



**ISOQOL Special Symposium
on Patient Reported Outcomes
(PROs) and Reimbursement
Decision Making**

**Incorporating the Views of Patients and
Society in Reimbursement Decisions**

**October 22, 2008
1:00 – 5:00 pm**

Montevideo, Uruguay

Objective: To develop a symposium that will explore the use of PROs in reimbursement decisions, both in terms of past experience and anticipated future trends. Economic evaluation based on a cost per quality adjusted life year is central to reimbursement decision making in many countries (Australia, Canada and UK) and emerging in many more. Recent years have seen many developments in PROs for measuring health-related quality of life in clinical trials and utility assessment for cost-effectiveness analysis. We will explore how these two streams of research can inform and support each other i.e., how a range of new PROs can be used to measure utilities, and how these relatively new methods affect reimbursement decisions. We will explore both local Latin American issues and issues of relevance in EU, North America, and elsewhere.

One key theme of the symposium is the issue of how well existing methods and measures are able to measure health-related quality of life accurately. We will also explore the extent to which economic evaluation should be guided by what is important to patients compared with what is of importance to society. This symposium will be particularly relevant to members of the pharmaceutical industry.



Introduction and Welcome
William R. Lenderking, PhD (Moderator)

Developments in the use of utilities in the UK
John Brazier, PhD

How did everyone get it so wrong and how can we put it right?
Paul Kind, PhD

Use of PROs in Reimbursement and Access Decisions: Negotiations and Learnings from Global Markets
David Bruhn

PROs and Reimbursement in Brazil
Wilson Follador

Challenges & solutions to estimating QALYs in South America
Federico Augustovski

SPEAKERS

John Brazier, PhD, Professor of Health Economics, University of Sheffield, Sheffield, UK

David Bruhn, Eli Lilly & Co., Indianapolis, IN, USA

Wilson Follador, Sanofi-Aventis, Brazil

Paul Kind, PhD, Center for Health Economics, University of York, York, UK

William R. Lenderking, PhD, Psychologist and Sr Research Scientist, UBC, Lexington, MA, USA

Federico Augustovski, Director, Evaluaciones Económicas y de Tecnologías Sanitarias, IECS- Instituto de Efectividad Clínica y Sanitaria, Universidad de Buenos Aires, Argentina