HEOR & Market Access Writing Workshop

More Effective Writing and Communications for Health Outcomes, Market Access, and Value Messaging

March 26, 2015
Focused on HEOR Executives

March 27, 2015
Focused on Medical Writers & Editors.

Includes special optional event: “Getting to Six Figures in Freelance Medical Writing” class on March 26.


REGISTER FOR THE EVENT

At this Conference, you will learn to:
• Communicate your product or therapy’s value to key stakeholders (Internal and External)
• Develop targeted and effective manuscripts, abstracts and slide decks
• Successfully communicate your HEOR model results

Walk away with key learnings you can implement immediately!

You will learn how to:
• Align message goals with the correct communication tool
• Avoid “data-dumping” and tell a compelling value story
• Establish efficient and effective collaboration among HEOR, Medical Writers, Marketing, Agencies, and Providers
• Use appropriate HEOR and evidence criteria, writing standards, and format frameworks
• Get inside the heads of Journal Editors and learn how to get HEOR data published
• Conceive and develop a successful Publication Plan for Market Access success
• Write more interesting and effective AMCP and Global Value Dossiers
• Effectively identify HEOR Medical Education Needs and Considerations
• Understand Payer and HTA Communication Needs and How To Meet Them

One Conference – Two Tracks:
Just for you, no matter your skill level in HEOR Communication.
• HEOR Executives will learn how to be more successful communicators.
• Medical Writers will learn how to be better HEOR writers.

Held at the Hotel Sofitel, Philadelphia, Pennsylvania.

Global Outcomes Group
www.globaloutcomesgroup.com
HEOR Executives and MEDICAL WRITERS: Networking Exhibit Hall
Thursday, March 26 and Friday, March 27 (pre- and post-Conference, and during Breaks)

Networking Exhibit Hall
A separate multi-hour networking event will be held during both days of the event to match companies and projects with available writers, and to give attendees and organizations an opportunity to assess talent and interview potential hires. The intent is to foster career growth and development of individuals involved in HEOR and Market Access medical writing and to improve the ability for companies to find credible and talented individuals to fill these positions and projects.

WHY ATTEND?

- Payers, providers, and patients demand better-written content demonstrating a product’s value.
- Exploding demand for new communication tools in multiple formats demonstrating improved health outcomes, value of interventions, pricing, cost-effectiveness, and evidence-based guidelines for quality care.
- Learn how to successfully and efficiently guide writers in the right direction, providing them with targeted value messaging, appropriate methods, and impactful discussion points to clearly differentiate your product.
- Train experienced medical writers on the unique aspects of HEOR and product value messaging, so you can get more clients and deliver better content — on the first draft.
- Learn the hot-button issues in communicating product value, and explore the tools that help you say it in the most impactful way.

#HEORComm
WORKSHOP OBJECTIVES:

As companies seek to attain market access for their products with cost- and outcomes-focused customers who occupy the space between regulatory approval and the patient, it is increasingly important to address the communication needs of these essential healthcare decision-makers. This Workshop, with two separate tracks focused on HEOR Executives and Medical Writers, identifies the needs of the major stakeholders for HEOR Market Access information, and will provide the essential skills necessary to write content for impactful, persuasive, scientifically rigorous communication tools (manuscripts, dossiers, slide decks, white papers, and more) that showcase a product’s outcomes and cost-effectiveness. Participants will be taught by experienced writers and researchers.

KEY QUESTIONS TO BE ADDRESSED:

- How do I balance the internal stakeholder business objectives with scientifically credible and rigorous content?
- What is the best communication tool for the specific HEOR message?
- How can I stay abreast of the latest guidelines and standards for HEOR, comparative effectiveness, and evidence-based medicine reporting?
- What are the latest requirements and guidelines for AMCP Dossiers and Global Value Dossiers? What do payers need to know? What do they want to know?
- How can I develop and maximize a publication plan for achieving HEOR goals and Market Access?
- What journals and scientific meetings are most useful for my HEOR & Market Access data?
- How can I respond effectively to journal reviewer comments?
- What are the relevant regulatory considerations when publishing health economics data?
CONFERENCE SPEAKERS:

John Mackowiak
PhD
Editor in Chief, Journal of Managed Care Pharmacy & Principal, Center for Outcomes Research

Meg Franklin
PharmD, PhD,
Franklin Pharmaceutical Consulting

Nancy Berg
CEO & Executive Director at International Society for Pharmacoeconomics and Outcomes Research (ISPOR)

Laura E. Happe
PharmD, MPH, Humana
Publications Lead and Associate Editor, Journal of Managed Care Pharmacy & Specialty Pharmacy

Karin Hawkinson
Scientific Director, Payer Communications, Evidera

Don Husereau
BS Pharm, M.Sc., Senior Associate, Institute of Health Economics, Ontario, Canada

