

11TH ANNUAL MEETING OF ISMPP

PRESENTATION SUMMARY
HEALTH ECONOMICS AND OUTCOMES RESEARCH
(HEOR): ROADMAP OF TOP 10 PRINCIPLES TO FOLLOW
WHEN DEVELOPING HEOR PUBLICATIONS

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Summary slide





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The opinions provided by the session faculty are their own, and may not necessarily reflect those of their individual employers or of ISMPP.



Roadmap of top 10 principles to follow when developing HEOR publications

1. HE ≠ OR
2. The goal
3. Publication turns data into evidence
4. $G_{\text{clinical}}^{\text{PP}} = G_{\text{HEOR}}^{\text{PP}}$
5. Follow the guidelines
6. Understand the authors
7. Know the audience
8. Talk the talk
9. Getting published
10. HEOR/clinical integration

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2. The goal

Different types of HEOR information will need to be developed from early drug development phases to post-launch.



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5 Follow the guidelines



Quality builds credibility

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Principle 6

Understand the authors and

Principle 7

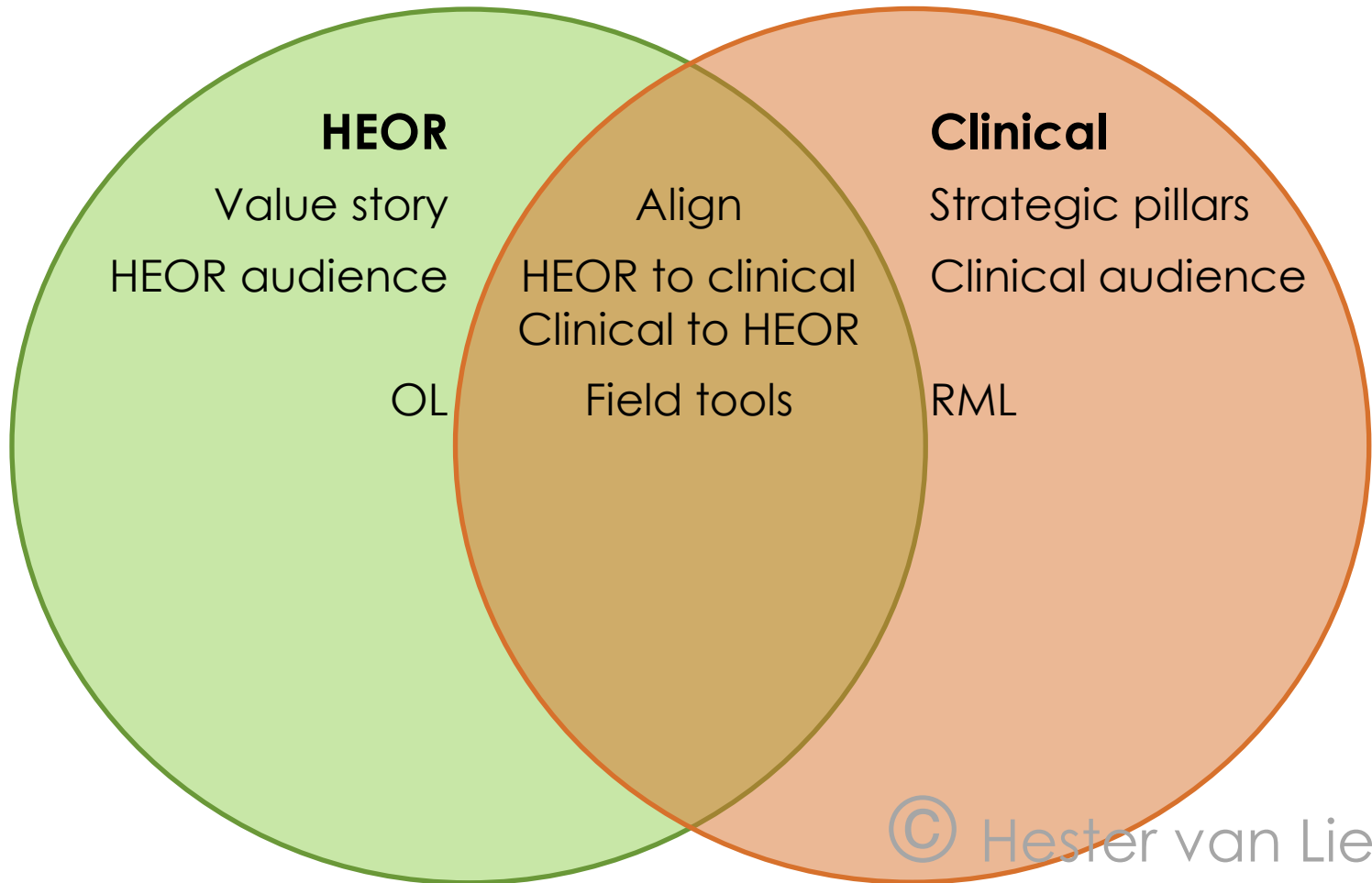
know the audience to

Principle 8

talk the talk

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10. HEOR/clinical integration





Contributions

- Expert input: Remon van den Broek, Saskia Bijvank, Tessa Hartog, Edward Roos (Excerpta Medica)
- Visualizations (*In original presentation*): Theo Dudock (Excerpta Medica)