-22:30

#### Welcome Reception

### Monday, 7 September

8:30-20:00

#### Research Poster Presentations Viewing – Session I

8:30-9:00

#### Welcome Address & Opening Remarks

9:00-10:30

#### First Plenary Session

##### IS HTA FAIR? ANALYZING THE HTA PROCESS IN LATIN AMERICA & ITS IMPLICATIONS FOR ACCESS TO HEALTH CARE

Health technology assessment (HTA) is increasingly being used by public and private payers in Latin America to assess the effectiveness and efficiency of health care technologies for their populations – but is it fair? HTA has been implemented as a way to enable better decisions that balance varied societal and stakeholder perspectives and needs, but there still persists the question of whether or not the decisions being made fairly represent all stakeholders. Panelists will discuss these issues from a perspective of working in the environment of fairness, while balancing the requirements of a rigorous scientific method to evaluate the usefulness of drugs and devices for their populations.

10:30-11:00

#### Break, Exhibits & Research Poster Presentations Viewing – Session I

11:00-12:00

#### Issue Panels – Session I

##### IP1: DIFFICULTIES IN ESTABLISHING THE WILLINGNESS-TO-PAY THRESHOLD IN LATIN AMERICAN COUNTRIES – WHAT ARE THE POSSIBLE PATHWAYS?

**Moderator:** Rodrigo Antonini Ribeiro, MD, MSc, PhD, Institute for Education and Research, Hospital Moinhos de Vento, Porto Alegre, Brazil

**Panelists:** Federico Augustovski, MD, MSc, PhD, Institute for Clinical Effectiveness and Health Policy (IECS), Buenos Aires, Argentina; Tomas A. Pippo Briant, MSc, Ministry of Health of Argentina, Buenos Aires, Argentina; Vania Cristina Canuto Santos, MSc, Ministry of Health of Brazil, Brasília, Brazil

##### IP2: DISINVESTMENT IN LATIN AMERICA: WHAT ARE THE EXPERIENCES, CHALLENGES, AND PROPOSALS FOR ITS SUCCESSFUL IMPLEMENTATION?

**Moderator:** Ion Agirrezabal, MSc, Costello Medical Consulting Ltd., Cambridge, UK

**Panelists:** Alarico Rodríguez, PhD, Fondo Nacional de Recursos, Montevideo, Uruguay; María Eugenia Esandi, PhD, Universidad Nacional del Sur, Buenos Aires, Argentina; Iñaki Gutiérrez-Ibarluzea, PhD, Basque Office for HTA, Vitoria-Gasteiz, Spain

##### IP3: PLANES DE BENEFICIOS EN SALUD EN LATINOAMÉRICA: ¿CUÁL ES EL ESTADO ACTUAL Y CUÁLES SON LOS DESAFÍOS FUTUROS?

**Moderator:** Manuel A. Espinoza, MD, MSc, PhD, Pontificia Universidad Católica de Chile, Santiago, Chile

**Panelists:** Ursula Giedion, MSc, MA, Banco Interamericano de Desarrollo, Bogotá, Colombia; Andrés Pichon-Riviere, MD, MSc, PhD, Institute for Clinical Effectiveness and Health Policy (IECS), Buenos Aires, Argentina

##### IP4: CAN WE STRENGTHEN RESEARCH CAPACITY OF HEALTH TECHNOLOGY ASSESSMENT WITHIN LATIN AMERICA?

**Moderator:** Virginia Becerra, MSc, PhD, AbbVie, Montevideo, Uruguay

**Panelists:** Rosina Hinojosa, MSc, Pfizer Peru, Lima, Peru; Jose Luis Segu, MSc, Oblivue Consulting, Barcelona, Spain; Rony Lenz, MA, Universidad de Chile, Santiago, Chile

##### IP5: COOPERAÇÃO INTERNACIONAL ENTRE ARGENTINA, BRASIL E URUGUAI: COMO É QUE A PRODUÇÃO DE ESTUDOS DE CUSTO-EFETIVIDADE E INTERCÂMBIO DE CONHECIMENTO EM SAÚDE NO ÂMBITO DO MERCOSUL DA SUPORTE A TOMADA DE DECISÃO?

**Moderator:** Telma Rodrigues Caldeira, Especialista em vigilância sanitária, Agência Nacional de Vigilância Sanitária - Anvisa, Brasília, Brazil

**Panelists:** Roberta Wichmann, MSc, PhD, Ministério da Saúde do Brasil, Brasília, Brazil; Analía del Carmen Amarilla, MD, Ministerio de Salud Argentina, Buenos Aires, Argentina; Alejandra Nelly Croci González, BA, Ministry of Health of Uruguay, Montevideo, Uruguay

12:00-15:00

#### Lunch, Exhibits & Research Poster Presentations Viewing – Session I

12:30-13:30

#### Educational Symposium

##### NEW MODELS TO EXPAND REAL-WORLD EVIDENCE (RWE) OPPORTUNITIES IN LATIN AMERICA THROUGH COLLABORATIONS

Novel approaches to build real-world evidence (RWE) in Latin America will be discussed and illustrated by case examples of collaborative work to develop real-world data (RWD) sources including clinical and claims information with payers, providers, and electronic medical record (EMR) systems in Mexico and Brazil, as a model to develop RWD in other Latin American markets. *(Sponsored by IMS Health)*

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## Conference Program continued

13:45-14:45

### Educational Symposium

#### USING DATA AND ANALYTICS TO OPTIMIZE CARE, BENEFITS, AND AFFORDABILITY

This symposium presents a case study about innovative medical protocols that have been successfully embedded into Amil clinics and emergency room electronic medical records (EMRs). The panel will detail these protocols, their function as evidence-based tools for promoting quality of care and cost management, and how they can prove advantageous for both patients and payers. (*Sponsored by Optum*)

15:00-16:00

### Workshops & ISPOR Forum – Session I

#### W1: CHANGING THE HISTORY OF COST-EFFECTIVENESS DECISION RULES: HOW THE FIRST EMPIRICAL ESTIMATES OF COST-EFFECTIVENESS THRESHOLD WILL IMPACT THE DECISION PROCESSES IN LATIN AMERICA?