Robert Matheis
PhD, Executive Director, Global Scientific Communications, Celgene, Berkeley Heights, NJ, Past President of ISMPP

Jennifer Maybin
MA, ELS, Principal of Maybin Healthcare Communications, LLC and Adjunct Assistant Professor of Biomedical Writing, University of the Sciences, Philadelphia, PA

Bonny McClain
MSc, DC, President, Grapheme Consulting, Inc

Malinda O’Donnell
MSc, is a Principal Market Access Writer within the Payer Communications division of Evidera’s Global Market Access Communications practice in Lexington, MA.
CONFERENCE SPEAKERS:

Patti Peeples  
PhD, RPh, CEO and Founder of HealthEconomics.Com

Marcia Reinhart  
PhD, Principal of Tantalus Communications

Caitlin Rothermel  
MPH, Principal of MedLitera: The Medical Writers’ Group

Tom Drake  
Founder and Director, Global Health Outcomes

Amy Smalarz  
PhD, President of Strategic Market Insight

Kim Wishnow-Per  
President, McCann Managed Markets

Evelyn Sarnes  
PharmD, MPH  
Senior Director of Medical Communications, Global HEOR, Xcenda, LLC

Wendy Battisti  
PhD, Director, Scientific and Medical Publications  
Janssen Research & Development, LLC

Susan Pacconi  
Senior Manager, Global Scientific Communications, Celgene
Thursday, March 26, 2015

7:00 am–8:30 am  Registration and Welcome

8:30 am–8:45 am  Chairperson’s Welcome and Opening Remarks
• Call to action for this Workshop
• Stakeholder demand

Patti Peeples, RPh, PhD

SECTION I
Starting with the End in Mind – Aligning Goals, Stakeholders, and Tactics

8:45 am–9:15 am  Getting out in Front: Creating HEOR Communications/Publication Strategies that Make a Difference to your Customer and your Business

• Integrating Communication/Publication Strategy as part of HEOR Strategic Plan
• Balancing your external customer and your internal customer demands with your publication strategy
• Working backwards so you can move forward: aligning quality and type of research with publication objectives, and with audience needs
• What’s in your tool chest? How to select the best communication tool and get the most out of it

Rob Matheis, PhD

9:15 am–10:00 am  Getting to Specifics with your Communications/Publication Strategy: Who Needs What, and When do They Need It?

• Who’s in your target audience for these communication tools? What do they want and need? When do they need it?
• Providers, Payers, ACOs/IDNs, HTA groups, Regulators, Patients, C-Suite, Marketing, Policy-makers, Pharmacists, Health Outcomes Liaisons, and more
• Making a difference vs. just wasting time
• How to select the best communication tool and get the most out of it
• How well did you do? Assessing the impact
• What does the future have in store in terms of new target audiences and are you ready

Amy Smalarz, PhD
10:00 am–10:30 am  What Are Your Publication Options?
Defining the options for where to publish your peer-reviewed research.
• Aligning your intended audience with the appropriate venue
  (posters, podium, manuscript, etc.)
• Overview of journals and conferences that matter

Meg Franklin, PharmD, PhD
Laura Happe, PharmD, MPH

10:30 am–11:00 am  Panel Discussion – Getting it Done: Effectively Managing the Development Process
• Identifying a writing team and effectively working with a writer —
  avoiding the Monkey in the Middle problem
• Author identification, responsibilities and guidelines
• Providing useful feedback
• Responding to reviewer comments

Amy Smalarz, PhD (Chair)
Meg Franklin, PharmD, PhD
Laura Happe, PharmD, PhD

11:00 am–11:15 am  Break and Networking
SECTION II
Publication Criteria, Standards, and Format Frameworks

11:15 am–11:45 am  An Overview of the Good Publication Practice Guidelines and GPP3 Update
• What is essential to know about GPP and where is GPP3 taking us?
• What does this mean for HEOR publications?

Wendy Battisti, PhD

11:45 am–12:30 pm  Consolidated Health Economic Evaluation Reporting Standards
(CHEERS) – Explanation and Elaboration
• Overview and purpose of CHEERS
• Need for reporting guidance of health economic data
• Review of recommendations and a look to the future
• Video presentation

Don Husereau, BS Pharm, M.Sc

12:30 pm–2:00 pm  Lunch & Learn

Nancy S. Berg, BSc, CEO/Executive Director of ISPOR

2:00 pm–2:45 pm  Assessing the Evidence: Search, Evaluate, Outline
• Literature search strategy
• Assessing literature quality
◊ Objective (CHEERS, GRACE, ISPOR, NICE, and other Checklists)
◊ Subjective
• Framing the story
• Creating an outline
• Assessing gaps

