



# ISPOR 3RD LATIN AMERICA CONFERENCE

**8-10 SEPTEMBER 2011  
HILTON MEXICO CITY REFORMA  
MEXICO CITY, MEXICO**



## PROGRAM

**EARLY REGISTRATION DEADLINE:  
26 JULY 2011**

**ORGANIZED BY:** International Society for Pharmacoeconomics and Outcomes Research (ISPOR)  
and the ISPOR Latin America Consortium, in coordination with the ISPOR Mexico Regional Chapter

**Over 500  
attendees  
anticipated!**

### **CONFERENCE CO-SPONSORS** \*\*as of May 2011

- IECS – Institute for Clinical Effectiveness & Health Policy, Argentina
- Mexican College for Pharmacoeconomics, Mexico
- Mexican Foundation for Health (FUNSALUD), Mexico
- National Independent University of Mexico, Mexico
- São Paulo Center for Health Economics – Federal University of São Paulo, Brazil

### **CONFERENCE PROGRAM COMMITTEE**

#### **PROGRAM COMMITTEE CO-CHAIRS**

**Antonio Caso Marasco, MD, MEd**, Post Graduate Professor and Distance Learning Coordinator, Post Graduate Division, Faculty of Medicine, National University of Mexico, Mexico City, Mexico

**Guillermo Meléndez, MD, MSc**, Scientific Coordinator, Nutrition Nestle Fund, Mexican Health Foundation, Mexico City, Mexico

#### **ISSUE PANEL REVIEW COMMITTEE CO-CHAIRS**

**Joaquín Federico Mould-Quevedo, PhD, MSc, MBA**, Health Economics and Outcomes Research Director for Latin America and Primary Care Products, Pfizer Inc., New York, NY, USA

**Gabriela Tannus Araújo, MSc, MBA**, Health Economics Director, Axia.Bio Consulting, São Paulo, SP, Brazil

#### **WORKSHOP REVIEW COMMITTEE CO-CHAIRS**

**Gerardo Machnicki, PhD, MSc**, Director, Global HE&OR, Novartis Argentina, Buenos Aires, Argentina

**Carlos Andrés Castañeda Orjuela, MD, MSc**, Researcher, Epidemiology & Public Health Evaluation Group, National University of Colombia, Bogota, Colombia

#### **RESEARCH REVIEW COMMITTEE CO-CHAIRS**

**Yajaira Bastardo, PhD**, Administrative Director and Professor, School of Pharmacy, Central University of Venezuela, Caracas, Venezuela

**Iris Contreras, MD, MSc**, Clinical Researcher, Mexican Institute of Social Security, Mexico City, Mexico

#### **HEALTH CARE DECISION-MAKER CASE STUDY REVIEW COMMITTEE CO-CHAIRS**

**Carlos Cruz**, Director, Public Health Institute, Center for Professional Excellence, Quito, Ecuador

**Alfonso Reyes López, PhD**, Senior Researcher, Federico Gómez Children's Hospital of Mexico, Mexico City, Mexico

### **RESEARCH POSTER PRESENTATIONS**

#### **Poster Display Hours:**

Friday, 9 September 2011: 8:30 - 20:00

Saturday, 10 September 2011: 8:00 - 13:45

#### **Poster Author Discussion Hour:**

Friday, 9 September 2011: 18:30 - 19:30

### **VENUE INFORMATION/HOTEL RESERVATIONS**

#### **Hilton Mexico City Reforma**

Av. Juárez No 70. Colonia Centro, Mexico City, Mexico

The hotel is located approximately 10km (6 miles) from the Mexico City Benito Juárez International Airport (MEX), in the historical downtown district. The discounted room rate for ISPOR Conference attendees is US\$119.00, plus applicable taxes. The discounted rate is available for the dates of 3-13 September 2011, for reservations made before 20 August 2011 (subject to availability). **To make a reservation:** Please use the Hilton Mexico City Reforma online reservation system available at [www.ispor.org](http://www.ispor.org).

**FOR FURTHER INFORMATION VISIT: [WWW.ISPOR.ORG](http://WWW.ISPOR.ORG)**



## SHORT COURSES

THURSDAY 8 SEPTEMBER 2011

### ALL DAY COURSE (8:00 – 17:00)

#### INTRODUCTION TO PHARMACOECONOMICS (PHARMACOECONOMICS FOR DECISION-MAKERS) *(Presented in Spanish)*

**Faculty:** **Diego Rosselli, MD, MEd, MHP, MSc**, Professor, Evidence-Based Medicine & Health Economics, Javeriana University, Bogota, Colombia; **Adolfo Rubinstein, MD, MSc, PhD**, President, Institute for Clinical Effectiveness and Health Policy (IECS) and Director of the Master's Program in Clinical Effectiveness, Faculty of Medicine, University of Buenos Aires, Buenos Aires, Argentina

**Course Description:** This course is designed to teach clinicians and new 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 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 pharmacoeconomic models and techniques will be demonstrated as well as case studies. These include cost-minimization, cost-of-illness, cost-effectiveness, cost-benefit, and cost-utility analysis. Decision analysis, sensitivity analysis, and discounting, will all be demonstrated and practiced. Participants will also learn to compare and evaluate interventions such as drugs, devices and clinical services.

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

### MORNING COURSES (8:00 – 12:00)

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

**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, and Staff Physician, Family and Community Medicine Division, Italian Hospital of Buenos Aires, Buenos Aires, Argentina; **Pablo Anaya, MHA**, HE&OR Manager, GlaxoSmithKline Mexico, Bosque Real, Mexico City, Mexico

**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 Modeling Good Research Practice Reports. Using a series of related examples, the course will carefully review the practical steps involved in developing and using these kinds of models. Examples will be presented using predominantly Microsoft Excel, supplemented with add-on simulation software. This course 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. Participants will learn the steps required in conducting, analyzing, interpreting, and presenting results from probabilistic sensitivity analyses (e.g., using analyses of the cost-effectiveness plane, the "ellipses", and acceptability curves).

**Level:** *Introductory. This course requires some familiarity with decision analysis.*

#### HEALTH CARE & REIMBURSEMENT SYSTEMS IN LATIN AMERICA *(Presented in Spanish)*

**Faculty:** **Leonardo Cubillos, MD, MPH**, Health Systems Practice, World Bank Institute, Washington, DC, USA; **Diego Guarín, MD, MPH, MA**, Director, Market Access Latin America, Merck Sharp & Dohme, Mexico City, Mexico; **Giota Panopoulou, PhD**, Advisor, Finance Division, Mexican Institute for Social Security, Mexico City, Mexico; **Alarico Rodriguez, MD**, Medical Benefits Manager, Uruguayan National Agency for Highly Specialized Medical Procedures, Montevideo, Uruguay; **Henry Maquera Colque, MBA**, Executive Secretary, Solidarity Health Fund of Peru (FISSAL), Lima, Peru

**Course Description:** This session will first discuss the current health care systems in key Latin American countries, discussing research implementation and its linkage with regional priorities. The faculty will then describe the reimbursement legislation, processes and organizations within these countries as well as the role of the pharmaceutical and/or medical device manufacturer. This course will then focus on providing participants with an understanding of the various procedures employed by Latin American health authorities to regulate market access based upon the appraisal of the clinical and in some countries economic value of new medical technologies. Formulary submission guidelines set analytical and evidentiary standards which drug manufacturers and others are required to meet in making a case for their product. Faculty will discuss evidentiary standards in formulary submissions.

**Level:** *Introductory.*

#### INTRODUCTION TO QUALITY OF LIFE / PATIENT-REPORTED OUTCOMES *(Presented in Spanish)*

**Faculty:** **Yajaira Bastardo, PhD**, Administrative Director and Professor, School of Pharmacy, Central University of Venezuela, Caracas, Venezuela; **Nelson Alvis Guzmán, PhD, MD, MPH**, Professor and Researcher, Faculty of Economic Sciences & Director, Health Economics Research Group, University of Cartagena, Cartagena, Colombia

**Course Description:** Conceptual, methodological, and practical methods for measuring quality of life, health status and other types of health outcomes will be presented. Theoretical frameworks, reliability, validity, responsiveness, methods of administration, respondent and administrative burdens, and issues of analysis and interpretation will be discussed using examples drawn from specific quality-of-life instruments and their applications. A model of selecting appropriate instruments from the many existing generic and disease-specific instruments will be presented.

