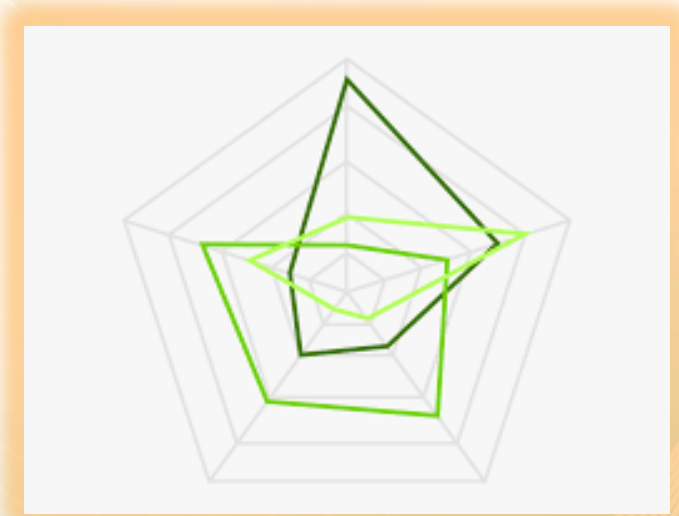


HEO- what?!

**Introduction to the ISPOR
Competencies Framework™, and
its Relevance to Medical Affairs
Professionals Interested in HEOR**





>> NOW SPEAKING: **Scott Flanders, PhD**

Vice President of Medical Affairs, Dendreon Pharmaceuticals, LLC

Evidence Generation Focus Area Working Group



Ann Hartry, PhD

(MAPS Evidence Generation FAWG Co-Chair)

*Vice President & Deputy Head Global Value Evidence
Lundbeck*

US FAWG Volunteer Members: Neil Belson, Robert Honigberg, Cerise James, Marko Mychaskiw, James Spalding
EMEA FAWG Volunteer Members: Damian Largier (Co-Chair), Lianna Ishihara



>> NOW SPEAKING: **Scott Flanders, PhD**

Vice President of Medical Affairs, Dendreon Pharmaceuticals, LLC

Mission Statement

The mission of the Evidence Generation Focus Area Working Group (FAWG) is to educate the MAPS membership on contemporary practices for data generation strategies, including the design, implementation, and communication of new evidence, and educate the MAPS membership how real-world (RW) evidence may be utilized to support product value; including regulatory labeling changes.



>> NOW SPEAKING: **Scott Flanders, PhD**

Vice President of Medical Affairs, Dendreon Pharmaceuticals, LLC

Housekeeping

Questions for Presenters:

Please submit questions throughout the presentation using the Q&A button in your control panel.

Evaluations:

The control panel includes a webinar evaluation. Please complete that evaluation so that we can work to ensure the highest quality presentations.

On-demand Availability of Webinar:

This webinar and the corresponding PowerPoint deck, as with all previous ones, will be available on-demand next week in the Community Portal for MAPS members.



>> NOW SPEAKING: **Scott Flanders, PhD**

Vice President of Medical Affairs, Dendreon Pharmaceuticals, LLC

Disclaimer

The views expressed in this Webinar are those of the presenters, and are not an official position statement by MAPS, nor do they necessarily represent the views of the MAPS organization or its members

This presentation is for informational purposes only and is not intended as legal or regulatory advice



>> NOW SPEAKING: **Scott Flanders, PhD**

Vice President of Medical Affairs, Dendreon Pharmaceuticals, LLC

Polling Question #1

Do you work *within* a Global or Regional **Medical Affairs** Function?

1 – Yes

2 – No



>> NOW SPEAKING: **Scott Flanders, PhD**

Vice President of Medical Affairs, Dendreon Pharmaceuticals, LLC

Polling Question #2

What is your current level of **interest** in Health Economics and Outcomes Research (HEOR)?