**Discussion Leaders:** Manuel A. Espinoza, MD, MSc, PhD, Pontificia Universidad Católica de Chile, Santiago, Chile; Marta Soares, MSc, University of York, Heslington, York, UK; Mark J. Sculpher, MSc, PhD, University of York, Heslington, York, UK

#### W2: HTA: UNDERSTANDING THE IMPACT ON PATIENT ACCESS AND INTERNATIONAL REFERENCE PRICING IN LATIN AMERICA

**Discussion Leaders:** Diego Guarín, MD, MPH, MA, Merck Sharp & Dohme, Bogotá, Colombia; Mónica Martín de Bustamante, AB, BE, CBPartners, New York, NY, USA; Rafael Alfonso, MD, PhD, GSK, King of Prussia, PA, USA; J. Jaime Caro, MDCM, FRCP, FACP, Evidera, Lexington, MA, USA

#### W3: GENERATING AND USING REAL-WORLD EVIDENCE IN LATIN AMERICA: SETTING PARTNERSHIPS, FINDING DATA, ASSESSING APPROPRIATELY, AND MAKING DECISIONS: LOCAL, INTERNATIONAL, PUBLIC, AND PRIVATE PERSPECTIVES

**Discussion Leaders:** Nahila Justo, MPhil, MSc, MBA, MAPI Group, Stockholm, Sweden; Joaquin Mould Quevedo, PhD, MSc, MBA, Bayer Healthcare, Berlin, Germany; Gerardo Machnicki, MSc, PhD, Janssen LATAM, Buenos Aires, Argentina; Iris Contreras-Hernandez, MD, MSc, Instituto Mexicano del Seguro Social, México, D.F., Mexico

#### W4: INDIRECT TREATMENT COMPARISONS: GUIDANCE ON TECHNICAL ASPECTS OF CONDUCTING AND INTERPRETING NETWORK META-ANALYSES

**Discussion Leaders:** Agustín Ciapponi, MD, MSc, Institute for Clinical Effectiveness and Health Policy (IECS), Buenos Aires, Argentina; David Thompson, PhD, Quintiles, Cambridge, MA, USA

#### W5: A METHOD FOR THE ELICITATION OF IMPRECISE CRITERIA WEIGHTS IN MULTI-CRITERIA DECISION ANALYSIS FOR HEALTH CARE

**Discussion Leaders:** Vakaramoko Diaby, PhD, Florida A&M University, Tallahassee, FL, USA; Vassiki Sanogo, PhD, Florida State University, Tallahassee, FL, USA

#### F1: PROCESOS DE PARTICIPACIÓN PARA ACTUALIZACIÓN DE PLANES DE BENEFICIOS

*Presented by the ISPOR Colombia Chapter*

**Moderator:** TBD

**Speakers:** Diana Esperanza Rivera Rodríguez, MSc, EGP, Instituto de Evaluación Tecnológica en Salud (IETS), Bogotá, Colombia; Diego Rosselli, MD, EdM, MSc, Pontificia Universidad Javeriana, Facultad de Medicina, Bogotá, Colombia

16:00-16:15

### Break, Exhibits & Research Poster Presentations Viewing – Session I

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16:15-17:15

### Research Podiums – Session I

#### CANCER OUTCOMES RESEARCH STUDIES

##### CA1: ASOCIACIÓN SIGNIFICATIVA ENTRE LA ENFERMEDAD VOLUMINOSA CERCANA A CRANEO Y NEUROEJE Y LA INFILTRACIÓN SECUNDARIA A SISTEMA NERVIOSO CENTRAL EN PACIENTES CON LINFOMA DIFUSO DE CÉLULAS GRANDES B

Huerta-Guzman J<sup>1</sup>, Ignacio-Ibarra G<sup>1</sup>, Talavera-Piña J<sup>1</sup>, Sierra-Ramírez J<sup>2</sup>, **Contreras Hernández I<sup>1</sup>**, <sup>1</sup>Instituto Mexicano del Seguro Social, Mexico, D.F., Mexico, <sup>2</sup>Instituto Politécnico Nacional, México, D.F., Mexico

##### CA2: ACCESS TO THE PROCEDURE CARE OF COLORECTAL CANCER IN BRAZILIAN PUBLIC HEALTH SYSTEM: USE OF DIAGNOSIS RESOURCES IN SÃO PAULO STATE

**Oliveira D<sup>1</sup>**, Luque A<sup>1</sup>, Junqueira Junior SM<sup>1</sup>, Oliveira FMP<sup>1</sup>, Cabra HA<sup>2</sup>, <sup>1</sup>Johnson & Johnson Medical Brazil, São Paulo, Brazil, <sup>2</sup>Johnson & Johnson Medical, Mexico, D.F., Mexico

##### CA3: PROFILE OF COLORECTAL CANCER TREATMENT WITHIN BRAZILIAN PUBLIC SETTING: ANALYSIS OF DATASUS AQ DATABASE

**Fabre Ballalai Ferraz A<sup>1</sup>**, Rosim R<sup>1</sup>, Anaya P<sup>2</sup>, <sup>1</sup>IMS Health, São Paulo, Brazil, <sup>2</sup>IMS Health, México, D.F., Mexico

##### CA4: COSTO DE CÁNCER DE COLON AVANZADO EN LOS ESTABLECIMIENTOS HOSPITALARIOS DEL PERÚ

**Gutierrez-Aguado A<sup>1</sup>**, Escobedo-Palza S<sup>2</sup>, Timana-Ruiz R<sup>3</sup>, Sobrevilla-Ricci A<sup>4</sup>, Mosqueira-Lovón R<sup>4</sup>, <sup>1</sup>UNMSM, Lima, Peru, <sup>2</sup>SPEAS, Lima, Peru, <sup>3</sup>SOMPEGS, Lima, Peru, <sup>4</sup>Abt Associates-HFG Peru, Lima, Peru

#### COST-EFFECTIVENESS STUDIES

##### CE1: COST-EFFECTIVENESS ANALYSIS FOR CERVICAL CANCER SCREENING USING HPV TESTS IN CHILE

Franco Figueira S<sup>1</sup>, **Cachoeira CV<sup>1</sup>**, Souza FH<sup>1</sup>, Kano BY<sup>1</sup>, Silva M<sup>2</sup>, <sup>1</sup>Roche Diagnostics LATAM, São Paulo, Brazil, <sup>2</sup>Roche Diagnostics Chile, Santiago, Chile

##### CE2: EVALUACIÓN DEL COSTO-EFECTIVIDAD Y COSTO-UTILIDAD DEL USO DE RIVAROXABÁN EN PACIENTES CON FIBRILACIÓN AURICULAR NO VALVULAR FRENTE A WARFARINA EN EL CONTEXTO ECUATORIANO

**Romero M**, Alfonso Quiñones PA, Acero G, Marrugo R, Salutia Foundation, Bogotá, Colombia

##### CE3: PROJECTED ECONOMIC IMPACT OF INCREASED USE OF BIOLOGIC TREATMENTS FOR RHEUMATOID ARTHRITIS IN ARGENTINA, COLOMBIA, AND MEXICO OVER 10 YEARS