**Level:** *Introductory. This course is intended for those with little experience with these methodologies.*

#### INTRODUCTION TO META-ANALYSIS AND SYSTEMATIC LITERATURE REVIEW *(Presented in Spanish)*

**Faculty:** **Márcio Machado, PharmD, PhD**, Pharmacoeconomics Manager, GlaxoSmithKline Brazil, Rio de Janeiro, RJ, Brazil

**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) an introduction to methods for indirect comparisons. The material includes practical examples from the published literature relevant to pharmacoeconomic and PRO research. This course is designed for those with little experience with meta-analysis and includes interactive exercises.

**Level:** *Introductory. This course is designed for individuals with little experience with meta-analysis.*



## SHORT COURSES

THURSDAY 8 SEPTEMBER 2011

### **BUDGET IMPACT ANALYSIS** (Presented in English and Spanish with simultaneous interpretation)

**Faculty:** **C. Daniel Mullins, PhD**, Professor and Chair, Pharmaceutical Health Services Research, University of Maryland School of Pharmacy, Baltimore, MD, USA; **Ariadna Juárez García, PhD, MSc**, HEOR Manager, Health Economics, Bristol-Myers Squibb, Mexico City, Mexico

**Course Description:** This course will describe methods to determine the costs associated with a health condition and the budget impact of new technologies for that condition. The course will present incidence- and prevalence-based costing strategies. Treatment algorithms and event-based approaches will be demonstrated for disease-specific costs from different decision-maker perspectives. Both static and dynamic methods for estimating the budget impact of adding a new drug to a health plan formulary will be presented. Issues related to imputing missing data will also be discussed.

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

### AFTERNOON COURSES (13:00 – 17:00)

#### **APPLIED MODELING** (Presented in Spanish)

**Faculty:** **Federico Augustovski, MD, MSc, PhD**, Director, Health Economic Evaluation and Technology Assessment, IECS (Institute for Clinical Effectiveness and Health Policy) & Staff Physician, Family and Community Medicine Division, Hospital Italiano de Buenos Aires, Buenos Aires, Argentina; **Andrés Pichon-Riviere, MD, MSc, PhD**, Executive Director, IECS (Institute for Clinical Effectiveness and Health Policy) and Adjunct Professor of Public Health, School of Public Health, Faculty of Medicine, Buenos Aires, Argentina; **Sebastián García Martí, MD, MSc**, Health Technology Assessment & Economic Evaluation, IECS (Institute for Clinical Effectiveness and Health Policy), Buenos Aires, Argentina

**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.

**Level:** *Advanced.*

*\*Pre-requisite: This course is suitable for those who are familiar with the various modeling methods or who have taken the morning course, 'Introduction to Modeling'.*

### **HEALTH TECHNOLOGY ASSESSMENT** (Presented in Portuguese with simultaneous Spanish interpretation)

**Faculty:** **Carisi Anne Polanczyk, MD, PhD**, Associate Professor of Medicine, Cardiology Division, Federal University of Rio Grande do Sul, Porto Alegre, RS and National Institute for Health Technology Assessment, CNPq/Brazil

**Course Description:** Health technology assessment (HTA) is the systematic evaluation of properties, effects and/or impacts of health care technology. Throughout the process of introducing a new technology, evaluating its effectiveness, approving its addition to the market and related decision-making, important ethical, clinical and economic issues need to be addressed. This course will discuss current processes used globally to introduce a new technology and the agencies that perform these processes. It will include a review of the various methods used to evaluate safety, efficacy, and technology adoption and diffusion with emphasis on how to conduct HTA using real-world evidence. Faculty will address some of the issues facing current HTA processes such as their impact on the social and economic environment, the need for best practices, and the need for better cooperation among stakeholders.

**Level:** *Intermediate. This course is designed for those with some experience in pharmacoeconomics.*

### **UTILITY MEASURES** (Presented in Spanish)

**Faculty:** **Rafael Alfonso, MD, MSc**, Pharmaceutical Outcomes Research & Policy Program, University of Washington, Seattle, WA, USA & Bogota, Colombia

**Course Description:** Utility measurement is a method of determining an individual's preference for a certain outcome represented by a quantitative score (utility). During this course, methods for measuring preference-based outcomes like the standard gamble, time trade-off, and visual analogue scale will be demonstrated. Additionally, utility-based instruments (EQ-5D, HUI, QWQ, 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. For instance, we will consider potential insensitivity of generic instruments for particular disease-specific problems, and discuss 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.

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

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

**Faculty:** **Nelson Alvis Guzmán, MD, MSc, PhD**, Professor and Director, Health Economics Research Group, Faculty of Economic Sciences, & Director, Health Economics Research Group, Cartagena University, Cartagena, Colombia; **Ximena Burbano-Levy, MD**, Project Director, School of Integrated Sciences and Humanity, Miami, FL, USA; **Heidy Cáceres, MD, MSc**, Outcomes Research Manager, Pfizer Colombia, Bogotá, Colombia

**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.

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

### **PATIENT REGISTRIES** (Presented in Spanish)

**Faculty:** **Manuel De la Lata Romero, MD**, Director General of Highly Specialized Regional Hospitals, Mexico City, Mexico; **Guillermo Meléndez, MD, MSc**, Scientific Coordinator, Nutrition Nestle Fund, Mexican Health Foundation, Mexico City, Mexico; **Carlos Martínez Sanchez, MD**, President, Mexican Society of Cardiology, Mexico City, Mexico; **Jose Antonio Magaña Serrano, MD**, Chief of Health Education Division, Cardiology Hospital, National Medical Center XXI Century, Mexican Institute of Social Security, Mexico City, Mexico

**Course Description:** This course is designed to provide an overview of patient registries and their applications in identifying "real world" clinical, safety, and patient-perspective issues. The pros and cons of registry data compared to other "real world" and clinical trial data collection will be presented. How registry information can be used to support other health economics/outcomes research initiatives and health care decision making will be addressed. Registry strategy, design, operations and measures of program success will be discussed. In addition, regulatory trends and requirements will be examined.

**Level:** *Introductory. This course is designed for those with little experience with patient registries.*

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## SCHEDULE OF EVENTS

### THURSDAY 8 SEPTEMBER

#### 8:00 - 17:00 PRE-CONFERENCE SHORT COURSE PROGRAM

(Separate Short Course registration required)

#### 17:15 - 18:15 EDUCATIONAL SYMPOSIUM

##### THE VALUE PARADIGM AND THE ECONOMICS OF PROGRESS IN THE BIOPHARMACEUTICAL SPACE

Understanding the relevance of product value by all stakeholders in the health care arena, particularly as it pertains to specialized biopharmaceuticals, has become the cornerstone of informed reimbursement decision making for modern medicine. This symposium will analyze the ever-growing health care investment in Europe and the U.S. from a holistic integral perspective. *(Sponsored by Abbott)*

#### 18:30 - 19:30 EDUCATIONAL SYMPOSIUM

##### CANCER TREATMENT IN LATIN AMERICA: PERSPECTIVES, ACCESS AND SUSTAINABILITY

This symposium will provide a broad overview of the most important clinical parameters in oncology in order to offer meaningful data on coverage decisions to decision-makers. New oncology treatments can represent a challenge for reimbursement processes due to high costs. A review of radiography from clinical evidence to decision making in two Latin American countries will be presented. *(Sponsored by Sanofi)*

#### 19:45 - 20:45 EDUCATIONAL SYMPOSIUM

##### STRIKING THE RIGHT LEVEL: "MICRO AND MACRO" HTA IN EMERGING MARKETS / HEALTH SYSTEMS

The potential to collect, analyse, and utilise health outcomes data as one part of understanding health systems, technology utilisation and effectiveness will be discussed. Key conclusions from the report on understanding evolving health systems, prepared by the Office of Health Economics (London) and the University of Washington, including possible roles for technology assessment at a more "macro" level, will be presented. *(Sponsored by PhRMA)*