- 1 – Not at all interested
- 2 – Slightly interested
- 3 – Somewhat interested
- 4 – Moderately interested
- 5 – Extremely interested



>> NOW SPEAKING: **Scott Flanders, PhD**

Vice President of Medical Affairs, Dendreon Pharmaceuticals, LLC

Polling Question #3

What is your current level of **understanding** for Health Economics and Outcomes Research (HEOR)?

- 1 – Poor
- 2 – Fair
- 3 – Good
- 4 – Very good
- 5 – Excellent



>> NOW SPEAKING: **Scott Flanders, PhD**

Vice President of Medical Affairs, Dendreon Pharmaceuticals, LLC

Evolution of A Discipline

- The International Society for Pharmacoeconomics and Outcomes Research
- Growth and sophistication of HEOR as a discipline
- HEOR work – both evidence generation and communication - is key to healthcare decision making today
- HEOR competencies support strategic growth and development opportunities



>> NOW SPEAKING: **Scott Flanders, PhD**

Vice President of Medical Affairs, Dendreon Pharmaceuticals, LLC

Our Presenters



Laura Pizzi, PharmD, MPH

Professor and Director
Health Outcomes, Policy, and Economics
(HOPE)
Rutgers University



Soham Shukla, PharmD

HOPE Post-doctoral Fellow
GlaxoSmithKline
Rutgers University



>> NOW SPEAKING: **Laura Pizzi, PharmD, MPH**

Professor and Director of the Health Outcomes, Policy, and Economics (HOPE) Center

Educational Objectives

1. Define health economics and outcomes research (HEOR) and its relationship to Medical Affairs
2. Understand HEOR professional competencies included in the ISPOR Competency Framework, and which are most relevant to medical affairs professionals
3. Discuss potential applications of the competencies by different stakeholders (biopharma employers, new professionals, students, academia)
4. Identify ways for Medical Affairs professionals to further their HEOR knowledge and skills



>> NOW SPEAKING: **Laura Pizzi, PharmD, MPH**

Professor and Director of the Health Outcomes, Policy, and Economics (HOPE) Center

What is HEOR?



The benefits and costs of healthcare treatments ranges dramatically



Benefits can be economic, clinical, both, or may include hard to measure costs or benefits the patient experiences directly



Health economics and outcomes research (HEOR) informs healthcare decision makers (clinicians, governments, payers, patients) on the real-world implications of choosing one treatment versus another



>> NOW SPEAKING: **Laura Pizzi, PharmD, MPH**

Professor and Director of the Health Outcomes, Policy, and Economics (HOPE) Center

Why are we talking about this now?

- Increase in Value Based Contracting
- Formal Health Technology Assessment (HTA) advancements
- Burgeoning of high-cost medicines to treat rare diseases
- Increased awareness of healthcare inequities



>> NOW SPEAKING: **Laura Pizzi, PharmD, MPH**

Professor and Director of the Health Outcomes, Policy, and Economics (HOPE) Center

Why are we talking about this now?

PHARMACEUTICAL BUSINESS STRATEGIES FOR BIO/PHARMA SUCCESS **COMMERCE**

Medical Affairs' changing role in market access and reimbursement

July 8, 2013

Medical Affairs' Role in Health Economics & Outcomes Research within Oncology



Best Practices, LLC Strategic Benchmarking Research

Source: Cutting Edge Information

July 25, 2017 17:42 ET

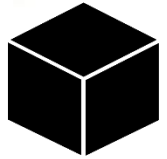
Top Pharma Companies Now Include Communicating HEOR Data as a Part of Their Medical Affairs Strategy



>> NOW SPEAKING: **Laura Pizzi, PharmD, MPH**

Professor and Director of the Health Outcomes, Policy, and Economics (HOPE) Center

HEOR and Medical Affairs



HEOR is sometimes viewed as a black box – a technical field full of jargon and statistics, but there is great potential for HEOR and Medical Affairs to work together in cross-matrix teams



