ISPOR 21st ANNUAL EUROPEAN CONGRESS
10 - 14 November 2018

Centre de Convencions Internacional de Barcelona (CCIB)
Placa de Willy Brandt, 11-14, 08019 Barcelona

ACTIVITY PROGRAM
Institute for Medical Technology Assessment
Institute of Health Policy & Management Erasmus University Rotterdam
**POSTER PRESENTATIONS**

**MONDAY, 12 NOVEMBER**

- **PSY80: THE COST OF HEALTHCARE FOR CHILDREN WITH SICKLE CELL DISEASE: AN ANALYSIS OF HEALTHCARE UTILIZATION AND EXPENDITURES IN THE NETHERLANDS**

  **Groups:** SYSTEMIC - Cost Studies
  **Time:** 8:45 AM–1:45 PM Nov 12, 2018

  Thielen F¹, Houwing M², de Pagter P², Blommestein H¹, Hazelzet J², Cnossen M², Uyl-de Groot CA¹

  ¹Erasmus University Rotterdam, Rotterdam, The Netherlands, ²Erasmus Medical Center, Rotterdam, The Netherlands

- **PMD121: EXPLORING THE DAILY CLINICAL PRACTICE IN MYOCARDIAL INFARCTION (MI) CARE IN EUROPE: SURVEY OF DIAGNOSTIC AND TREATMENT STRATEGIES FOR THEORETICAL PATIENTS**

  **Groups:** MEDICAL DEVICES/DIAGNOSTICS - Health Care Use & Policy Studies
  **Time:** 3:45 PM–7:15 PM Nov 12, 2018

  Peultier A¹, Redekop K¹, Rashid I², Venetsanos D³, Severens JL¹

  ¹Erasmus University Rotterdam, Rotterdam, The Netherlands, ²King’s College London, United Kingdom, UK, ³Karolinska Institute and Karolinska university hospital, Stockholm, Sweden

- **PMD76: WHICH INTENSIVE CARE ANALYTICS ARE A WORTHWHILE INVESTMENT FOR DEVELOPERS? AN EARLY HEALTH TECHNOLOGY ASSESSMENT.**

  **Groups:** MEDICAL DEVICES/DIAGNOSTICS - Cost Studies
  **Time:** 3:45 PM–7:15 PM Nov 12, 2018

  Bakker LJ¹, Redekop K², Aarts JE¹

  ¹Erasmus University, Rotterdam, The Netherlands, ²Erasmus University Rotterdam, Rotterdam, The Netherlands
PM86: POTENTIAL COST-EFFECTIVENESS OF SPECTRAL PHOTON-COUNTING COMPUTED TOMOGRAPHY (SPCCT) VERSUS CT COMBINED TO CT ANGIOGRAPHY (CTA) IN THE IDENTIFICATION AND TREATMENT OF ISCHAEMIC STROKE PATIENTS IN THE UK

Groups: MEDICAL DEVICES/DIAGNOSTICS - Cost Studies  
3:45 PM–7:15 PM Nov 12, 2018

Peultier A, Redekop K, Severens JL  
Erasmus University Rotterdam, Rotterdam, The Netherlands

PM100: MAPPING BENEFIT-RISK DECISION-MAKING PROCESSES AND IDENTIFYING DECISION POINTS WITH THE POTENTIAL TO INCLUDE PATIENT PREFERENCE INFORMATION THROUGHOUT THE MEDICAL PRODUCT LIFECYCLE

Groups: MULTIPLE DISEASES - Patient-Reported Outcomes & Patient Preference Studies  
8:45 AM–1:45 PM Nov 12, 2018

