

Election Statement

Ana Maria Rodriguez Leboeuf, PhD MSc PT

Please describe your motivation for becoming involved with ISOQOL. How does ISOQOL's mission and vision relate to your work?

ISOQOL has been my professional home and a consistent source of scientific rigor, community, and purpose throughout my career (since 2005). I am motivated to deepen my involvement because ISOQOL uniquely bridges methods, theory, and application to ensure that health-related quality of life and patient-centered outcomes science is not only strong methodologically, but also usable in real-world decision-making.

This aligns directly with my day-to-day work leading patient experience evidence strategies across the medical product lifecycle, including PRO/COA science, mixed methods, and patient preference research, and supporting translation of patient experience data into regulatory, HTA, clinical, and policy contexts.

ISOQOL's mission—to advance the science of HrQOL and related Patient centered outcomes in health research, care, and policy—matches the core of my work: building credible evidence that captures what matters to patients, supports interpretation of treatment benefit–risk and value, and ultimately improves decision-making and outcomes. ISOQOL's vision—improving HRQOL for people by making the patient perspective integral to research, care, and policy—also reflects my long-standing focus on elevating patient voice through robust measurement, meaningful endpoints, and practical implementation pathways.

My motivation to serve in a broader ISOQOL leadership capacity is also shaped by where the field is now: there is accelerating demand for patient experience evidence, growing methodological innovation (including preference research and digital approaches), and a pressing need for global consistency in standards, communication, and education. ISOQOL is positioned to convene cross-sector stakeholders and lead harmonized approaches that protect scientific integrity while improving uptake and impact.

I want to contribute to ensuring ISOQOL remains the leading global convener for HRQOL/PCO science—supporting members and stakeholders across regions and sectors, advancing thought leadership, and strengthening how our science informs decisions that affect people's lives.

Please describe your qualifications and how your experiences will influence your ability to contribute as an ISOQOL Board Member.

I bring to the ISOQOL Board a combination of sustained scientific contribution, cross-sector credibility, and leadership experience that supports governance-level decision-making.

My background spans HRQL/PCO research, psychometrics and COA strategy, qualitative and mixed methods, and patient preference evidence, with a consistent emphasis on translating patient-centered science into decisions in health research, care, and policy. I have led global teams and built



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capabilities, standards, and templates to support high-quality delivery of patient experience research across diverse contexts and stakeholders.

My ISOQOL engagement demonstrates long-term commitment to the Society's mission. I have participated in ISOQOL scientific programming across career stages, from early academic contributions to senior leadership roles. I have served in ISOQOL member leadership roles, including SIG chair responsibilities, which require strategic planning, consensus building, and community engagement—skills directly relevant to Board service. I have also contributed to educational activities (e.g., workshops, seminars) and to ISOQOL-related thought leadership initiatives that aim to clarify best practices and advance methods.

As a Board Member, I would contribute in four practical ways:

Strategic leadership: helping ISOQOL maintain balance across methods, theory, and application while ensuring relevance to real-world stakeholder needs.

Cross-sector bridge-building: strengthening ISOQOL's role as a trusted convener across academia, clinicians, regulators/HTA bodies, and industry, to accelerate adoption of QOL/PCO science.

Global inclusiveness: supporting structures and programming that reflect ISOQOL's global community, expanding reach and participation across regions and career stages.

Operational discipline: applying experience in building teams, processes, and quality standards to support sustainable execution of ISOQOL priorities.

Historical perspective: The person who introduced me to ISOQOL was my Master's thesis supervisor, Sharon Wood-Dauphinee, who was part of the first board of directors for ISOQOL. My co-supervisor was Dr Jordi Alonso. I then continued my training under Dr Nancy Mayo before moving into the industry after a few postdoctoral degrees. Having grown from a student to academic researcher and then industry, I think I can integrate expectations from the Industry whilst keeping the perspectives of the original essence of ISOQOL

I would bring a collaborative and transparent leadership style, focused on measurable outcomes, strong governance, and member value.



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