**Rojas Serrano J<sup>1</sup>**, de Abreu MM<sup>2</sup>, Tundia N<sup>3</sup>, Skup M<sup>3</sup>, Sorg R<sup>4</sup>, Macaulay D<sup>4</sup>, Bao Y<sup>3</sup>, Chaves L<sup>3</sup>, Chao J<sup>3</sup>, <sup>1</sup>National Autonomous University of Mexico, México, D.F., Mexico, <sup>2</sup>Federal University of Rio de Janeiro, Rio de Janeiro, Brazil, <sup>3</sup>AbbVie Inc., North Chicago, IL, USA, <sup>4</sup>Analysis Group, Inc., New York, NY, USA

##### CE4: EVALUACIÓN COSTO-UTILIDAD DE DOS ALTERNATIVAS DE VACUNACIÓN PARA EL VIRUS DEL PAPILOMA HUMANO (VPH) EN LA PREVENCIÓN DEL CÁNCER CERVICAL UTERINO

**Tejada RA**, Bolaños-Díaz R, Beltrán J, Roman Y, Instituto Nacional de Salud, Lima, Peru

#### INFECTIOUS DISEASE STUDIES

##### IN1: ANÁLISIS DE COSTO UTILIDAD DE PCV13 VERSUS PPSV23 EN ADULTOS DE 65 AÑOS Y MÁS

**Biagini Leandro L<sup>1</sup>**, Rojas Ruben R<sup>1</sup>, Fuentealba Francisca F<sup>1</sup>, Pezzani Marcela M<sup>2</sup>, <sup>1</sup>Universidad Mayor, Santiago, Chile, <sup>2</sup>Universidad San Sebastián, Santiago, Chile

##### IN2: METHODOLOGICAL CHANGES IN BURDEN OF INFECTIOUS DISEASE ESTIMATION: THE CASE OF PNEUMOCOCCAL INFECTION IN COLOMBIA

**Lasalvia P<sup>1</sup>**, Castañeda-Cardona C<sup>1</sup>, Rosselli D<sup>2</sup>, <sup>1</sup>Pontificia Universidad Javeriana, Bogotá, Colombia, <sup>2</sup>Pontificia Universidad Javeriana, Facultad de Medicina, Bogotá, Colombia

##### IN3: ESTIMATING THE SUPPLY AND DEMAND OF BUTANTAN DENGUE VACCINE IN BRAZIL

**Garcia CR<sup>1</sup>**, Wilson-Barthes M<sup>1</sup>, Coelho GE<sup>2</sup>, Domingues C<sup>2</sup>, Constenla DO<sup>1</sup>, <sup>1</sup>Johns Hopkins University, Baltimore, MD, USA, <sup>2</sup>Ministério da Saúde, Brasília, Brazil



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## Conference Program continued

### IN4: ECONOMIC COSTS OF BACTERIAL MENINGITIS: A SYSTEMATIC REVIEW

Alvis-Zakzuk N<sup>1</sup>, Carrasquilla-Sotomayor M<sup>2</sup>, **Alvis-Guzman N<sup>2</sup>**, Paternina-Caicedo A<sup>2</sup>, Herrera-Arrieta J<sup>3</sup>, Coronel-Rodriguez W<sup>2</sup>, Castillo-Saavedra D<sup>4</sup>, <sup>1</sup>Instituto Nacional de Salud, Bogotá, Colombia, <sup>2</sup>Universidad de Cartagena, Centro de Investigación y Docencia, Hospital Infantil Napoleón Franco Pareja, Cartagena de Indias, Colombia, <sup>3</sup>Universidad del Sinu, Cartagena, Colombia, <sup>4</sup>Funinderma, Grupo de Investigación en Economía de la Salud, Bogotá, Colombia

### MEDICAL DEVICE & DIAGNOSTIC RESEARCH STUDIES

#### MD1: EVALUACIÓN ECONÓMICA DEL CARDIO-DESFIBRILADOR IMPLANTABLE COMPARADO CON LA TERAPIA FARMACOLÓGICA ÓPTIMA PARA EL TRATAMIENTO DE LOS PACIENTES CON FALLA CARDIACA EN COLOMBIA

**Atehortua SC<sup>1</sup>**, Castro P<sup>1</sup>, Ceballos M<sup>2</sup>, Senior JM<sup>1</sup>, Saldarriaga C<sup>1</sup>, Giraldo N<sup>1</sup>, <sup>1</sup>Universidad de Antioquia, Medellín, Colombia, <sup>2</sup>Instituto de Evaluación Tecnológica en Salud (IETS), Bogotá, Colombia

#### MD2: MEDICAL DEVICES – FROM LICENSING TO COVERAGE: HIGHLIGHTS FROM ARGENTINA, BRAZIL, COLOMBIA, AND MEXICO

**Rey-Ares L<sup>1</sup>**, Garay U<sup>1</sup>, García Martí S<sup>1</sup>, Gilardino R<sup>2</sup>, Cabra HA<sup>3</sup>, Pichón-Riviere A<sup>1</sup>, Augustovski F<sup>1</sup>, <sup>1</sup>Institute for Clinical Effectiveness and Health Policy (IECS), Buenos Aires, Argentina, <sup>2</sup>Johnson & Johnson Medical Argentina, Buenos Aires, Argentina, <sup>3</sup>Johnson & Johnson Medical, México, D.F., Mexico

#### MD3: STAPLED HAEMORRHOIDOPEXY TO TREAT HEMORRHOIDS GRADE III AND IV: A SYSTEMATIC REVIEW AND META-ANALYSIS

**Luque A<sup>1</sup>**, Junqueira Junior SM<sup>1</sup>, Oliveira FMP<sup>1</sup>, Oliveira D<sup>1</sup>, Cabra HA<sup>2</sup>, <sup>1</sup>Johnson & Johnson Medical Brazil, São Paulo, Brazil, <sup>2</sup>Johnson & Johnson Medical, México, D.F., Mexico

#### MD4: COST EFFECTIVENESS OF DRUG COATED BALLOON VERSUS PERCUTANEOUS TRANSLUMINAL BALLOON ANGIOPLASTY IN THE TREATMENT OF PERIPHERAL ARTERIAL DISEASE IN LOWER LIMBS IN BRAZIL

Pepe C<sup>1</sup>, Fahham L<sup>2</sup>, Follador W<sup>3</sup>, Valencia J<sup>4</sup>, **Orozco JJ<sup>5</sup>**, <sup>1</sup>Grupo Resulta, São Paulo, Brazil, <sup>2</sup>Sense Company, São Paulo, Brazil, <sup>3</sup>Medtronic, São Paulo, Brazil, <sup>4</sup>Medtronic, Miami, FL, USA, <sup>5</sup>Medtronic, Medellín, Colombia