Medical Affairs colleagues can provide valuable insight on clinical data and the overall brand plan to improve the design of HEOR studies



Field Medical Affairs teams charged with communicating real-world evidence or economic analyses to customers can “pull in” HEOR colleagues to support



>> NOW SPEAKING: **Laura Pizzi, PharmD, MPH**

Professor and Director of the Health Outcomes, Policy, and Economics (HOPE) Center

ISPOR HEOR Competencies Framework™

10 Domains and Multiple Specialty Tracks

Competency Domains



Business Management



Career Development



Communication & Influence



Drug Development



Economic Methods



Health System & Payer Expertise



Observational Methods



HEOR Methods



PROs & Patient Preference Methods



Statistics & Modeling Methods

Specialty Tracks

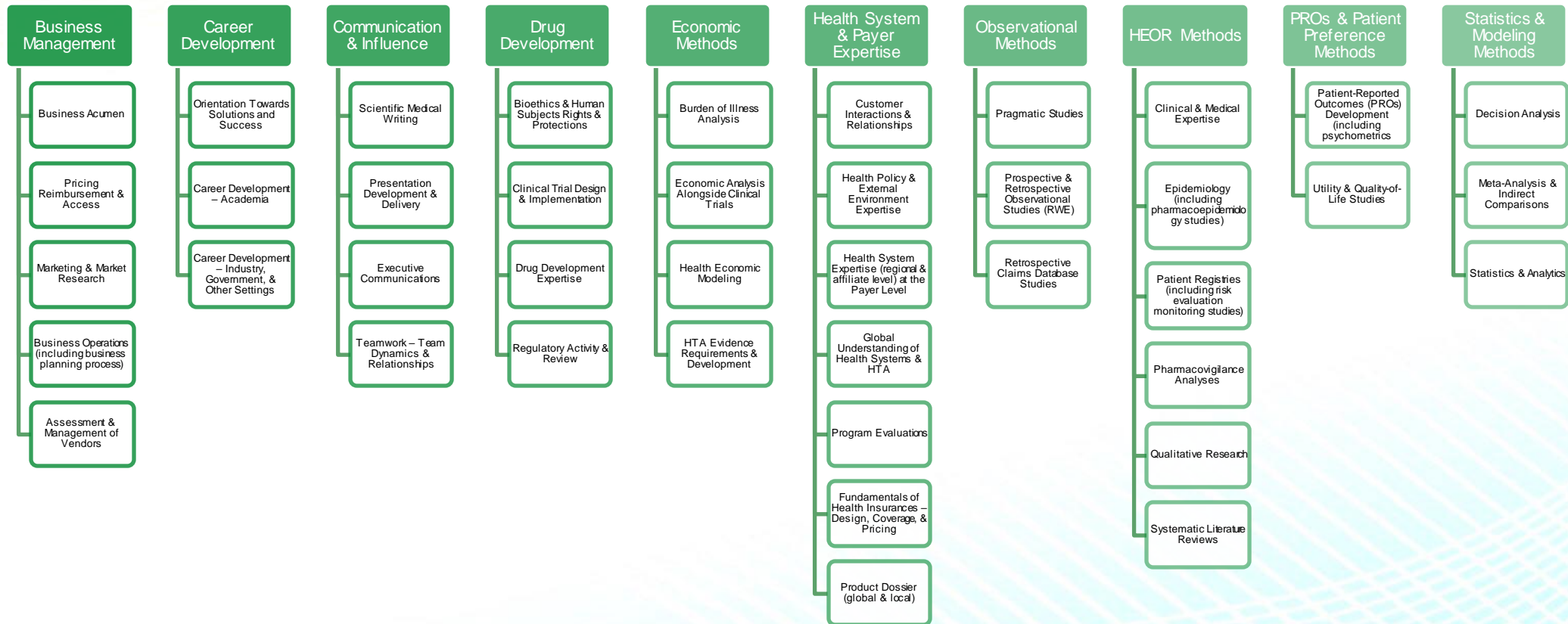
1. HEOR Generalist
2. Health Economist
3. Management
4. Health Technology Assessment
5. Real World Evidence
6. Patient Reported Outcomes
7. *Medical Affairs*