Whichello C1, Schölin Bywall K2, Mauer J3, Watt S4, Cleemput I5, Pinto CA6, van Overbeeke E7, Huys I8, de Bekker-Grob EW1, Hermann R9, Veldwijk J1  
1Erasmus University Rotterdam, Rotterdam, The Netherlands, 2Uppsala University, Uppsala, Sweden, 3Pfizer, Collegeville, PA, USA, 4Pfizer, New York, NY, USA, 5Belgian Health Care Knowledge Centre (KCE), Brussels, Belgium, 6Merck & Co., Inc., Kenilworth, NJ, USA, 7University of Leuven, Leuven, Belgium, 8KU Leuven, Leuven, Belgium, 9AstraZeneca, Wilmington, DE, USA

PM105: PATIENT PREFERENCES IN HEALTH TECHNOLOGY ASSESSMENT: A SYSTEMATIC REVIEW AND RESEARCH AGENDA

Groups: MULTIPLE DISEASES - Patient-Reported Outcomes & Patient Preference Studies  
8:45 AM–1:45 PM Nov 12, 2018

Huls SP1, Whichello C2, van Exel NJ2, Uyl-de Groot CA2, de Bekker-Grob EW2  
1Erasmus University, Rotterdam, The Netherlands, 2Erasmus University Rotterdam, Rotterdam, The Netherlands

PM107: DISCRETE CHOICE EXPERIMENTS IN HEALTH ECONOMICS: PAST, PRESENT AND FUTURE

Groups: MULTIPLE DISEASES - Patient-Reported Outcomes & Patient Preference Studies  
8:45 AM–1:45 PM Nov 12, 2018
Soekhai V¹, de Bekker-Grob EW², Ellis AR³, Vass C⁴
¹Erasmus University Rotterdam/Erasmus University Medical Centre Rotterdam, Rotterdam, The Netherlands, ²Erasmus University Rotterdam, Rotterdam, The Netherlands, ³University of North Carolina, Raleigh, NC, USA, ⁴The University of Manchester, Manchester, UK

- **PND120: TREATMENT DECISIONS ABOUT FIRST-LINE DISEASE-MODIFYING TREATMENTS (DMTs) IN RELAPSING REMITTING MULTIPLE SCLEROSIS: A SYSTEMATIC REVIEW OF PATIENT NEEDS AND PREFERENCES**

**Groups:** NEUROLOGICAL - Patient-Reported Outcomes & Patient Preference Studies
3:45 PM–7:15 PM Nov 12, 2018

Visser LA, Uyl-de Groot C, Redekop K
Erasmus University Rotterdam, Rotterdam, The Netherlands

**TUESDAY, 13 NOVEMBER**

- **PCV126: A COST-EFFECTIVENESS THRESHOLD BASED ON THE MARGINAL RETURNS OF CARDIOVASCULAR HOSPITAL SPENDING**

**Groups:** CARDIOVASCULAR - Health Care Use & Policy Studies
3:30 PM–7:00 PM Nov 13, 2018

van Baal P, Perry-Duxbury M, Bakx P, Versteegh M, van Doorslaer E, Brouwer W
Erasmus University Rotterdam, Rotterdam, The Netherlands

- **PCV92: EARLY HEALTH TECHNOLOGY ASSESSMENT OF TISSUE-ENGINEERED HEART VALVES IN THE AORTIC POSITION IN ELDERLY PATIENTS**

**Groups:** CARDIOVASCULAR - Cost Studies
3:30 PM–7:00 PM Nov 13, 2018

Huygens S¹, Corro Ramos I², Bouten C³, Kluin J⁴, Takkenberg H⁴, Rutten-van Mölken M⁵
¹Erasmus MC, Rotterdam, The Netherlands, ²Erasmus University Rotterdam, Rotterdam, The Netherlands, ³Eindhoven University of Technology, Eindhoven, The Netherlands, ⁴Amsterdam Medical Centre, Amsterdam Zuidoost, The Netherlands, ⁵Erasmus School of Health Policy & Management (ESHPM), Rotterdam, The Netherlands
**PDB126: FACTORS INFLUENCING FOOD CHOICES OF PEOPLE WITH TYPE 2 DIABETES: A Q METHODOLOGY STUDY**