### PRICING AND HEALTH SYSTEM STUDIES

#### PR1: TIERED-PRICING STRATEGIES: THE WAY FORWARD FOR DRUG ACCESS IN LATIN AMERICA?

**Senan B**, Vidal-Pinheiro A, Sandorff E, ICON, London, UK

#### PR2: COMPETITION AND STRATEGIC REGULATION IN THE ARGENTINE PHARMACEUTICAL MARKET: A COMPARATIVE STUDY OF SIX THERAPEUTIC CLASSES

**Maceira D**, Palacios A, Center for the Study of State and Society (CEDES), Buenos Aires, Argentina

#### PR3: POTENTIAL PUBLIC RESOURCE SAVINGS IN BRAZIL: THE SOMATROPIN CASE

**Lemos LLP<sup>1</sup>**, Silva MRR<sup>1</sup>, Santos JB<sup>2</sup>, Costa JDO<sup>1</sup>, Gomes RM<sup>1</sup>, Nascimento RC<sup>2</sup>, Almeida AM<sup>3</sup>, Guerra Júnior AA<sup>2</sup>, <sup>1</sup>CCATES, Federal University of Minas Gerais, Belo Horizonte, Brazil, <sup>2</sup>College of Pharmacy, Federal University of Minas Gerais, Belo Horizonte, Brazil, <sup>3</sup>College of Medical Sciences of Minas Gerais, Belo Horizonte, Brazil

#### PR4: IMPACT OF MAJOR CHANGES TO THE BRAZILIAN HEALTH CARE SYSTEM UTILIZING THE HEAT MAPS PROJECT

**Panish JM<sup>1</sup>**, Junqueira Junior SM<sup>2</sup>, Cabra HA<sup>3</sup>, Hutzul T<sup>4</sup>, Hensen M<sup>5</sup>, <sup>1</sup>Ethicon, Somerville, NJ, USA, <sup>2</sup>Johnson & Johnson Medical Brazil, São Paulo, Brazil, <sup>3</sup>Johnson & Johnson Medical, México, D.F., Mexico, <sup>4</sup>Johnson & Johnson Medical Products, Markham, ON, Canada, <sup>5</sup>Pharmerit BV, Rotterdam, The Netherlands

17:30-18:30

### Research Podiums – Session II

### BUDGET IMPACT AND COST STUDIES

#### B11: COST REDUCTION FOR A HEALTH SYSTEM THROUGH DECREASING NUMBER OF ELIGIBLE PATIENTS FOR BIOLOGICAL THERAPY IN PATIENTS WITH RHEUMATOID ARTHRITIS USING THE TREAT TO TARGET RECOMMENDATIONS

**Santos-Moreno P**, Saavedra-Martinez G, Bello-Gualtero J, Gomez-Mora D, Biomab, Centro de Artritis Reumatoide, Bogotá, Colombia

#### B12: TREATMENT PATTERNS AND BUDGETARY IMPACT OF CHEMOTHERAPY DRUGS IN A BRAZILIAN PRIVATE HEALTH PLAN (PHP)

**Nishikawa AM<sup>1</sup>**, Castro APC<sup>1</sup>, Alves AF<sup>1</sup>, Medina P<sup>1</sup>, Clark LGO<sup>2</sup>, <sup>1</sup>Evidências - Kantar Health, Campinas, Brazil, <sup>2</sup>Evidências – Kantar Health, São Paulo, Brazil

#### B13: FINANCIAL IMPACT OF HOSPITAL EXPENDITURE IN CHRONIC DISEASES FOR SEGURO POPULAR

**Rodríguez-Aguilar R**, Gutiérrez-Delgado C, Economic Analysis Unit, México, D.F., Mexico

#### B14: HOSPITALIZATION COSTS OF TYPE-2 DIABETES MELLITUS (T2DM) PATIENTS IN A PUBLIC HOSPITAL IN BRAZIL

**Henriques RS<sup>1</sup>**, Piedade A<sup>2</sup>, Wiens A<sup>1</sup>, Baptista DR<sup>1</sup>, Pontarolo R<sup>1</sup>, <sup>1</sup>Universidade Federal do Paraná, Curitiba, Brazil, <sup>2</sup>Evidências - Kantar Health, Campinas, Brazil

### CARDIOVASCULAR DISEASE & DIABETES RESEARCH STUDIES

#### CV1: ASSOCIATION OF ADHERENCE STATUS AS MEASURED USING TWO SINGLE-ITEM PHYSICIAN-ADMINISTERED METHODS WITH CARDIOVASCULAR RISK IN PATIENTS TAKING ANTIHYPERTENSIVE MEDICATION

**Rivera O<sup>1</sup>**, Morales F<sup>2</sup>, Cordova P<sup>2</sup>, Fernandez P<sup>2</sup>, Lopez M<sup>2</sup>, MacDonald K<sup>3</sup>, Levensgood M<sup>4</sup>, Vancayzeele S<sup>5</sup>, Aerts A<sup>5</sup>, Denhaerynck K<sup>3</sup>, Abraham I<sup>4</sup>, Villa L<sup>2</sup>, <sup>1</sup>Universidad de Concepcion, Concepcion, Chile, <sup>2</sup>Facultad de Farmacia, Universidad de Concepción, Concepción, Chile, <sup>3</sup>Matrix 45, Tucson, AZ, USA, <sup>4</sup>The University of Arizona, Tucson, AZ, USA, <sup>5</sup>N.V. Novartis Pharma S.A., Vilvoorde, Belgium

#### CV2: APIXABAN IN PATIENTS WITH ATRIAL FIBRILLATION: PATIENT CHARACTERISTICS OF THE LATIN AMERICA COHORT FROM A MULTINATIONAL CLINICAL TRIAL

Avezum A<sup>1</sup>, Bahit MC<sup>2</sup>, Hermosillo JAG<sup>3</sup>, Zanetti FL<sup>4</sup>, Perafan P<sup>5</sup>, Juarez-Garcia A<sup>6</sup>, Vulcano C<sup>7</sup>, Cubillos LA<sup>8</sup>, **Korenblat Donato BM<sup>9</sup>**, <sup>1</sup>Dante Pazzanese Institute of Cardiology, São Paulo, Brazil, <sup>2</sup>INECO Neurociencias, Rosario, Argentina, <sup>3</sup>Insto Nacional de Cardiologia, Mexico, D.F., Mexico, <sup>4</sup>Universidad de La Frontera, Temuco, Chile, <sup>5</sup>Fundacion Valle del Lili, Cali, Colombia, <sup>6</sup>Bristol-Myers Squibb Company, Mexico, D.F., Mexico, <sup>7</sup>Bristol Myers Squibb, Buenos Aires, Argentina, <sup>8</sup>Pfizer, New Jersey, NJ, USA, <sup>9</sup>Bristol Myers Squibb, Wallingford, CT, USA