>> NOW SPEAKING: Laura Pizzi, PharmD, MPH

Professor and Director of the Health Outcomes, Policy, and Economics (HOPE) Center

ISPOR HEOR Competencies Framework™ 41 Competencies in 10 Domains





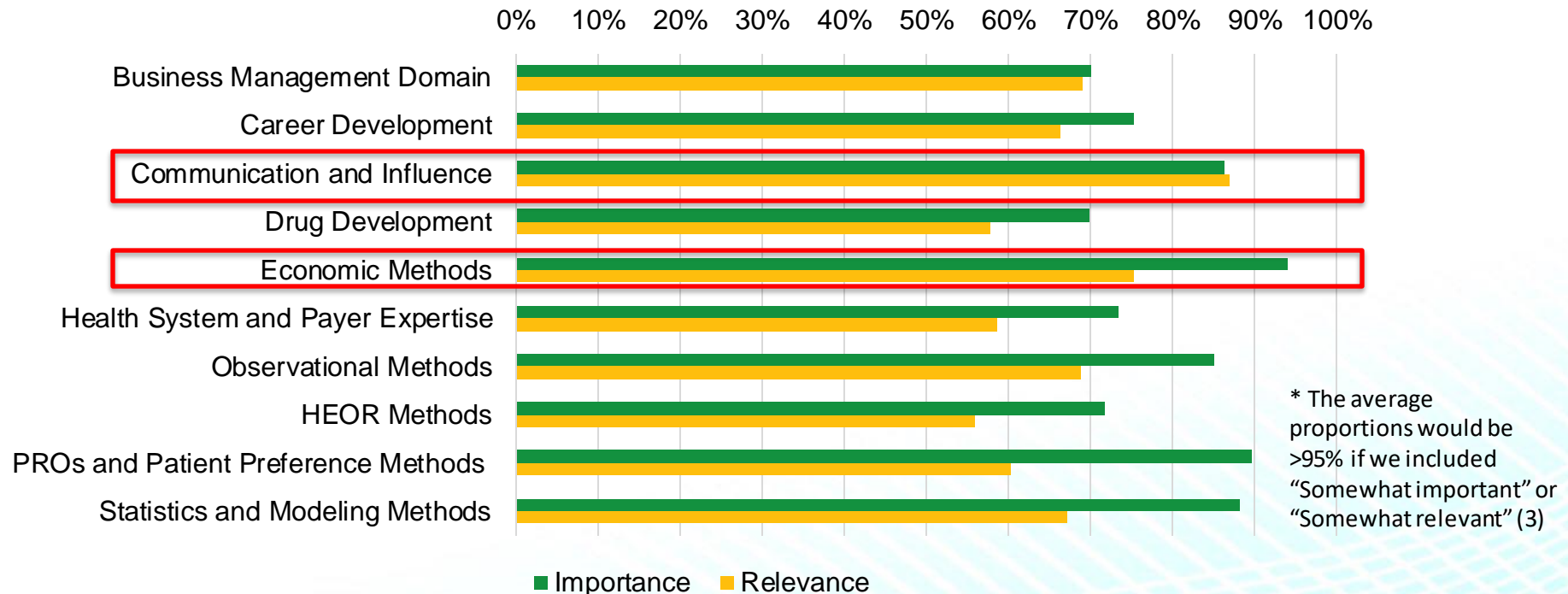
>> NOW SPEAKING: Laura Pizzi, PharmD, MPH

Professor and Director of the Health Outcomes, Policy, and Economics (HOPE) Center