*Groups: DIABETES/ENDOCRINE - Patient-Reported Outcomes & Patient Preference Studies*
*8:45 AM–1:30 PM Nov 13, 2018*

**Hubens K**, van Exel NJ
Erasmus University Rotterdam, Rotterdam, The Netherlands

**PDB81: DAPAGLIFLOZIN IS COST-EFFECTIVE COMPARED TO DPP-4 INHIBITORS IN THE TREATMENT OF TYPE 2 DIABETES MELLITUS IN THE NETHERLANDS**

*Groups: DIABETES/ENDOCRINE - Cost Studies*
*8:45 AM–1:30 PM Nov 13, 2018*

**Van Olst SP**, Nekeman S², van der Linden N², Uyl-de Groot CA¹
¹Erasmus University Rotterdam, Rotterdam, The Netherlands, ²AstraZeneca, Den Haag, The Netherlands

**PHP142: SEVERITY ADJUSTED PROBABILITY OF BEING COST-EFFECTIVE: A NOVEL APPROACH TO INTEGRATE SEVERITY AND COST-EFFECTIVENESS WITH APPLICATIONS TO NORWAY AND THE NETHERLANDS**

*Groups: HEALTH CARE USE & POLICY - Equity and Access*
*8:45 AM–1:30 PM Nov 13, 2018*

**Versteegh M¹**, Corro Ramos I¹, Buyukkaramikli N¹, Ansaripour A², Reckers-Droog V¹, Brouwer W¹
¹Erasmus University Rotterdam, Rotterdam, The Netherlands, ²Creativ-Ceutical, Rotterdam, The Netherlands, ³Erasmus School of Health Policy and Law, Rotterdam, The Netherlands

**PHP177: THE USAGE OF PACKAGE CRITERIA IN DUTCH REIMBURSEMENT DECISION MAKING AND THEIR INFLUENCE ON ZIN RECOMMENDATIONS.**

*Groups: HEALTH CARE USE & POLICY - Health Care Costs & Management*
*8:45 AM–1:30 PM Nov 13, 2018*

**Rijt J¹**, Severens JL², van Baal P², Knies S³
¹Erasmus University Rotterdam, Amsterdam, NH, The Netherlands, ²Erasmus University Rotterdam, Rotterdam, The Netherlands, ³Health Care Institute Netherlands, Diemen, The Netherlands
• **PRM120: GRAPHICAL USER-FRIENDLY INTERFACE FOR COMPLEX HEALTH ECONOMIC MODELS BUILT IN R**

Groups: RESEARCH ON METHODS - Modeling Methods  
3:30 PM–7:00 PM Nov 13, 2018

Corro Ramos I¹, Hoogendoorn M¹, Rutten-van Mölken M²  
¹Erasmus University Rotterdam, Rotterdam, The Netherlands, ²Erasmus School of Health Policy & Management (ESHPM), Rotterdam, The Netherlands

• **PRM199: STAKEHOLDER PERSPECTIVES ON CONDUCT AND USE OF PATIENT PREFERENCE STUDIES ALONG THE MEDICAL PRODUCT LIFECYCLE: RESULTS FROM FOCUS GROUPS**

Groups: RESEARCH ON METHODS - Patient-Reported Outcomes Studies  
3:30 PM–7:00 PM Nov 13, 2018