#### 20:45 - 23:00 WELCOME RECEPTION

### FRIDAY 9 SEPTEMBER

#### 8:30 - 8:45 WELCOME ADDRESS & OPENING REMARKS

*(Presented with simultaneous English-Spanish interpretation)*

**Mark J. Sculpher, MSc, PhD**, 2011-2012 ISPOR President, and Professor of Health Economics, Centre of Health Economics, University of York, Senior Advisory, Oxford Outcomes Ltd., Heslington, York, UK; **Antonio Caso Marasco, MD, Med**, Program Committee Co-Chair, and Post graduate Professor and Distance Learning Coordinator, Post Graduate Division, Faculty of Medicine, National University of Mexico, Mexico City, Mexico; **Guillermo Meléndez, MD, MSc**, Program Committee Co-Chair, and Scientific Coordinator, Mexican Health Foundation, Mexico City, Mexico

#### 8:45 - 9:15 INAUGURAL MESSAGE

*(Presented with simultaneous English-Spanish interpretation)*

**José Ángel Córdova Villalobos, MD**, Secretary of Health, Ministry of Health, Mexico D.F., Mexico

#### 9:15 - 10:30 FIRST PLENARY SESSION

*(Presented with simultaneous English-Spanish interpretation)*

##### UNIVERSAL COVERAGE IN THE FACE OF RISING COSTS OF NEW HEALTH CARE TECHNOLOGIES: IS IT ACHIEVABLE?

Representatives from various Latin American countries will present country perspectives regarding the high costs of health technology evaluation and new medicines and their impact on both country budgets and universal coverage objectives. Panelists will discuss how to achieve universal coverage, given that rising health care costs and current health care implementation methods in these countries can pose significant barriers to meeting this goal.

**Speakers: Mercedes Juan López, MD**, Executive Director, Mexican Health Foundation, Mexico City, Mexico; **Luis Romero Strooy, MBA**, Superintendent of Health, Superintendencia de Health, Government of Chile, Santiago, Chile; **Guillermo Williams, MD**, Director, National Board of Health Regulation and Quality Health Care, Ministry of Health, Buenos Aires, Argentina

#### 10:30 - 11:00 BREAK, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING

#### 11:00 - 12:00 RESEARCH PODIUM PRESENTATIONS – SESSION I

##### CARDIOVASCULAR DISORDERS OUTCOMES RESEARCH *(Presented in Spanish)*

##### CV1: A COST-UTILITY ANALYSIS OF PROPHYLACTIC THERAPY FOR VENOUS THROMBOEMBOLISM WITH DABIGATRAN ETEXILATE OR ENOXAPARIN

**Burbano-Levy X<sup>1</sup>**, Herrán S<sup>1</sup>, Sánchez G<sup>1</sup>, Mieth K<sup>2</sup>, Alfonso-Cristancho R<sup>3</sup>, <sup>1</sup>RANDOM Foundation, Bogotá, Colombia, <sup>2</sup>Fundación Santa Fe de Bogotá - Banco de Huesos y Tejidos de la Fundación Cosme y Damián, Bogotá, Colombia, <sup>3</sup>University of Washington, Seattle, WA, USA

##### CV2: COST-EFFECTIVENESS OF PRASUGREL VERSUS CLOPIDOGREL IN PATIENTS WITH ACUTE CORONARY SYNDROMES UNDERGOING PERCUTANEOUS CORONARY INTERVENTION IN THE PRIVATE SECTOR IN MEXICO

Mondragon R<sup>1</sup>, Arrieta-Maturino E<sup>2</sup>, **Vargas-Valencia JJ<sup>3</sup>**, Ramírez-Gómez J<sup>2</sup>, Martínez-Fonseca J<sup>2</sup>, Guzman-Sotelo M<sup>2</sup>, <sup>1</sup>Hospital Central-Sur de Alta Especialidad PEMEX, México D.F., México, <sup>2</sup>Eli Lilly and Company, México D.F., México, <sup>3</sup>Econopharma Consulting S. A. de C. V., México D.F., México

##### CV3: ANÁLISIS DE COSTO EFECTIVIDAD EN EL CIERRE DE LA COMUNICACIÓN INTERATRIAL OSTIUM SECUNDUM: TÉCNICA PERCUTÁNEA VERSUS QUIRÚRGICA

**Flores A<sup>1</sup>**, Contreras I<sup>2</sup>, Alva E<sup>3</sup>, <sup>1</sup>CMN 20 de Noviembre ISSSTE, México D.F., México, <sup>2</sup>Instituto Mexicano del Seguro Social, México D.F., México, <sup>3</sup>CMN SXXI, México D.F., México

##### CV4: COST-EFFECTIVENESS OF IMPLANTABLE CARDIOVERTER-DEFIBRILLATOR IN PATIENTS WITH RISK FACTORS FOR SUDDEN DEATH IN ARGENTINA

**Alcaraz A<sup>1</sup>**, Gonzalez Zuelgaray J<sup>2</sup>, Augustovski F<sup>1</sup>, <sup>1</sup>Institute for Clinical Effectiveness and Health Policy, Buenos Aires, Argentina, <sup>2</sup>PRONETAC, Buenos Aires, Argentina

##### HEALTH CARE EXPENDITURE OR REIMBURSEMENT STUDIES *(Presented in Spanish)*

##### EX1: IMPACTO DE UN PROGRAMA DE AUDITORÍA DE LA PROGRAMACIÓN DE MARCAPASOS CARDÍACOS, DESARROLLADO EN EL FONDO NACIONAL DE RECURSOS, URUGUAY

**Lombide I**, Patritti J, Perna A, Morales M, Fernández G, Fondo Nacional de Recursos, Montevideo, Uruguay

##### EX2: HEALTH CARE RESOURCE USE AMONG PATIENTS WITH BIPOLAR DISORDER FROM BRAZIL AND VENEZUELA: SUBGROUP ANALYSIS OF DATA FROM A LARGE MULTINATIONAL LONGITUDINAL STUDY (WAVE-BD STUDY)

**Vieta E<sup>1</sup>**, Baptista T<sup>2</sup>, Bifano M<sup>3</sup>, Kerr-Corrêa F<sup>4</sup>, Grohs G<sup>5</sup>, de Oliveira I<sup>6</sup>, Vielma X<sup>7</sup>, Montes C<sup>8</sup>, Beluche S<sup>8</sup>, <sup>1</sup>Bipolar Disorders Programme University of Barcelona, Hospital Clínic, IDIBAPS, CIBERSAM, Barcelona, Spain, <sup>2</sup>Instituto Autónomo Universidad de Los Andes, Departamento de Fisiología, Facultad de Medicina Universidad de Los Andes, Mérida, Venezuela, <sup>3</sup>Humana Docencia, Instituto de Medicina Integral, Caracas, Venezuela, <sup>4</sup>Universidade Estadual Paulista (UNESP), Botucatu, Brazil, <sup>5</sup>Instituto de Psiquiatria de Santa Catarina, Florianópolis, Brazil, <sup>6</sup>Sanatório São Paulo, Salvador, Brazil, <sup>7</sup>Hospital General Dr. Miguel Pérez Carreño, Caracas, Venezuela, <sup>8</sup>Medical Department, AstraZeneca Pharmaceuticals, Caracas, Venezuela

##### EX3: INCREMENTAL COST OF IMPLEMENTING A CARE PROGRAM FOR PEOPLE WITH TYPE 2 DIABETES IN ARGENTINA

Gonzalez L, **Caporale JE**, Elgart JF, Gagliardino JJ, CENEXA - Centro de Endocrinología Experimental y Aplicada (UNLP-CONICET La Plata, Centro Colaborador OPS/OMS), La Plata, Buenos Aires, Argentina