#### CV3: ARETAEUS: RETROSPECTIVE STUDY OF MEDICATION USAGE PATTERNS FOLLOWING THE DIAGNOSIS OF TYPE-2 DIABETES IN LATIN AMERICA

Gagliardino JJ<sup>1</sup>, Granell RA<sup>2</sup>, Eliaschewitz FG<sup>3</sup>, Iglay K<sup>4</sup>, Brodovitz K<sup>4</sup>, Yu S<sup>4</sup>, **Gonzalez CD<sup>4</sup>**, Shankar R<sup>4</sup>, Heisel O<sup>5</sup>, Bloomfield S<sup>5</sup>, Keown P<sup>5</sup>, Tunceli K<sup>4</sup>, <sup>1</sup>Centro de Endocrinología Experimental y Aplicada (UNLP-CONICET La Plata), Buenos Aires, Argentina, <sup>2</sup>Instituto Mexicano del Seguro Social, Guadalajara, Mexico, <sup>3</sup>CPClin Clinical Research Center, São Paulo, Brazil, <sup>4</sup>Merck & Co., Inc., Kenilworth, NJ, USA, <sup>5</sup>Syreon Corporation, Vancouver, BC, Canada

#### CV4: ECONOMICS OF DIABETES MELLITUS: THEORY AND EVIDENCE FOR BRAZILIAN DATA IN 2008

**Balbinotto G**, Wiest R, Jacinto P, Universidade Federal do Rio Grande do Sul, Porto Alegre, Brazil

### HEALTH TECHNOLOGY ASSESSMENT STUDIES

#### HT1: RAPID INCREASE OF HEALTH LITIGATION AS A MEANS OF MARKET ACCESS FOR INNOVATIVE MEDICINES IN COLOMBIA AND THE POTENTIAL ROLE OF HEALTH TECHNOLOGY ASSESSMENT

**Leon Kershaw A**, Izmirliya M, IHS, London, UK

#### HT2: FROM LAW TO REALITY: MEASURING TIME-TO-ACCESS OF CONITEC APPROVED DRUGS IN BRAZILIAN PUBLIC HEALTH CARE SYSTEM (SUS) IN THE STATE OF PARANÁ

**Piedade AD<sup>1</sup>**, Henriques RS<sup>2</sup>, <sup>1</sup>Evidências - Kantar Health, Campinas, Brazil, <sup>2</sup>Universidade Federal do Paraná, Curitiba, Brazil

#### HT3: IS LATIN AMERICA READY FOR THE IMPLEMENTATION OF RISK SHARING AGREEMENTS?

**Senan B**, Vidal-Pinheiro A, Sandorff E, ICON, London, UK

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# ISPOR 5th LATIN AMERICA CONFERENCE

6-8 September 2015, Santiago, Chile

## Conference Program continued

### HT4: PROCESO DE INCORPORACIÓN DE FÁRMACOS A LA LISTA POSITIVA DE MEDICAMENTOS (LPM) PARA LOS PRESTADORES INTEGRALES DE SALUD: EXPERIENCIA EN EL MINISTERIO DE SALUD PÚBLICA (MSP) DE URUGUAY

**Croci A**, Deminco A, Villamil E, Aleman A, Perez Galan A, Ministry of Public Health, Montevideo, Uruguay

### PATIENT AND CLINICIAN PREFERENCES & QALY STUDIES

#### PP1: BARRIERS TO PARTICIPATION IN TRIALS OF CANCER: A SURVEY ON CLINICAL RESEARCH PERCEPTION

**Holtz L**<sup>1</sup>, Cecilio L<sup>1</sup>, Julian G<sup>2</sup>, Minowa E<sup>3</sup>, <sup>1</sup>Oncoguia, São Paulo, Brazil, <sup>2</sup>Evidências - Kantar Health, São Paulo, Brazil, <sup>3</sup>Evidências - Kantar Health, Campinas, Brazil

#### PP2: AN EQ-5D-5L VALUE SET BASED ON URUGUAYAN POPULATION PREFERENCES: REPORT OF THE FIRST EXPERIENCE IN LATIN AMERICA

**Augustovski F**<sup>1</sup>, Rey-Ares L<sup>1</sup>, Irazola V<sup>1</sup>, Garay U<sup>1</sup>, Gianneo O<sup>2</sup>, Fernandez G<sup>2</sup>, Morales MR<sup>2</sup>, Gibbons L<sup>1</sup>, Ramos-Goñi JM<sup>3</sup>, <sup>1</sup>Institute for Clinical Effectiveness and Health Policy (IECS), Buenos Aires, Argentina, <sup>2</sup>Fondo Nacional de Recursos, Montevideo, Uruguay, <sup>3</sup>The EuroQol Group Foundation, Rotterdam, The Netherlands

#### PP3: COST-EFFECTIVENESS ANALYSIS FOR CERVICAL CANCER SCREENING USING HPV TESTS IN BRAZIL

Franco Figueira S<sup>1</sup>, **Cachoeira CV**<sup>1</sup>, Petry Hasegawa AC<sup>2</sup>, Kano BY<sup>1</sup>, Souza FH<sup>1</sup>, <sup>1</sup>Roche Diagnostics LATAM, São Paulo, Brazil, <sup>2</sup>Roche Diagnostics Brazil, São Paulo, Brazil

#### PP4: AN UNDEVELOPED PICTURE: THE AVAILABILITY OF UTILITY VALUATIONS IN LATIN AMERICA – HOW WILL THEY AFFECT QALYS?

**Montgomery S**, Stewart G, Kusel J, Costello Medical Consulting Ltd., Cambridge, UK

### RESEARCH ON METHODS STUDIES

#### RM1: STANDARDIZATION PROCESS OF RAW DATASUS AND CONSUMPTION ANALYSIS OF ONCOLOGY THERAPIES IN THE BRAZIL PUBLIC HEALTH CARE SYSTEM: A COMPARISON BETWEEN RAW AND STANDARDIZED DATASET IN COLORECTAL AND LUNG CANCER

**Fabre Ballalai Ferraz A**<sup>1</sup>, Rosim R<sup>1</sup>, Anaya P<sup>2</sup>, <sup>1</sup>IMS Health, São Paulo, Brazil, <sup>2</sup>IMS Health, Mexico, D.F., Mexico