van Overbeeke E¹, Janssens R¹, Whichello C², Schölin Bywall K³, Sharpe J⁴, Nikolenko N⁵, Phillips BS⁶, Guiddi P⁷, Mazzocco K⁷, Vergani L⁷, Marton G⁸, Cleemput I⁹, Simoens S¹, Juhari J¹⁰, Levitan B¹¹, Kübler J¹², de Bekker-Grob EW², Veldwijk J², Huys I¹  
¹University of Leuven, Leuven, Belgium, ²Erasmus University Rotterdam, Rotterdam, The Netherlands, ³Uppsala University, Uppsala, Sweden, ⁴Muscular Dystrophy UK, London, UK, ⁵Newcastle University, Newcastle Upon Tyne, UK, ⁶Pfizer Ltd, Surrey, UK, ⁷European Institute of Oncology, Milan, Italy, ⁸The University of Milan, Milan, Italy, ⁹Belgian Health Care Knowledge Centre (KCE), Brussels, Belgium, ¹⁰Sanofi, Bridgewater, NJ, USA, ¹¹Janssen Research & Development, Titusville, NJ, USA, ¹²Quantitative Scientific Consulting, Marburg, Germany

• **PRM19: REPORTING FOLLOW-UP IN SURVIVAL ANALYSES: INFORMATIVE OR NOT?**

Groups: RESEARCH ON METHODS - Clinical Outcomes Methods  
3:30 PM–7:00 PM Nov 13, 2018

Leeneman B¹, Blommestein H², de Groot S², Holleman MS², Kuppen M², Luyendijk M², Westgeest HM², Uyl - de Groot CA², Franken M¹  
¹Erasmus University Rotterdam, Rotterdam, The Netherlands, ²Netherlands Comprehensive Cancer Organisation, Utrecht, The Netherlands

• **PRM218: CHARACTERISING AND APPRAISING PATIENT PREFERENCE EXPLORATION AND ELICITATION METHODS IN THE MEDICAL PRODUCT LIFECYCLE**

Groups: RESEARCH ON METHODS - Patient-Reported Outcomes Studies  
3:30 PM–7:00 PM Nov 13, 2018
**Whichello C**1, Levitan B2, Juhaeri J3, Patadia V3, Disantostefano R4, de Bekker-Grob EW1
1Erasmus University Rotterdam, Rotterdam, The Netherlands, 2Janssen Research & Development, Titusville, NJ, USA, 3Sanofi, Bridgewater, NJ, USA, 4Janson R&D, Titusville, NJ, USA

- **PRS49: COST-EFFECTIVENESS OF THE FIXED-DOSE COMBINATION TIOTROPIUM + OLODATEROL VERSUS TIOTROPIUM BASED ON THE DYNAGITO TRIAL RESULTS IN FRANCE**

**Groups:** RESPIRATORY-RELATED - Cost Studies
3:30 PM–7:00 PM Nov 13, 2018

**Luciani L**1, Hoogendoorn M2, Corro Ramos i2, Baldwin M3, Le Lay K1, Detournay B4, Fabron C4, Rutten-van Molkem MP2
1Boehringer-Ingelheim France, Paris, France, 2Erasmus University Rotterdam, Rotterdam, The Netherlands, 3Boehringer Ingelheim Germany, Ingelheim, Germany, 4Cemka-Eval, Bourg-la-Reine, France

**WEDNESDAY, 14 NOVEMBER**

- **PCN158: THE ADDED VALUE OF PERSONALIZED FOLLOW-UP FOR CHRONIC LYMPHOCYTIC LEUKEMIA PATIENTS**

**Groups:** CANCER - Cost Studies
8:45 AM–1:15 PM Nov 14, 2018

**Bakker LJ**1, Redekop K2, Aarts JE1
1Erasmus University, Rotterdam, The Netherlands, 2Erasmus University Rotterdam, Rotterdam, The Netherlands

- **PCN220: END-OF-LIFE CARE IN PATIENTS WITH METASTATIC CUTANEOUS MELANOMA IN THE NETHERLANDS**

**Groups:** CANCER - Health Care Use & Policy Studies
8:45 AM–1:15 PM Nov 14, 2018

1Erasmus University Rotterdam, Rotterdam, The Netherlands, 2Maastricht University Medical Center+, Maastricht, The Netherlands, 3Netherlands Cancer Institute - Antoni van Leeuwenhoek Hospital, Amsterdam, The Netherlands, 4Zuyderland Medical Center Geleen – Heerlen, Sittard-Geleen, The Netherlands, 5VU University Medical Center,
- **PCN388: PATIENT REPORTED OUTCOMES IN THE CASTRATION RESISTANT PROSTATE CANCER REGISTRY (PRO-CAPRI) IN THE NETHERLANDS**