##### EX4: EFECTIVIDAD DE LOS INDICADORES DE CALIDAD DE LA PRESCRIPCIÓN REGIONALES EN EL SNS ESPAÑOL

Garrido E<sup>1</sup>, Sabater FJ<sup>2</sup>, Hurtado P<sup>1</sup>, Espinós B<sup>1</sup>, Guarga L<sup>1</sup>, **García Losa M<sup>2</sup>**, Vieta A<sup>1</sup>, Badía X<sup>1</sup>, <sup>1</sup>IMS Health HEOR, Barcelona, Spain, <sup>2</sup>IMS Health HEOR, Madrid, Spain

##### EXAMINING THE QALY *(Presented in Spanish)*

##### QA1: MEASURING THE BENEFITS OF HEALTH CARE: DALYS AND QALYS – DOES THE CHOICE OF MEASURE MATTER? A CASE STUDY

Colantonio L<sup>1</sup>, **Augustovski F<sup>1</sup>**, Galante J<sup>1</sup>, Bardach A<sup>1</sup>, Caporale J<sup>1</sup>, Zarate V<sup>2</sup>, Chuang LH<sup>3</sup>, Kind P<sup>2</sup>, <sup>1</sup>IECS - Instituto de Efectividad Clínica y Sanitaria, Buenos Aires, Argentina, <sup>2</sup>University of York, York, UK, <sup>3</sup>York Trials Unit, York, UK

##### QA2: ANÁLISIS DE COSTO-UTILIDAD DE RITUXIMAB POSTERIOR AL FALLO POR ANTI-TNF EN ARTRITIS REUMATOIDE PARA COLOMBIA

**Romero M<sup>1</sup>**, Latorre M<sup>2</sup>, Alvarado C<sup>2</sup>, Karpf E<sup>1</sup>, Alvis N<sup>3</sup>, <sup>1</sup>Fundación Salutia, Bogotá, Colombia, <sup>2</sup>Productos Roche Colombia, Bogotá, Colombia, <sup>3</sup>Universidad de Cartagena, Cartagena de Indias, Bolívar, Colombia

**QA3: COSTO-EFECTIVIDAD DE DABIGATRAN VERSUS WARFARINA EN EL MANEJO DE LA FIBRILACION AURICULAR EN COLOMBIA**

**Alfonso-Cristancho R<sup>1</sup>**, Herran S<sup>2</sup>, Caicedo M<sup>2</sup>, Gomez E<sup>3</sup>, <sup>1</sup>University of Washington, Seattle, WA, USA, <sup>2</sup>RANDOM Foundation, Bogotá, DC, Colombia, <sup>3</sup>Clinica Shaio, Bogotá, Colombia

**QA4: COST-UTILITY OF SACRAL NEUROMODULATION VERSUS AUGMENTATION CYSTOPLASTY FOR TREATMENT OF REFRACTORY URGE INCONTINENCE IN MEXICO**

Oliva-Oropeza P<sup>1</sup>, Quiroz Angulo ME<sup>2</sup>, **Marco Antonio AC<sup>3</sup>**, <sup>1</sup>Institute of Social and Security Services for State Workers, México D.F., México, <sup>2</sup>Medtronic México, México D.F., México, <sup>3</sup>V&M Servicios de Consultoría S.C., México D.F., México

**HEALTH POLICY TREATMENT PATTERNS (TP1 and TP4 presented in English; TP2 and TP3 presented in Spanish; simultaneous interpretation provided)**

**TP1: PREVALENCE OF LIPID ABNORMALITIES BEFORE AND AFTER INTRODUCTION OF LIPID MODIFYING THERAPY AMONG MEXICAN PATIENTS**

Aguilar-Salinas CA<sup>1</sup>, Rivera MDR<sup>2</sup>, Perez J<sup>2</sup>, Limon F<sup>3</sup>, Diggle A<sup>3</sup>, **Ambegaonkar BM<sup>4</sup>**, <sup>1</sup>Instituto Nacional de Ciencias Médicas y Nutrición Salvador Zubirán, México D.F., México, <sup>2</sup>OMEESTADISTICOS, S.C., México D.F., México, <sup>3</sup>MSD México, México D.F., México, <sup>4</sup>Merck and Co., Inc., Whitehouse Station, NJ, USA

**TP2: PATRONES DE TRATAMIENTO DE LA LEUCEMIA MIELOIDE CRÓNICA (LMC) EN PACIENTES RESISTENTES O INTOLERANTES A IMATINIB EN INSTITUCIONES DE SALUD PÚBLICA EN MÉXICO**

**Hernández-Rivera G<sup>1</sup>**, Aguayo-González Á<sup>2</sup>, Cantu-Rodríguez OG<sup>3</sup>, Cervera E<sup>4</sup>, Gomez-Almaguer D<sup>3</sup>, Gutiérrez-Aguirre CH<sup>3</sup>, Lopez-Hernández M<sup>5</sup>, Martínez-Baños D<sup>6</sup>, Oropeza P<sup>7</sup>, Rico E<sup>8</sup>, Juárez-García A<sup>1</sup>, Vargas-Valencia J<sup>9</sup>, <sup>1</sup>Bristol-Myers Squibb, México D.F., México, <sup>2</sup>Instituto Nacional de Ciencias Médicas y Nutrición Salvador, México D.F., México, <sup>3</sup>Hospital Universitario Dr. José Eleuterio González, Monterrey, México, <sup>4</sup>Instituto Nacional de Cancerología, México D.F., México, <sup>5</sup>Centro Médico Nacional 20 de Noviembre ISSSTE, México D.F., México, <sup>6</sup>Instituto Nacional de Ciencias Médicas y Nutrición Salvador Zubirán, México D.F., México, <sup>7</sup>Hospital General de Zona 8 IMSS, México D.F., México, <sup>8</sup>Hospital General Regional 110 IMSS, Guadalajara, México, <sup>9</sup>Econopharma Consulting, México D.F., México

**TP3: PATRONES DE TRATAMIENTO Y COSTOS DE ATENCION EN PACIENTES CON ARTRITIS REUMATOIDE, DESDE LA PERSPECTIVA DEL PROVEEDOR DE SERVICIOS DE SALUD EN MÉXICO.**

**Contreras I<sup>1</sup>**, Juárez-García A<sup>2</sup>, Martínez-Rivera G<sup>2</sup>, Vallejos Parás A<sup>3</sup>, Ojeda Méndez J<sup>3</sup>, Villasis-Keever A<sup>2</sup>, Rangel S<sup>2</sup>, <sup>1</sup>Instituto Mexicano del Seguro Social, México D.F., México, <sup>2</sup>Bristol-Myers Squibb, México D.F., México, <sup>3</sup>Universidad Nacional Autónoma de México, México D.F., México

**TP4: A SYSTEMATIC REVIEW OF THE PHARMACOLOGICAL TREATMENT PATTERNS OF EPILEPSY IN EMERGING MARKETS**

Parker G<sup>1</sup>, Zarotsky V<sup>2</sup>, **Angalakuditi M<sup>3</sup>**, <sup>1</sup>3 Innovus, Eden Prairie, MN, USA, <sup>2</sup>3 Innovus, Calabasas, CA, USA, <sup>3</sup>Eisai, Inc., Woodcliff Lake, NJ, USA

**VACCINE OUTCOMES RESEARCH (Presented in Spanish)**

**VA1: EVALUACION RÁPIDA DEL IMPACTO DE LA INTRODUCCION DE LA VACUNA CONTRA EL ROTAVIRUS EN COLOMBIA**

**Rico Mendoza FA<sup>1</sup>**, Porras A<sup>1</sup>, Alvis N<sup>2</sup>, De La Hoz F<sup>1</sup>, Cediel N<sup>1</sup>, Del Rio F<sup>2</sup>, <sup>1</sup>Universidad Nacional de Colombia, Bogotá, Colombia, <sup>2</sup>Universidad de Cartagena, Cartagena de Indias, Bolívar, Colombia

**VA2: COST EFFECTIVENESS ANALYSIS OF VACCINATION PROGRAMS WITH 10-VALENT (PCV10) AND 13-VALENT (PCV13) PNEUMOCOCCAL VACCINES IN BOGOTÁ, COLOMBIA**