#### RM2: EXTRACTING AND USING DATA FROM ELECTRONIC MEDICAL RECORDS (EMR) TO MONITOR QUALITY OF CARE AND PRESCRIPTION PATTERNS FOR DIABETES PREVENTION AND CONTROL IN OUTPATIENT CLINICS OF LOW AND MID RESOURCES COUNTRIES: THE CASE OF COLIMA, MEXICO

**Hernández-Ávila JE**<sup>1</sup>, Lara A<sup>2</sup>, Morales-Carmona E<sup>1</sup>, Espinoza EG<sup>2</sup>, Anaya P<sup>3</sup>, Palacio-Mejía LS<sup>1</sup>, <sup>1</sup>Instituto Nacional de Salud Pública, Cuernavaca, México, <sup>2</sup>Secretaría de Salud de Colima, Colima, Mexico, <sup>3</sup>IMS Health, México, D.F., Mexico

#### RM3: COMPARISON OF SOCIAL EQ-5D TIME TRADE-OFF VALUES IN CHILE 2008-2013: DO GEOGRAPHICAL DIFFERENCES REALLY MATTER?

**Zárate V**<sup>1</sup>, Kind P<sup>2</sup>, Valenzuela P<sup>3</sup>, <sup>1</sup>Ministerio de Salud, Santiago, Chile, <sup>2</sup>University of Leeds, Leeds, United Kingdom, <sup>3</sup>Datavoz, Santiago, Chile

#### RM4: MODELO DE CARACTERIZACIÓN DE UNA POBLACIÓN AFILIADA A UNA ASSEGURADA EN COLOMBIA, MEDIANTE UNA METODOLOGÍA DE AGRUPACIÓN POR RIESGO

**Romero M**<sup>1</sup>, Benavides M<sup>1</sup>, Alzate P<sup>1</sup>, Reinales J<sup>2</sup>, Quinche G<sup>2</sup>, Barrios E<sup>2</sup>, <sup>1</sup>Salutia Foundation, Bogotá, Colombia, <sup>2</sup>Coomeva Group, Cali, Colombia

18:30-19:30

### Research Poster Author Discussion Hour – Session I

18:30-20:00

### Research Posters & Exhibitors' Reception & Research Poster Presentations Viewing – Session I

19:30-20:30

### Educational Symposium

#### HIGH COST MEDICINES AND HEALTH CARE REFORM – DEVELOPING SUSTAINABLE ACCESS TO MEDICINES IN LATIN AMERICA

This symposium will provide an update and critical assessment of health care reforms and how they are impacting access to health care in the region, as well as outline innovative mechanisms and policies that can provide a sustainable framework to improve patient access to medicines in Latin America. (Sponsored by Teva Pharm)

## Tuesday, 8 September

8:30-15:00

### Research Poster Presentations Viewing – Session II

9:00-10:30

### Second Plenary Session

#### ACCESS TO HIGH COST DRUGS IN LATIN AMERICA: WHO GOES FIRST?

Health systems in Latin America are currently experiencing constant pressure from patient groups, many of which are supported by the manufacturers themselves, as they seek access to high cost drugs via the prosecution of claims in the court system. The end goal of these claims is to ensure the financing of high cost medicines. In response to this trend, and given the natural complexity of pharmacological therapies, countries are now developing strategies to finance access to high cost drugs. Given the scarcity of available resources, it is necessary to prioritize their allocation. This session aims to review such activities in the region, and inquire about some of the critical aspects of prioritization, namely: Have certain health problems been favored and why? What types of drug therapies have high priority? Who makes these assignments? What criteria are used in the prioritization process? Are certain patient groups privileged and why? Are these solutions long or short term answers? In short, who comes first and who must wait for access to expensive drugs?

10:30-11:00

### Break, Exhibits & Research Poster Presentations Viewing – Session II

11:00-12:00

### Issue Panels – Session II

#### IP6: MULTI-CRITERIA DECISION ANALYSIS FOR RARE DISEASES: IS IT FEASIBLE TO BE UTILIZED FOR ALL DISEASES?

**Moderator:** Vladimir Zah, ZRx Outcomes Research Inc., Belgrade, Serbia and Montenegro  
**Panelists:** Cristina Nunes Ferreira, MSc, MBA, Pfizer Inc., São Paulo, Brazil; Carl Asche, PhD, MSc, University of Illinois, Peoria, IL, USA; Otavio Clark, PhD, MSc, Evidências-A Kantar Health Company, Rio de Janeiro, Brazil

#### IP7: DIFERENCIA DE LAS EVALUACIONES DE DISPOSITIVOS MÉDICOS Y FÁRMACOS: ¿CUÁLES SON LAS IMPLICACIONES EN LA TOMA DE DECISIONES?

**Moderator:** Veronica Gallegos, MSc, Centro Nacional de Excelencia Tecnológica en Salud (CENETEC), México, D.F., México

**Panelists:** Rosa María Galindo-Suárez, MHE, General Health Council, México, D.F., Mexico; John J Orozco, MD, Medtronic, Medellín, Colombia; Olivo Omar Zanela, MSc, MF, Johnson & Johnson Medical Mexico, México, D.F., Mexico

#### IP8: FONDOS ESPECIALES PARA EL FINANCIAMIENTO DE DROGAS DE ALTO COSTO: ¿CUÁLES SON LAS EXPERIENCIAS DE LATINOAMERICA?

**Moderator:** Nicolás Silva-Illanes Silva, MD, MPP, MPH, University of Chile, Santiago, Chile

**Panelists:** Alarico Rodríguez, MD, Fondo Nacional de Recursos para la Medicina Altamente Especializada, Montevideo, Uruguay; Rony Lenz, MSc, University of Chile, Santiago, Chile; Lizbeth Acuña, Magister, Cuenta de Alto Costo, Bogotá, Colombia



# ISPOR 5TH LATIN AMERICA CONFERENCE

6-8 September 2015, Santiago, Chile

## Conference Program continued

### IP9: HOW TO USE CLINICAL TRIALS TO IMPROVE EFFICIENCY OF HEALTH CARE SYSTEMS IN LATIN AMERICA?

**Moderator:** Pedro Saramago Goncalves, MSc, PhD, University of York, Heslington, York, UK

**Panelists:** Manuel Espinoza Sepúlveda, MD, MSc, PhD, Pontificia Universidad Católica de Chile, Santiago de Chile, Chile; Federico Augustovski, MD, MSc, PhD, Institute for Clinical Effectiveness and Health Policy (IECS), Buenos Aires, Argentina; Belén Corbacho, MSc, University of York, Heslington, York, UK