  **Groups:** CANCER - Patient-Reported Outcomes & Patient Preference Studies  
  8:45 AM–1:15 PM Nov 14, 2018


  1Erasmus University Rotterdam, Rotterdam, The Netherlands, 2Amphia Hospital, Breda, The Netherlands, 3VU University Medical Centre, Amsterdam, The Netherlands, 4Radboud University Medical Center, Nijmegen, The Netherlands, 5Isala kliniek, Zwolle, The Netherlands, 6University Medical Center Groningen, Groningen, The Netherlands, 7Netherlands Comprehensive Cancer Organisation (IKNL), Utrecht, The Netherlands, 8Canisius Wilhelmina Hospital, Nijmegen, The Netherlands, 9Sint Antonius Ziekenhuis, Nieuwegein, The Netherlands

- **PCN85: SAVING HEALTHCARE AND SOCIETAL COSTS BY CHANGING THE ROUTE OF ADMINISTRATION OF ONCOLOGY DRUGS**

  **Groups:** CANCER - Cost Studies  
  8:45 AM–1:15 PM Nov 14, 2018


  1Erasmus University Rotterdam, Rotterdam, The Netherlands, 2Isala, Zwolle, The Netherlands, 3St Antonius Hospital, Utrecht, The Netherlands, 4St Antonius Hospital, Nieuwegein, The Netherlands, 5Erasmus Medical Center, Rotterdam, The Netherlands
PODIUM PRESENTATIONS

P3: COST-EFFECTIVENESS STUDIES
3:45 PM–4:45 PM Nov 12, 2018
Room: 211

CE4
16:30 - 16:45
COST-EFFECTIVENESS ANALYSIS OF FIRST-LINE OSIIMERTINIB IN PATIENTS WITH EGFR MUTATION-POSITIVE NON-SMALL CELL LUNG CANCER
Holleman MS, Al MJ, Uyl-de Groot CA
Erasmus University Rotterdam, Rotterdam, The Netherlands

P6: MODELING STUDIES
5:00 PM–6:00 PM Nov 12, 2018
Room: 212

MO1
17:00 - 17:15
COMBINING INTERNALLY VALID TRIAL EVIDENCE WITH GENERALIZABLE REAL-WORLD DATA: INSIGHTS INTO EFFECTS, COSTS, AND COST-EFFECTIVENESS OF NOVEL TREATMENT SEQUENCES IN PATIENTS WITH MULTIPLE MYELOMA
Blommestein H1, van Beurden-Tan C2, de Groot S1, Blijlevens N1, Sonneveld P1, Uyl-de Groot CA1, Zweegman S1, Franken MG1
1Erasmus University Rotterdam, Rotterdam, The Netherlands, 2Erasmus MC Cancer Institute, Rotterdam, The Netherlands, 3Radboudumc, Nijmegen, The Netherlands, 4Erasmus University Medical Center, Rotterdam, The Netherlands, 5VU University Medical Center, Amsterdam, The Netherlands

P8: RESEARCH ON METHODS
11:00 AM–12:00 PM Nov 13, 2018
Room: 112 (P1)

RM3
11:30 - 11:45
IS PATIENT CHOICE PREDICTABLE? THE IMPACT OF DISCRETE CHOICE EXPERIMENT DESIGNS AND MODELS
De Bekker-Grob EW1, Swait J3, Tilahun Kassahun H2, Bliemer MC3, Jonker MF1, Veldwijk J2, Cong K2, Rose J4, Donkers B1
1Erasmus University Rotterdam, Rotterdam, The Netherlands, 2University of South Australia, Sydney, Australia, 3University of Sydney, Sydney, Australia, 4UTS, Centre for Business Intelligence and Data Analytics, Ultimo, Australia
ISSUE PANELS

IP13: DIGITAL HEALTH VS. PATIENT PRIVACY (GENERAL DATA PROTECTION REGULATION): IS THE FUTURE HERE TO STAY?