Torres C<sup>1</sup>, Jaramillo J<sup>2</sup>, Coronell W<sup>3</sup>, Gutierrez MV<sup>4</sup>, **Caceres HA<sup>4</sup>**, <sup>1</sup>Universidad del Bosque, Bogotá, Colombia, <sup>2</sup>Hospital Universitario del Valle, Universidad del Valle - Centro IMBANACO, Cali, Colombia, <sup>3</sup>Universidad de Cartagena, Hospital Bocagrande, Cartagena, Colombia, <sup>4</sup>Pfizer S.A., Bogotá, Colombia

**VA3: A COST-EFFECTIVENESS ANALYSIS OF A 10-VALENT PNEUMOCOCCAL CONJUGATE VACCINE IN CHILDREN IN SIX LATIN AMERICAN COUNTRIES**

**García Martí S<sup>1</sup>**, Colantonio L<sup>1</sup>, Bardach A<sup>1</sup>, Lopez A<sup>1</sup>, Caporale J<sup>1</sup>, Augustovski F<sup>1</sup>, Pichon Riviere A<sup>1</sup>, Knerer G<sup>2</sup>, Gomez JA<sup>3</sup>, <sup>1</sup>Institute for Clinical Effectiveness and Health Policy, Buenos Aires, Argentina, <sup>2</sup>GlaxoSmithKline Biologicals, Wavre, Belgium, <sup>3</sup>GlaxoSmithKline, Victoria, Buenos Aires, Argentina

**VA4: COSTO-EFECTIVIDAD DE LA VACUNA CONTRA EL VPH SUBTIPO 16 Y 18 EN MÉXICO**

**Muciño-Ortega E<sup>1</sup>**, Valencia-Mendoza A<sup>1</sup>, Flores-Leonard Y<sup>2</sup>, Bertozzi Kenefick SM<sup>1</sup>, <sup>1</sup>Instituto Nacional de Salud Pública, Cuernavaca, México, <sup>2</sup>Instituto Mexicano del Seguro Social, Cuernavaca, México

**12:00 - 15:00 LUNCH, EXHIBITS & RESEARCH POSTER PRESENTATIONS**

**12:30 - 13:30 EDUCATIONAL SYMPOSIUM**

**HEALTH ECONOMIC ANALYSIS IN LATIN AMERICA: CAN LESSONS LEARNED FROM OTHER PARTS OF THE WORLD BE APPLIED?**

This session will review the current reimbursement and pricing decision-making

processes in Latin America, including the use of health economic information to inform these processes and the use of health economic modeling and real-world evidence. (Sponsored by IMS Consulting Group)

**13:45 - 14:45 EDUCATIONAL SYMPOSIUM**

**HIGH COST MEDICINES: WHY THEY MAY BRING VALUE TO HEALTH SYSTEMS IN LATIN AMERICA AND HOW TO ENSURE APPROPRIATE ACCESS**

High cost medicines are by definition expensive and represent a growing percentage of payer spend on pharmaceuticals. This symposium will focus on the drivers of health costs and the potential role of new medicines to have positive health and economic benefits for the region, as well as on practical solutions (or local case studies) to ensure appropriate access for these medicines. (Sponsored by Eli Lilly)

**15:00 - 16:00 ISSUE PANEL & WORKSHOPS – SESSION I**

**IP1: HTA LEVEL OF INFLUENCE: TO WHAT EXTENT DO HTAS INFLUENCE MARKET ACCESS DECISIONS ACROSS GEOGRAPHIES? (Presented in Spanish)**

**Moderator: J. Jaime Caro, MDCM, FRCPC, FAC**, Senior Vice President of Health Economics, United BioSource Corporation, Lexington, MA, USA

**Panelists: Pablo Anaya, MSc**, HE&OR Manager, GlaxoSmithKline, México D.F., México; **Iris Contreras, MD, MSc**, Researcher, Chief of Department, Medicina Interna, Hospital General de Zona 1-A Venados, Instituto Mexicano del Seguro Social, México D.F., México; **Joaquin Federico Mould Quevedo, PhD, MBA, MSc**, Health Economics & Outcomes Research Director, Pfizer, Inc., New York, NY, USA

**W1: METHODS FOR THE CRITICAL REVIEW OF COST-EFFECTIVENESS MODELS SUBMITTED TO REIMBURSEMENT AUTHORITIES: LEARNING FROM INTERNATIONAL EXPERIENCE (Presented in English and Spanish with simultaneous interpretation)**

**Discussion Leaders: Mark J. Sculpher, PhD**, Professor of Health Economics, Centre for Health Economics, The University of York and Director, Oxford Outcomes Ltd., York, UK; **Federico Augustovski, MD, MSc, PhD**, Director, Health Economic Evaluation and Technology Assessment Department, Hospital Italiano de Buenos Aires, Institute for Clinical Effectiveness and Health Policy, Buenos Aires, Argentina; **Jorge Alberto Gomez, PhD**, Health Economics Manager, Biologics, Latin America, GlaxoSmithKline, Buenos Aires, Argentina

**W2: DEVELOPMENT OF PATIENT-REPORTED OUTCOMES MEASURES: APPROACHES, USEFULNESS AND RISKS (Presented in Spanish)**

**Discussion Leaders: Eva Baro, MSc**, Health Outcomes Research Director, 3D Health Research, Barcelona, Spain; **Camen Santos, MD**, Medical Director, Centro Médico, Barcelona, Spain; **Elena Villarrubia**, Head of Statistics, DPR3, Barcelona, Spain

**W3: USE OF REAL WORLD DATA FOR RESEARCH IN LATIN AMERICA**

(Presented in Spanish)

**Discussion Leaders: Leonardo Tamariz, MD, MPH**, Professor, University of Miami, Miami, FL, USA; **Ana Palacio, MD, MPH**, Professor, University of Miami, Miami, FL, USA; **Alfredo Palacio, MD**, Educational Dean, Universidad de Especialidades Espíritu Santo, Guayaquil, Guayas, Ecuador

**16:00 - 16:15 BREAK, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING**

**16:15 - 17:15 ISSUE PANEL & WORKSHOPS – SESSION II**

**IP2: RISK-SHARING SCHEMES IN EMERGING COUNTRIES: WHAT ARE THE STEPS FOR SUCCESS? (Presented in English and Spanish with simultaneous interpretation)**

**Moderator: Lou Garrison, PhD**, Professor, Pharmaceutical Outcomes Research & Policy Program, Department of Pharmacy, University of Washington, Seattle, WA, USA

**Panelists: Sean D. Sullivan, PhD, RPh, MS**, Professor and Director, Pharmaceutical Outcomes Research and Policy Program, University of Washington, Seattle, WA, USA; **Diego Guarín, MD, MPH, MA**, Director, Market Access Latin America, Merck Sharp & Dohme, Mexico City, Mexico; **Jianwei Xuan, PhD**, Senior Director and Team Leader, Pfizer, New York, NY, USA

**W4: GUIDELINES FOR APPROPRIATE SELECTION OF MODELING APPROACH IN PHARMACOECONOMIC EVALUATION IN LATIN AMERICA (Presented in Spanish)**

**Discussion Leaders: Pablo Anaya, MSc**, HE&OR Manager, GlaxoSmithKline, México D.F., México; **Guillermo Meléndez, MD, MSc**, Consultant, Fundación Mexicana para la Salud AC, México D.F., México; **Joaquin Federico Mould Quevedo, PhD, MBA, MSc**, Health Economics & Outcomes Research Director, Pfizer, Inc., New York, NY, USA

**W5: EQ-5D: A KEY PART OF THE LATIN AMERICAN DECISION-MAKERS' TOOLKIT (Presented in Spanish)**

**Discussion Leaders: Paul Kind**, Professor, Centre for Health Economics, University of York, York, UK; **Victor Zarate, MD, MSc**, PhD Student, Centre for Health Economics, University of York, York, UK; **Fabiola Rosso, MSc**, Researcher, Department of Epidemiology, Ministry of Health, Santiago, Chile; **Catalina Gutierrez, MSc**, Researcher, Departamento de Salud Pública, Universidad de Los Andes, Santiago, Chile