### IP10: VALUE-BASED PRICING FOR PHARMACEUTICALS: WHAT ARE THE IMPLICATIONS FOR LATIN AMERICA?

**Moderator:** Heidy Cáceres Rubio, MD, MHE, Amgen Colombia, Bogotá, Colombia

**Panelists:** J. Jaime Caro, MDCM, FRCPC, FACP, Evidera, Lexington, MA, USA; Virginia Becerra, MSc PhD, Abbvie, Montevideo, Uruguay; Sean D. Sullivan, PhD, University of Washington, Seattle, WA, USA

12:00-13:00

### Research Poster Author Discussion Hour – Session II

12:00-15:00

### Lunch, Exhibits & Research Poster Presentations Viewing – Session II

15:00-16:00

### Workshops & ISPOR Forum – Session II

#### W6: WILLINGNESS-TO-PAY VERSUS WILLINGNESS-TO-HATE: THE ISSUE OF COST-EFFECTIVENESS IN ONCOLOGY

**Discussion Leaders:** Diego Rosselli, MD, EdM, MSc, Pontificia Universidad Javeriana, Facultad de Medicina, Bogotá, Colombia; Stephen Stefani, MD, UNIMED, Porto Alegre, Brazil; Alexancer Itria, Goiania University, Goiás, Brazil; Diana Tellez, MD, MPH, Janssen Cilag S.A, Bogotá, Colombia

#### W7: EQUITY CONSIDERATIONS IN HEALTH CARE DECISION MAKING: WHAT DOES IT MEAN AND HOW IS IT MEASURED?

**Discussion Leaders:** Sebastián García Martí, ManH, MD, MSc, IECS, Buenos Aires, Argentina; Manuel A. Espinoza, MD, MSc, PhD, Pontificia Universidad Católica de Chile, Santiago, Chile; Báltica Cabieses, MSc, PhD, Universidad del Desarrollo, Santiago, Chile

#### W8: CÓMO GESTIONAR LOS MEDICAMENTOS DE ALTO IMPACTO FINANCIERO MEDIANTE EL TRABAJO COLABORATIVO DE EVALUACIONES DE TECNOLOGÍA SANITARIA ENTRE LOS PAÍSES DE AMÉRICA LATINA Y EL CARIBE

**Discussion Leaders:** Ana Lucía Muñoz Mejía, Esp., Banco Interamericano de Desarrollo, Bogotá, Colombia; Rosa María Galindo-Suárez, MHE, General Health Council, México, D.F., Mexico; Xavier Sánchez, MD, Esp., Ministerio de Salud Pública, Quito, Ecuador; Hernando Gaitán Duarte, MD, MSc, Universidad Nacional de Colombia, Bogotá, Colombia

#### W9: HURDLES AND BEST PRACTICES IN THE USE OF REAL-WORLD EVIDENCE IN ARGENTINA, BRAZIL, AND MEXICO: FROM REGISTRATION TO DISSEMINATION

**Discussion Leaders:** Nahila Justo, MPhil, MSc, MBA, MAPI Group, Stockholm, Sweden; Gabriel E. Novick, MD, PhD, Swiss Medical Group, Buenos Aires, Argentina; Luis Ángel Vázquez Martínez, Lic., Secretaría de Salud del Distrito Federal, México, D.F., Mexico; Antonio Carlos Endrigo, MD, MSc, Centro de Inovação e Tecnologia (CITEC-USP), São Paulo, Brazil

#### W10: ECONOMIC IMPACT OF OBESITY: METHODOLOGICAL CHALLENGES FOR THE LATIN AMERICAN REGION

**Discussion Leaders:** Cristóbal Cuadrado, MD, MPH, Universidad de Chile, Santiago, Chile; Simón Barquera, MD, MS, PhD, Instituto Nacional de Salud Pública, Cuernavaca, Mexico; Rodrigo Martínez, MA, United Nations Economic Commission for Latin America and the Caribbean (ECLAC), Santiago, Chile; Oscar C. Vásquez, MS, PhD, Universidad de Santiago de Chile, Santiago, Chile

### F2: VALUE IN HEALTH REGIONAL ISSUES (VIHRI) IN LATIN AMERICA: FROM QUALITY RESEARCH TO PUBLICATION SUCCESS

*Presented by Value in Health Regional Issues (VIHRI)*

**Moderator:** Federico Augustovski, MD, MSc, PhD, Institute for Clinical Effectiveness and Health Policy (IECS), Buenos Aires, Argentina

**Speakers:** J. Jaime Caro, MDCM, FRCPC, FACP, Evidera, Lexington, MA, USA; Víctor Zárate, MD, Ministerio de Salud, Santiago, Chile; Marcos Bosi Ferraz, MD, MSc, PhD, Federal University of São Paulo (UNIFESP) and São Paulo Center for Health Economics (GRIDES), São Paulo, Brazil

16:00-16:15

### Break & Exhibits Viewing

16:15-17:15

### Workshops & ISPOR Forum – Session III

#### W11: ANÁLISIS DE DECISIONES MULTICRITERIO: ¿ES LA MEJOR MANERA DE CONDUCIR LAS DECISIONES SOBRE COBERTURA EN SALUD EN LATINOAMÉRICA?

**Discussion Leaders:** Adriana Ávila, BSc, Instituto de Evaluación Tecnológica en Salud (IETS), Bogotá, Colombia; Hector Eduardo Castro Jaramillo, MD, PhD, Instituto de Evaluación Tecnológica en Salud (IETS), Bogotá, Colombia; Manuel A. Espinoza, MD, MSc, PhD, Pontificia Universidad Católica de Chile, Santiago, Chile

#### W12: DESDE LA EVALUACIÓN DE TECNOLOGÍAS SANITARIAS A LAS GUÍAS DE PRÁCTICA CLÍNICA: EL GRADE APPROACH

**Discussion Leaders:** Ignacio Neumann, MD, MSc, PhD, Pontificia Universidad Católica de Chile, Santiago, Chile; Francisca Rodríguez, MD, Ministerio de Salud, Santiago, Chile

#### W13: MODELAMIENTO DE VARIABLES LATENTES EN INVESTIGACIÓN EN SALUD: UNA APROXIMACIÓN AL ANÁLISIS DE ECUACIONES ESTRUCTURALES

**Discussion Leaders:** Victor Pedrero, MSc, Universidad del Desarrollo, Santiago, Chile; Baltica Cabieses, MSc, PhD, Universidad del Desarrollo, Santiago, Chile; Marcela Oyarte, BSc, Universidad del Desarrollo, Santiago, Chile; Pedro Zitko, MSc, Complejo Asistencial Barros Luco, Santiago, Chile