11:00 AM–12:00 PM Nov 13, 2018

Room: 212

11:00 AM–12:00 PM Nov 13, 2018

Speakers
Prof. Carl Asche, MBA, MSc, PhD Director at University of Illinois College of Medicine at Peoria
Katarzyna Kolasa, Professor of Health Economics, Head of Department at Kozminski University
Ken Redekop, Associate Professor at Erasmus University Rotterdam
Vladimir Zah, Visiting Professor of Health Economics at Kozminski University

ISSUE

Healthcare systems stakeholders are looking to reduce inefficiencies, remove redundancies, personalize treatments, improve healthcare quality, and patient access, whilst trying to reduce healthcare costs. These changes are under way and digital health is in a position to better enable this process. For digital health to function, end users (patients) are required to provide all of their tracking data. Medical devices today already track data, but this is a fraction of what digital health can provide. As of May 2018, European patients are protected by General Data Protection Regulation (GDPR), which entitles patient with the right to delete their full personal medical record. Other geographic regions are following GDPR closely and may follow the European lead.

OVERVIEW

This panel will debate the pros and cons of GDPR and whether digital health is in survival mode. Carl Asche will moderate and set the stage with an overview of GDPR and the types of changes that the evolution of digital health is producing. He will question panelists to debate on: Can we bridge the gap between GDPR and digital health? Can GDPR premature pregnancy with digital health experience a miscarriage? Real life examples will be used. Ken Redekop will argue that digital health will remain as a new norm. Vladimir Zah will argue that GDPR explicitness will destroy digital health and save patient privacy. Katarzyna Kolasa will argue that both digital health and GDPR will augment each other. All three panelists and the moderator work globally and will address different geographic region perspectives. Academia, researcher, payer, industry and patient’s views will be provided. Q&A part of the session will be 15 minutes long and is allotted for interactive audience participation.
**F9: DIAGNOSTICS EVIDENTIARY DINOSAUR EVOLUTION: CONVENTIONAL HEALTH ECONOMICS AND MARKET ACCESS APPROACHES VS. ADVANCED ANALYTICS AS THE NEW NORM?**

6:00 PM–7:00 PM Nov 13, 2018

Room: 115+116 (P1)

**Speakers**
Eric Faulkner, Vice President at Evidera
Dr. Nick Poulis, PhD, PhMCEO at NapticBio
Ken Redekop, Associate Professor at Erasmus University Rotterdam
Vlad Zah, Visiting Professor at Kozminski University, Warsaw Poland and Health Economist, CEO, ZRx Outcomes Research Inc., Serbia

**Description**
Our ability to cost-effectively collect broad biomarker information is beginning to converge with our growing ability to rapidly analyze population-level data with novel machine learning platforms. These changes are already altering the way we conduct clinical trials, but are also poised to challenge our definition of good Health Economics and Outcomes Research (HEOR) methods and evidence-based decision (EBD) making. Current HEOR and EBD methodologies utilize a fraction of available data and do have issues being applicable to diagnostics. Advance analytics and machine learning are based on and utilize big data. There is an urgent need to explore this issue from the perspective of all relevant stakeholders.

This panel will debate the pros and cons of both approaches for diagnostics. Eric Faulkner will moderate and set the stage with an overview of types of changes evolution is producing. He will question panelists to debate on: Can conventional HEOR methods be adjusted to the revolutionary evolution in diagnostics? Can advanced analytics replace conventional HEOR methodology? Real life examples will be used in the debate.

**ISPOR Medical Device and Diagnostic SIG**