**W6: EVALUACIÓN DE TECNOLOGÍAS SANITARIAS EN CHILE: PASADO, PRESENTE Y FUTURO (Presented in Spanish)**

# SCHEDULE OF EVENTS CONTINUED...

**Discussion Leaders:** **Manuel Antonio Espinoza, MD, MSc**, Académico, Departamento de Salud Pública, Pontificia Universidad Católica de Chile, Santiago, Chile; **Mariela Castillo, MSc**, Economista de la Salud, Ministerio de Salud de Chile, Santiago, Chile; **Luis Vera, MD, MSc**, Departamento de Calidad y Seguridad del Paciente, Ministerio de Salud de Chile, Santiago, Chile

## 17:30 - 18:30 RESEARCH PODIUM PRESENTATIONS – SESSION II

**CANCER OUTCOMES RESEARCH** (CN1 and CN3 presented in English; CN2 and CN4 presented in Spanish; simultaneous interpretation provided)

### CN1: COST-EFFECTIVENESS OF TRASTUZUMAB IN THE ADJUVANT TREATMENT OF EARLY BREAST CANCER IN SIX LATIN AMERICAN COUNTRIES

Pichon-Riviere A<sup>1</sup>, Augustovski F<sup>1</sup>, Garay OU<sup>1</sup>, Buendia J<sup>2</sup>, Rodríguez A<sup>3</sup>, Vallejos C<sup>4</sup>, Huayanay L<sup>5</sup>, **Oliveira C<sup>6</sup>**, <sup>1</sup>Institute for Clinical Effectiveness and Health Policy, Buenos Aires, Argentina, <sup>2</sup>Universidad de Buenos Aires, Ciudad Autónoma de Buenos Aires, Argentina, <sup>3</sup>Fondo Nacional de Recursos, Montevideo, Uruguay, <sup>4</sup>Universidad de La Frontera, Temuco, Chile, <sup>5</sup>Universidad Peruana Cayetano Heredia, Lima, Peru, <sup>6</sup>ANVISA, Brasilia, Brazil

### CN2: CANCER DE PULMON Y TABACO, ANALISIS DEL COSTO DE ATENCION MEDICA

**Quintana Carrillo R<sup>1</sup>**, Arrieta Rodríguez O<sup>2</sup>, Zinser Sierra J<sup>2</sup>, Correa Acevedo M<sup>2</sup>, Mohar Betancurt A<sup>2</sup>, Reynales Shigematsu L<sup>3</sup>, <sup>1</sup>Instituto Nacional de Salud Pública, México D.F., México, <sup>2</sup>Instituto Nacional de Cancerología, México D.F., México, <sup>3</sup>Instituto Nacional de Salud Pública, Cuernavaca, México

### CN3: COST-EFFECTIVENESS OF LIPOSOMAL DOXORUBICIN VERSUS PACLITAXEL FOR THE TREATMENT OF AIDS-KS

**Raimundo K**, Asche C, University of Utah College of Pharmacy, Salt Lake City, UT, USA

### CN4: EVALUACION DE COSTOS DEL TRATAMIENTO DE PRIMERA LINEA PARA CANCER COLORRECTAL METASTASICO (MCR) CON ESQUEMAS BASADOS EN: FOLFIRI, FOLFOX O XELOX MAS BEVACIZUMAB, EN CINCO INSTITUCIONES MEXICANAS

**Calderillo Ruiz G**, Instituto Nacional de Cancerología, México D.F., México

## HEALTH SERVICES RESEARCH (Presented in Spanish)

### HS1: INTERCHANGEABILITY BETWEEN PNEUMOCOCCAL CONJUGATE VACCINES AND SCHEMES

**Ciapponi A**, García Martí S, Rey-Ares L, Glujovsky D, Bardach A, Valanzasca P, Lee A, Cafferata ML, Institute for Clinical Effectiveness and Health Policy, Buenos Aires, Argentina

### HS2: ANALISIS DE COSTOS DEL PROGRAMA AMPLIADO DE INMUNIZACIONES EN COLOMBIA 2009

**Romero M<sup>1</sup>**, Arango C<sup>1</sup>, Chavez D<sup>1</sup>, Otero J<sup>1</sup>, Alvis N<sup>2</sup>, <sup>1</sup>Fundación Salutia, Bogotá, Colombia, <sup>2</sup>Universidad de Cartagena, Cartagena de Indias, Bolívar, Colombia

### HS3: THE ECONOMIC BURDEN OF ROAD TRAFFIC INJURIES ON HEALTH SYSTEM AND SOCIETY IN BELIZE

**Heredia Pi IB<sup>1</sup>**, Pérez Núñez R<sup>1</sup>, Hijar Medina M<sup>1</sup>, Jones S<sup>2</sup>, Silveira Rodrigues EM<sup>3</sup>, <sup>1</sup>National Institute of Public Health, Cuernavaca, México, <sup>2</sup>Pan American Health Organization/World Health Organization, Trinidad and Tobago, <sup>3</sup>Pan American Health Organization/World Health Organization, Washington, DC, USA

### HS4: IMPACTO ECONOMICO EN LA ATENCION MEDICA DE ENFERMEADES ASOCIADAS AL TABAQUISMO EN UNA POBLACION MEXICANA

**Pérez Zincer F<sup>1</sup>**, Quintana Carrillo R<sup>2</sup>, Barrios Nanni R<sup>1</sup>, Chagoya Bello J<sup>1</sup>, Ramos Reyna E<sup>1</sup>, Reynales Shigematsu L<sup>3</sup>, <sup>1</sup>Hospital Central Militar, México D.F., México, <sup>2</sup>Instituto Nacional de Salud Pública, México D.F., México, <sup>3</sup>Instituto Nacional de Salud Pública, Cuernavaca, México

## INFECTIOUS OUTCOMES RESEARCH (IN1, IN3, IN4 presented in Spanish; IN2 presented in English)

### IN1: EVALUACION DE COSTO-EFECTIVIDAD CON EL USO DE LINEZOLID PARA EL TRATAMIENTO DE INFECCIONES COMPLICADAS DE PIEL Y TEJIDOS BLANDOS

Vargas-Valencia JJ<sup>1</sup>, Sotelo-Guzmán M<sup>1</sup>, Díaz-Ponce H<sup>2</sup>, **Galindo-Suárez RM<sup>2</sup>**, Muciño-Ortega E<sup>2</sup>, Mould-Quevedo J<sup>3</sup>, <sup>1</sup>Econopharma Consulting S.A. de C.V., México D.F., México, <sup>2</sup>Pfizer S.A. de C.V., México D.F., México, <sup>3</sup>Pfizer, New York, NY, USA

### IN2: CHRONIC HEPATITIS C TREATMENT FOR GENOTYPE 2 OR 3: COST-EFFECTIVENESS ANALYSIS OF PEG AS FIRST LINE TREATMENT WITH THE BRAZILIAN PROTOCOL

**Blatt CR<sup>1</sup>**, Storb BH<sup>1</sup>, Mühlberger N<sup>2</sup>, Wurm J<sup>2</sup>, Farias MR<sup>1</sup>, Siebert U<sup>2</sup>, <sup>1</sup>Universidade Federal de Santa Catarina / UNISUL/UMIT, Florianópolis, Santa Catarina, Brazil, <sup>2</sup>UMIT - University for Health Sciences, Medical Informatics and Technology / ONCOTYROL, Hall i. T., Tirol, Austria

### IN3: DENGUE MÁS QUE UN PROBLEMA DE SALUD PÚBLICA: ESTIMACIÓN DE LOS COSTOS DIRECTOS DE LA EPIDEMIA DEL AÑO 2010 EN COLOMBIA.