#### W14: EXPLORING INNOVATIVE APPROACHES TO CREATE REAL-WORLD EVIDENCE IN LATIN AMERICA

**Discussion Leaders:** Marília Gomes, MD, Universidade Estadual do Rio de Janeiro, Rio de Janeiro, Brazil; Juan Eugenio Hernández Ávila, MSc, DSc, Instituto Nacional de Salud Pública, Cuernavaca, México; Claudia Rodrigues Soares, PhD, GlaxoSmithKline, Rio de Janeiro, Brazil; Joshua Hiller, MBA, IMS Health, London, UK

#### W15: EQ-5D: THE ABC APPROACH TO MEASURING AND VALUING HEALTH IN LATIN AMERICA

**Discussion Leaders:** Paul Kind, University of Leeds, Leeds, UK; Víctor Zárate, MD, Ministerio de Salud, Santiago, Chile; Federico Augustovski, MD, MSc, PhD, Institute for Clinical Effectiveness and Health Policy (IECS), Buenos Aires, Argentina; Kenya Noronha, PhD, Cedeplar-FACE-UFMG, Belo Horizonte, Brazil

#### F3: UNDERSTANDING GAPS FOR TECHNOLOGY ADOPTION IN THREE SOUTH AMERICAN COUNTRIES

*Presented by the ISPOR Argentina Chapter*

**Moderator:** Ramiro Gilardino, MD, MSc, Johnson & Johnson, Buenos Aires, Argentina

**Speakers:** Andrés Pichon-Riviere, MD, MSc, PhD, Institute of Clinical Effectiveness and Health Policy (IECS), Buenos Aires, Argentina; Rony Lenz, MA, Universidad de Chile, Santiago, Chile

17:30-18:00

### ISPOR Research Awards Presentation & Closing Remarks

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# ISPOR 5TH LATIN AMERICA CONFERENCE

ISPOR Santiago



6-8 September 2015, Santiago, Chile

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### What Does an ISPOR Latin America Conference Offer?

ISPOR is recognized globally as the leading educational and scientific organization for outcomes research and its use in health care decisions. If you want to meet leaders in the health economics and outcomes research (HEOR) field, discuss the latest trends, and learn from the experts... attend ISPOR Santiago!

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### Who Attends?

The ISPOR scope and sphere of influence includes outcomes researchers, health technology developers and assessors, regulators, health economists, health care policy makers, payers, providers, patients, populations, and society as a whole. The diversity in work environments and international scope of attendance provide excellent networking opportunities and stimulating discussions and debate.

### Why Attend?

- **Learn** new & novel experiences in the conduct/use of HEOR.
- **Stay current** via cutting edge plenary sessions and presentations on innovative and controversial issues.
- **Share** research, ideas, and developments in the field and help to advance the science.
- **Network** and renew connections with clients, colleagues, or collaborators.

### A reflection on the last ISPOR Latin America Conference:

ISPOR 4th Latin America Conference, Buenos Aires, Argentina:

- Over 740 attendees
- 44 countries represented
- Over 400 presentations

*"Excellente [sic] organization, the sessions were of high quality. Congratulations."*

ISPOR 4th Latin America Conference Attendee [Source: Online Conference Evaluation]

## Registration Fees

**EARLY REGISTRATION DEADLINE: 23 JULY 2015**

| PRE-CONFERENCE SHORT COURSES                              | FEES THRU 21 JULY 2015                                 | FEES AFTER 21 JULY 2015                                 |
|-----------------------------------------------------------|--------------------------------------------------------|---------------------------------------------------------|
| ALL DAY SHORT COURSES (8:00-17:00)                        | Regular: \$250 (CLP 160mil) Student: \$150 (CLP 95mil) | Regular: \$350 (CLP 222mil) Student: \$200 (CLP 130mil) |
| MORNING SHORT COURSES (8:00-12:00)                        | Regular: \$125 (CLP 80mil) Student: \$75 (CLP 48mil)   | Regular: \$175 (CLP 111mil) Student: \$100 (CLP 65mil)  |
| AFTERNOON SHORT COURSES (13:00-17:00)                     | Regular: \$125 (CLP 80mil) Student: \$75 (CLP 48mil)   | Regular: \$175 (CLP 111mil) Student: \$100 (CLP 65mil)  |
| CONFERENCE REGISTRATION                                   | FEES THRU 21 JULY 2015                                 | FEES AFTER 21 JULY 2015                                 |
| Standard                                                  | US \$600 (CLP 380mil)                                  | US \$700 (CLP 444mil)                                   |
| Clinical Practitioners (Clinical Practice, Hospital)      | US \$275 (CLP 174mil)                                  | US \$375 (CLP 238mil)                                   |
| Full-Time Government and Academia                         | US \$275 (CLP 174mil)                                  | US \$375 (CLP 238mil)                                   |
| Full-Time Students (must provide current enrollment docs) | US \$100 (CLP 65mil)                                   | US \$150 (CLP 95mil)                                    |

NOTE: Exchange rate as of January 2015 (US \$1 = CLP 634)

Register online @ [www.ispor.org](http://www.ispor.org)

## Conference Sponsorship & Promotional Opportunities

### CORPORATE SPONSORS

ISPOR provides opportunities for organizations to financially support the ISPOR 5th Latin America Conference through educational grants called Corporate Sponsorships. Corporate sponsors receive complimentary conference registration(s) in addition to the benefits listed below. For further information, please email: [laconsortium@ispor.org](mailto:laconsortium@ispor.org).

#### Benefits to Corporate Sponsors:

- Recognition at the Plenary Sessions
- Recognition in the Program & Schedule of Events and on the ISPOR website
- Conference signage

### EVENT SPONSORS

**Increase your visibility!** Give your company increased prominence. For information, please email: [eventsponsor@ispor.org](mailto:eventsponsor@ispor.org).

#### Benefits to all Event Sponsors:

- Recognition at the Plenary Sessions
- Recognition in the Program & Schedule of Events and on the ISPOR website
- Conference signage

### Additional Benefits based on level of sponsorship:

- Listing and ¼ page advertisement in the Program & Schedule of Events
- Listing and ¼ page advertisement on the ISPOR website

### EXHIBIT

**Register now for exhibit space!**

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

#### Benefits to Exhibitors:

- Listing and ¼ page advertisement in the Program & Schedule of Events
- Listing and ¼ page advertisement on the ISPOR website
- Complimentary conference registration
- Pre-registrant mailing labels

### ADVERTISE!

**Advertise in the Program & Schedule of Events! Advertising Deadline: 3 July 2015**