General Member Survey Results

Importance and Relevance of the Competency Domains

Average Proportion of Answers Deemed the Domain Important/ Relevant or Critically Important/ Critically Relevant (Scores > 3)*





>> NOW SPEAKING: **Laura Pizzi, PharmD, MPH**

Professor and Director of the Health Outcomes, Policy, and Economics (HOPE) Center

General Member Survey Results

Top 10 Individual Competencies by Importance

Individual Competency	Proportion of answers “Important” or “Critically Important”
Health Economic Modeling	96%
Health Technology Assessment (HTA) Evidence Requirements & Development	95%
Statistics and Analytics	94%
Burden of Illness Analysis	94%
Prospective and Retrospective Observational Studies (Real-World Evidence)	93%
Pricing Reimbursement and Access	92%
Economic Analysis Alongside Clinical Trials	92%
Utility and Quality of Life Studies	91%
Systematic Literature Reviews	91%
Retrospective Claims Database Studies	90%



>> NOW SPEAKING: **Laura Pizzi, PharmD, MPH**

Professor and Director of the Health Outcomes, Policy, and Economics (HOPE) Center

General Member Survey Results

Top 10 Individual Competencies by Relevance

Individual Competency	Proportion of answers “Relevant” or “Critically Relevant”
Teamwork - Team Dynamics and Relationships	93%
Business Acumen	89%
Presentation Development and Delivery	89%
Orientation Towards Solutions and Success	86%
Executive Communications	86%
Prospective and Retrospective Observational Studies (Real-World Evidence)	81%
Pricing Reimbursement and Access	81%
Scientific Medical Writing	80%
Health Technology Assessment (HTA) Evidence Requirements & Development	79%
Burden of Illness Analysis	79%



>> NOW SPEAKING: Soham Shukla, PharmD

Rutgers HOPE and GSK Post-doctoral Fellow

Applications

Utilization of the Competency Framework by HEOR Fellows

ISPOR Competency Framework Survey- Selecting Competencies for HEOR Fellowships

SURVEY QUESTIONNAIRE

* 1. Are you currently in a fellowship, or have you completed a fellowship in the last 3 years?

- Current Fellow
- Completed fellowship in the last 3 years

* 2. If you are currently a fellow, what is the approximate length of your fellowship?

- <12 months
- 12-18 months
- >18 months
- N/A

“I think by having these HEOR Competencies, fellows are able to evaluate which competencies they have adequate experience in and which ones they do not. Then they are able to tailor their fellowship toward the competencies they want to learn and improve on.”

“Listing competencies would definitely be helpful. Every company handles HEOR and real-world evidence very differently. There are also huge differences between US HEOR and Global HEOR. This would be helpful in guiding applicants to jobs relevant to their experience.”

“Knowing what competencies would be emphasized in a fellowship could be helpful in selecting a program. **Each company is very different in what the HEOR team does.**”



>> NOW SPEAKING: **Soham Shukla, PharmD**

Rutgers HOPE and GSK Post-doctoral Fellow

How YOU can gain HEOR proficiency

- ISPOR Short Courses (<https://www.ispor.org/conferences-education/education-training/short-courses>)
- Academic Programs
 - Certificate programs
 - Masters degree programs
- MAPS Elevate Podcast on HEOR (<https://medicalaffairs.org/creating-an-heor-function-within-medical-affairs/>)
- Apply to volunteer for the **MAPS Evidence Generation Focus Area Working Group (FAWG)**

Thank You



Ann Hartry, PhD
*Vice President & Deputy
Head, Global Value
Evidence
Lundbeck*



Laura Pizzi, PharmD, MPH
*Professor and Director Health
Outcomes, Policy, and
Economics (HOPE)
Rutgers University*



Soham Shukla, PharmD
*HOPE Post-doctoral Fellow
GlaxoSmithKline
Rutgers University*

Question and Answer Session

Please complete your evaluation!