Bello SL<sup>1</sup>, Díaz E<sup>2</sup>, **Malagon JN<sup>2</sup>**, Romero M<sup>2</sup>, Salazar V<sup>2</sup>, <sup>1</sup>Instituto Nacional de Salud de Colombia, Bogotá, DC, Colombia, <sup>2</sup>Fundación Salutia, Bogotá, DC, Colombia

### IN4: MORBIDITY AND MORTALITY OF COMMUNITY ACQUIRED PNEUMONIA IN ADULTS IN SIX COUNTRIES IN LATIN AMERICA

**Rosado-Buzo A<sup>1</sup>**, Garcia-Mollinedo L<sup>1</sup>, Camacho-Cordero L<sup>1</sup>, Roberts CS<sup>2</sup>, Mould-Quevedo JF<sup>2</sup>, Trejo-Martinez A<sup>1</sup>, Luna-Casas G<sup>1</sup>, <sup>1</sup>Links & Links S.A. de C.V., México D.F., México, <sup>2</sup>Pfizer Inc, New York, NY, USA

## PATIENT-REPORTED OUTCOMES STUDIES (Presented in Spanish)

### PR1: RESPONSIVENESS OF THE COPD ASSESSMENT TEST (CAT) QUESTIONNAIRE DURING EXACERBATIONS OF COPD

Agusti A<sup>1</sup>, Soler JJ<sup>2</sup>, Molina J<sup>3</sup>, Muñoz MJ<sup>4</sup>, **García-Losa M<sup>5</sup>**, Roset M<sup>6</sup>, Jones PW<sup>7</sup>, Badia X<sup>8</sup>, <sup>1</sup>Hospital Clínic IDIBAPS, Barcelona & CIBER Enfermedades Respiratorias (Spain), Barcelona, Spain, <sup>2</sup>Hospital de Requena, Requena (Valencia), Spain, <sup>3</sup>Centro de Salud Francia, Madrid, Spain, <sup>4</sup>GlaxoSmithKline SA, Tres Cantos (Madrid), Spain, <sup>5</sup>IMS Health, Madrid, Spain, <sup>6</sup>IMS Health, Barcelona, Spain, <sup>7</sup>St George's, University of London, London, UK

### PR2: THE BEAUTY OF MAPPING: NEED THE MEAN HEALTH-RELATED QUALITY OF LIFE SCORE FOR A GROUP OF HIP PATIENTS AND DON'T HAVE EQ-5D? JUST USE THE OXFORD HIP SCORE!

**Pinedo Villanueva RA<sup>1</sup>**, Turner D<sup>1</sup>, Judge A<sup>2</sup>, Raftery JP<sup>1</sup>, Arden NK<sup>2</sup>, <sup>1</sup>University of Southampton, Southampton, Hampshire, UK, <sup>2</sup>University of Oxford, Oxford, Oxfordshire, UK

### PR3: PRIMARY HEALTH CARE EVALUATION IN CHILE: PATIENTS' PERSPECTIVE

**Leisewitz T<sup>1</sup>**, Nogueira L<sup>2</sup>, Peñaloza B<sup>1</sup>, Bastías G<sup>1</sup>, Villarreal L<sup>1</sup>, <sup>1</sup>Pontificia Universidad Católica de Chile, Santiago, RM, Chile, <sup>2</sup>Harvard University, Boston, MA, USA

### PR4: CALIDAD DE VIDA Y VICTIMIZACION EN ADOLESCENTES ESTUDIANTES DE MÉXICO

**Hidalgo CA**, Jiménez G, <sup>1</sup>Universidad de Guadalajara, Jalisco, México

## RESEARCH ON METHODS (Presented in Spanish)

### RM1: COMPARING THE USE OF DYNAMIC AND STATIC INFECTIOUS DISEASE MODELS IN LATIN AMERICA WITH NORTH AMERICA, EUROPE, ASIA AND OTHER REGIONS

**Vargas-Palacios A<sup>1</sup>**, Stevenson M<sup>1</sup>, Dueñas A<sup>2</sup>, Wailloo A<sup>1</sup>, <sup>1</sup>The University of Sheffield, Sheffield, South Yorkshire, UK, <sup>2</sup>ÉSEG School of Management - Lille-Paris, Paris, France

### RM2: APLICACION DE MODELOS DE REGRESION CON STATA PARA EL ESTUDIO DEL CONSUMO DE RECURSOS EN UNIDADES DE CUIDADOS INTENSIVOS NEONATALES

**Reyes-Lopez A**, Hospital Infantil de México Federico Gómez, México D.F., México

### RM3: A COMPARISON BETWEEN MARKOV CHAINS AND SYSTEM DYNAMICS MODELING FOR THE ESTIMATION OF METABOLIC SYNDROME COSTS IN A PUBLIC HEALTH CARE DELIVERY ORGANIZATION IN MÉXICO

**Olmedo-Bustillo C**, Oliva-Oropeza P, Rivas-Oropeza I, Aranzeta-Ojeda F, Institute of Social and Security Services for State Workers, México D.F., México

### RM4: FACTORES PREDICTORES DE OBSTRUCCIONES CORONARIAS SIGNIFICATIVAS EN PACIENTES ADULTOS CON CINEANGIOCORONARIOGRAFÍAS REALIZADAS EN URUGUAY, FINANCIADAS POR EL FONDO NACIONAL DE RECURSOS

**Morales M**, Perna A, Fernández G, Lombide I, Fondo Nacional de Recursos, Montevideo, Uruguay

## 18:30 - 19:30 RESEARCH POSTER AUTHOR DISCUSSION HOUR

## 18:30 - 20:00 EXHIBITORS' RECEPTION & RESEARCH POSTER PRESENTATIONS VIEWING

## 19:30 - 20:30 EDUCATIONAL SYMPOSIUM

### STATUS UPDATE OF THE REIMBURSEMENT REVIEW ENVIRONMENT ACROSS LATIN AMERICA

In Latin America, there are many open issues and questions concerning drug reimbursement decisions and the use of outcomes research and health technology assessment information in these decisions. This symposium will review drug reimbursement processes in various Latin America countries (Argentina, Brazil, Mexico and Chile). (Sponsored by Millcreek Outcomes Group)

# SATURDAY 10 SEPTEMBER

## 7:45 - 8:45 EDUCATIONAL SYMPOSIUM

### BIOLOGICS AND BIOSIMILARS DRUGS IN LATIN AMERICA: FUNDING CHALLENGES FOR PAYERS AND DEVELOPERS

The development of biologics drugs and their use in Latin America appears to give patients with chronic diseases opportunities for newer, better and more focused treatments. However, the challenges for health authorities, sickness funds, or insurers to pay for these new treatments are becoming more acute. The symposium will explore various challenges and issues associated with funding for biologics and biosimilars in Latin American markets, especially in Brazil, Mexico, and Colombia. (Sponsored by Pfizer)

## 8:00 - 9:00 EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING

## SCHEDULE OF EVENTS CONTINUED...

### 9:00 - 10:30 SECOND PLENARY SESSION

*(Presented with simultaneous English-Spanish interpretation)*

#### WHAT IS THE VALUE OF HEALTH OUTCOMES RESEARCH TO DECISION-MAKERS: A CANDID DISCUSSION WITH PUBLIC DECISION-MAKERS

Despite its tremendous growth over the past years, our field has not achieved the expected impact on health technology decisions in Latin America. A panel of health care decision-makers from principle institutions in different countries will give their perspective on the validity of health outcomes research, including where and how research findings are being used to make coverage decisions. Panelists will also provide recommendations on the use of health outcomes research in real world decision making.