Evelyn Sarnes, PharmD, MPH

2:45 pm–3:30 pm  AMCP and Global Value Dossiers
• Objectives and Goals of Dossiers
• Content Guidelines and Reporting Standards

Caitlin Rothermel, MPH
Meg Franklin, PharmD, PhD

3:30 pm–4:00 pm  Break and Networking
SECTION III
Disseminate It and Maximize It

4:00 pm–4:30 pm  Ask an Editor: Choosing a Journal, Getting Published
Laura Happe, PharmD, MPH
John Mackowiak, RPh, PhD

4:30 pm–5:00 pm  Healthcare Economic Information:
Developing Managed Care Communications that Can Move Market Share
• Creating useful tools with multiple purposes
• Aligning your Publication Plan with Managed Markets,
Medical Communications, and Agencies
Kim Wishnow-Per

5:00 pm–5:45 pm  Panel Discussion for Open Q&A (and HEOR Medical Writers Join)
Moderator: Patti Peeples, RPh, PhD
Panelists: Kim Wishnow-Per
John Mackowiak, RPh, PhD
Caitlin Rothermel, MPH
Laura Happe, PharmD, MPH

5:45 pm–5:50 pm  Closing
Patti Peeples, RPh, PhD

6:00 pm–7:00 pm  Cocktail Reception and Networking
SECTION I: The Value Story – Evolution of HealthCare and Market Demand for HEOR-based Communication Tools

8:45 am–9:15 am  What is Value and Why Does it Matter?
• Trends in the evolution of healthcare toward value
• Who needs this information and why?
• What’s your job in this movement?

Bonny McClain, MSc, DC

9:15 am–10:15 am  Terminology and Jargon Demystified for Medical Writers from All Walks of Life
• Health Econ 101
• Overview of study types and key terms
• Review of unique methodology and statistics specific to HEOR

Meg Franklin, PharmD, PhD
SECTIONS II

Publication Criteria, Standards, and Format Frameworks

11:15 am–11:45 am Overview of major criteria, standards, and formats

• Good Publication Practice overview and GPP3 update
• Consolidated Health Economic Evaluation Reporting Standards (CHEERS)—Explanation and Elaboration
• GRACE
• HTA and Systematic Reviews
• AMCP and Global Value Dossiers
• ISPOR tools for various HEOR study designs

Laura Happe, PharmD, MPH

11:45 am–12:15 pm Morning Panel Wrap-Up / Q&A: Moderator

Chair: Amy Smalarz, PhD

Panelists: Bonny McClain, MSc, DC
Meg Franklin, PharmD, PhD
Laura Happe, PharmD, MPH

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Amy Smalarz, PhD

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Disseminate It and Maximize It

3:15 pm–3:45 pm  Break and Networking

3:45 pm–4:15 pm  Making it Fit: Building Integration, Collaboration, and Trust among HEOR and Scientific Publication Teams

Susan Pacconi

4:15 pm–4:50 pm  Panel Discussion for Open Q&A
Moderator: Tom Drake
Panelists: All speakers who are available

4:50 pm–5:00 pm  Closing

Tom Drake
Patti Peeples, RPh, PhD
### Workshop Costs

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 26.</td>
<td>HEOR Executives</td>
<td>$999*</td>
</tr>
<tr>
<td>March 27.</td>
<td>Medical Writers/Editors</td>
<td>$999*</td>
</tr>
<tr>
<td></td>
<td>Two Day Package</td>
<td>$1,600*</td>
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March 26 or 27, prices per attendee, per day. Two day package, prices per attendee, good March 26 and 27. Contact us for Group Rate Discounts.

### Choose Your Payment Method

- VISA
- PayPal

### Accommodations:

Hotel Sofitel, 120 S. 17th St., Philadelphia, PA 19103  
Contact Tim Yabor, Phone (215) 569-8300 • Fax: (215) 564-7459  
www.sofitel.com/gb/hotel-2741-sofitel-philadelphia/index.shtml

$195* Super King Room + 15.50% taxes. Available March 25-27.

*Per night, single or double occupancy. Extra guest charge, $20 per person. Cut off day for reservation to guarantee discounts is March 11, 2015. Mention “HEOR Writing Conference” for access to special rate.

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* If you need to cancel your registration, please note the following policies:

To receive a refund, please send an email to dana@healtheconomics.com

There will be an administrative charge of $300 to substitute, exchange and/or replace attendance badges with a colleague occurring within five (5) business days of the workshop date of 3/26/2015.

Please note: speakers and agenda are subject to change without notice. In the event of a speaker cancellation, every effort will be made to find a suitable replacement.

Prior to 2/27/2015 a full refund (minus $150 processing fee) will be issued.

After 2/27/2015 no refunds will be issued.
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