**Moderator: J. Jaime Caro, MDCM, FRCPC, FACP**, Adjunct Professor of Medicine, Adjunct Professor of Epidemiology and Biostatistics, McGill University, Montreal, Canada & Senior Vice-President of Health Economics, United BioSource Corporation, Lexington, MA, USA

**Speakers: Lic. Tomás Pippo**, Director of Health Economics, Ministry of Health, Buenos Aires, Argentina; **Alarico Rodriguez, MD**, Medical Benefits Manager, Uruguayan National Agency for Highly Specialized Medical Procedures, Montevideo, Uruguay

### 10:30 - 11:00 BREAK, EXHIBITS & RESEARCH POSTER PRESENTATIONS VIEWING

### 11:00 - 12:00 ISSUE PANEL & WORKSHOPS – SESSION III

#### IP3: EL PAPEL DE LAS AGENCIAS DE EVALUACIÓN DE TECNOLOGÍAS EN AMÉRICA LATINA *(Presented in Spanish)*

**Moderator: Iris Contreras, MD, MSc**, Researcher, Chief of Department, Medicina Interna, Hospital General de Zona 1-A Venados, Instituto Mexicano del Seguro Social, México D.F., México

**Panelists: Alexandre Lemgruber, MSc**, Head, Office of Economic Evaluation of New Technologies, Brazilian Health Regulatory Agency (ANVISA), Brasilia, Brazil; **Luis Vera, MD, MSc**, Professional Adviser, Health Technology Assessment, Department of Quality and Safety Patient, Ministry of Health, Santiago, Chile; **Esteban Hernandez-San Roman, MD**, Director, Evaluation of Health Technologies, The National Center for Health Technology Excellence, México D.F., México

#### W7: THE ROLE OF HEALTH ECONOMIC AND OUTCOMES RESEARCH (HEOR) EVIDENCE IN FORMULARY AND REIMBURSEMENT DECISIONS IN LATIN AMERICA VERSUS THE UNITED STATES *(Presented in English and Spanish with simultaneous interpretation)*

**Discussion Leaders: Anke-Peggy Holtorf, PhD, MBA**, Adjunct Faculty, Pharmacotherapy Outcomes Research Center, University of Utah, Salt Lake City, UT, USA; **Gary Oederda, PharmD, MPH**, Professor and Director, Department of Pharmacotherapy, University of Utah College of Pharmacy, Salt Lake City, UT, USA; **Federico Augustovski, MD, MSc, PhD**, Director, Health Economic Evaluation and Technology Assessment Department, Hospital Italiano de Buenos Aires, Institute for Clinical Effectiveness and Health Policy, Buenos Aires, Argentina; **Abdulkadir Keskinaslan, MD, MBA, MPH**, Director, Market Pricing, Asia Pacific, Middle East and African Countries, Global Pricing & Market Access, Novartis Pharma AG, Basel, Switzerland

#### W8: METHODS FOR INDIRECT AND MIXED TREATMENT COMPARISONS: TOOLS FOR ASSESSING HEALTH TECHNOLOGIES IN ABSENCE OF DIRECT EVIDENCE *(Presented in Spanish)*

**Discussion Leaders: Rafael Alfonso-Cristancho, MD, MSc**, Research Associate, School of Pharmacy, Pharmaceutical Outcomes Research & Policy Program, University of Washington, Seattle, WA, USA; **Beth Devine, PhD, PharmD, MBA**, Associate Professor, University of Washington, Seattle, WA, USA; **Ximena Burbano, MD**, International Research Director, Zilonis, Boca Raton, FL, USA

#### W9: INNOVATIVE APPROACHES TO IMPROVE MEDICATION ADHERENCE *(Presented in Spanish)*

**Discussion Leaders: Ana Palacio, MD, MPH**, Professor, University of Miami, Miami, FL, USA; **Leonardo Tamariz, MD, MPH**, Professor, University of Miami, Miami, FL, USA; **Alfredo Palacio, MD**, Educational Dean, Universidad de Especialidades Espiritu Santo, Guayaquil, Guayas, Ecuador

### 12:15 - 13:15 ISSUE PANEL & WORKSHOPS – SESSION IV

#### IP4: EL COSTO DE LOS TRASTORNOS DEL ESTADO DE ANIMO: ¿QUÉ ASPECTO GENERA EL MAYOR GASTO PARA LOS SISTEMAS DE SALUD? ¿QUÉ GENERA LA ALTA DISCAPACIDAD ASOCIADA?; UNA PERSPECTIVA SOCIAL, ECONÓMICA Y GLOBAL *(Presented in Spanish)*

**Moderator: Claudia Becerra-Palars, MD, MSc**, Coordinadora Clínica de Trastornos del Afecto, Instituto Nacional de Psiquiatría, Clínica de Trastornos del Afecto, Instituto Nacional de Psiquiatría "Ramón de la Fuente", México D.F., México

**Panelists: Mauricio Palma, MSc, MD**, Psychiatry Student, Secretaria de Salud, Instituto Nacional de Psiquiatría, México D.F., México; **Jeremy Cruz, MD**, Psychiatry, Universidad Nacional Autónoma de México/INP, México D.F., México; **Ingrid Vargas, MD, Psych, MSc**, Investigadora, Académica, Departamento de Psiquiatría y Salud Mental, Universidad Nacional Autónoma de México, México D.F., México

#### W10: A LACK OF LOCAL EFFECTIVENESS, COST AND EPIDEMIOLOGIC DATA: WHAT ARE THE OPTIONS FOR CONDUCTING PE STUDIES IN LATIN AMERICA? *(Presented in Spanish)*

**Discussion Leaders: J. Jaime Caro, MDCM, FRCPC, FAC**, Senior Vice President of Health Economics, United BioSource Corporation, Lexington, MA, USA; **Rafael Alfonso-Cristancho, MD, MSc**, Research Associate, School of Pharmacy, Pharmaceutical Outcomes Research & Policy Program, University of Washington, Seattle, WA, USA; **Ximena Burbano, MD**, Health Economics, Florida International University, Boca Raton, FL, USA; **Rosa Maria Galindo-Suarez, MSc**, Outcomes Research Manager, Pfizer, México D.F., México

#### W11: EXTRAPOLATING NORTH AMERICAN AND EUROPEAN REAL WORLD EXPERIENCES FOR EVIDENCE DEVELOPMENT, MARKET ACCESS, AND PRICING FOR PERSONALIZED MEDICINE DELIVERY APPLIED TO LATIN AMERICA *(Presented in Spanish)*

**Discussion Leaders: Patrick F. Terry, JAD**, Principal, Pricing and Market Access, Pricing and Market Access Practice Group, Scientia Advisors, LLC, Cambridge, MA, USA; **Eduardo López Orduña, MBA**, Director, Latin America Group, AmpliBio/DiagnosMol/BioDist Corp., México D.F., México; **Federico Javier Ortiz Ibarra, MD, PhD**, Medical Officer and Laboratory Director, Laboratorio Diagnóstico, México D.F., México

#### W12: THE FUTURE OF PHARMACEUTICAL COST CONTROLS IN LATIN AMERICA: HTA OR REFERENCE PRICING? *(Presented in English and Spanish with simultaneous interpretation)*

**Discussion Leaders: Monica Martin de Bustamante, AB**, Fellow, Global Market Access, Insight Strategy Advisors, New York City, NY, USA; **Cyrus A. Chowdhury, MSc**, Vice President, Global Market Access, Insight Strategy Advisors, New York, NY, USA; **Corinna Sorenson, MPH, MHSA**, Research Fellow, European Health Policy, Health & Social Care, London School of Economics and European Health Technology Institute for Socio-Economic Research, London, UK

### 13:30 - 13:45 ISPOR RESEARCH PRESENTATIONS AWARDS & CLOSING REMARKS

*(Presented with simultaneous English-Spanish interpretation)*

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- INTRODUCTION TO PHARMACOECONOMICS

### MORNING COURSES (8:00 – 12:00)

- INTRODUCTION TO MODELING
- HEALTH CARE & REIMBURSEMENT SYSTEMS IN LATIN AMERICA
- INTRODUCTION TO QUALITY OF LIFE / PATIENT-REPORTED OUTCOMES
- INTRODUCTION TO META-ANALYSIS AND SYSTEMATIC LITERATURE REVIEW
- BUDGET IMPACT ANALYSIS

### AFTERNOON COURSES (13:00 – 17:00)

- APPLIED MODELING
- HEALTH TECHNOLOGY ASSESSMENT
- UTILITY MEASURES
- EXTRACTING COST DATA FOR ECONOMIC ANALYSIS IN LATIN AMERICA
- PATIENT REGISTRIES

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