Join us for the IMS Health Symposium
“How real-world evidence (RWE) can enable pharma to partner in healthcare delivery”
Meet the largest expert community in RWE
Discover the findings from our latest research
Welcome to IMS Health at ISPOR, Washington, 2016

It is a pleasure to bring you our program at the ISPOR 21st Annual International Meeting. We look forward to exploring the challenges of achieving “value, affordability, and patient-centeredness” in healthcare in today's complex and fast-changing landscape.

IMS Health is committed to pushing the boundaries of real-world research to advance the achievement of these goals. Through our symposium, presentations, workshop and panel contributions, we are excited to share our innovative approaches that are extending the reach of real-world evidence (RWE), and our perspective on novel opportunities for improving healthcare globally.

Please join us for a compelling line-up of activities at ISPOR. An overview of our participation at the event can be found in this brochure on pages 5 & 6. Key highlights are shown below.

Members of our global RWE Solutions team will be on hand throughout the event at the IMS Health booth (Nos 64/65).

We look forward to seeing you in Washington!

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Live Sessions with IMS Health

**Educational Symposium** 23 May, 12:30–13:30
How real-world evidence (RWE) can enable pharma to partner in healthcare delivery.

**Research Podium** 23 May, 15:45–16:00
Real-world treatment patterns in patients with Type 2 diabetes newly initiated with antihyperglycemic medications in the United States.

**Workshop** 24 May, 15:45–16:45
Real-world data and real-world evidence in Latin America: It takes two to tango.

**ISPOR Forum** 24 May, 18:15–19:15
Use and management of Big Data in HEOR for creating best practices in Asia Pacific: Experiences and lessons learned in Australia, Japan, Singapore, S. Korea and Taiwan.

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Book a demonstration of IMS Health’s E360™ technology suite

Our RWE experts will be running demonstrations of IMS Health E360™ during ISPOR. This powerful suite of RWE applications allows researchers to answer even the most challenging questions in a standardized, intuitive way.

*Schedule your individual demonstration at the IMS Health booth or by emailing RWEinfo@imshealth.com or registering at http://response.us.imshealth.com/e360-demo-isporn/*
“How real-world evidence (RWE) can enable pharma to partner in healthcare delivery”

Containing healthcare costs has been a longstanding concern. In the USA, new drugs and technology innovations are further exacerbating alarm among providers as they try to meet required improvements in patient satisfaction, quality of care, population health and affordability. In their quest to realize greater value for their healthcare spend, they are seeking new tools to help.

The application of RWD and advanced analytics to patient care provides innovative opportunities for improving healthcare delivery, effectiveness and efficiency. There is a well documented history of leveraging RWE in safety and drug utilization studies to meet regulatory requirements and in outcomes research studies to influence and support payer decisions. However, applying RWE to facilitate enhancements in patient care is more novel.

In this symposium we will consider how RWE may be used to drive efficiencies and improvements in healthcare delivery, some challenges and limitations, and the way it is currently being applied by integrated delivery networks (IDNs). We will also explore new models for pharma and life sciences to accelerate engagement with healthcare delivery networks as partners in patient care. Our panel includes both provider representatives and senior experts from IMS Health.

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**Agenda**

**Introduction** 12:30–12:35  
Kenneth Park, MD, (Chair) Vice President, RWE Solutions, IMS Health, Plymouth Meeting, PA, USA

**Landscape of IDN and pharma RWE collaborations** 12:35–12:45  
Mitch DeKoven, MHSA, Principal, RWE Solutions, IMS Health, Fairfax, VA, USA

**Utilizing RWE to manage overall clinical care delivery** 12:45–12:55  
Oscar C. Marroquin, MD, FACC, Vice President, Clinical Analytics – UPMC Health Services Division; Assistant Professor of Medicine, Epidemiology and Clinical and Translational Sciences, University of Pittsburgh School of Medicine, Pittsburgh, PA, USA

**Collaborative uses of RWE** 12:55–13:05  
Joseph G. Cacchione, MD, FACC, Chairman, Strategic Operations, Heart and Vascular Institute, Cleveland Clinic, Cleveland, OH, USA

**What else can pharma do to make these partnerships valuable for healthcare delivery systems?** 13:05–13:15  
Jamie Thompson, BA, Vice President, RWE Solutions USA, IMS Health, Plymouth Meeting, PA, USA

**Moderated Q&A** 13:15–13:30  
Kenneth Park, MD (Chair)

Proceedings from the symposium can be obtained from IMS Health.  
To receive a copy, please email Angelika Boucsein at Aboucsein@de.imshealth.com
Kenneth Park, MD (Chair) is a Vice President, RWE Solutions at IMS Health where he leads the Product & Business Development team in the USA and is responsible for the overall US RWE strategy. In this role he develops new RWE products and services with a focus on win-win opportunities between life sciences, payers and providers. Dr. Park has 20 years of experience in the healthcare industry. He was previously with Anthem, Inc. where he designed and launched a next-generation Health Information Exchange in California (Cal INDEX). He also spent seven years at McKinsey & Company, Inc. where he co-led their Big Data in Healthcare work. This included heading the first RWE engagements in the pharmaceutical industry.

Mitch DeKoven, MHSA is a Principal, RWE Solutions at IMS Health, leading teams in a variety of projects including value development plans, retrospective database studies and observational surveys. His background includes roles as an Associate Director of Reimbursement and Market Access at ValueMedics Research LLC, Manager of Reimbursement Services at United BioSource Corporation’s Center for Pricing & Reimbursement, Consultant with CHPS Consulting, and Program Manager of the Center for Cancer and Blood Disorders Children’s National Medical Center, a position he held after completing an administrative fellowship with the Johns Hopkins Health System. A past president of the board of directors of the Lupus Foundation of America Greater Washington Chapter, Mitch has authored several articles, serves on six editorial advisory boards and is a peer reviewer for a number of international healthcare journals.

Oscar C. Marroquin, MD, FACC is a practicing cardiologist at the UPMC Heart and Vascular Institute, where he leads the Center’s clinical analytics efforts. Together with his colleagues he oversees the management and utilization of clinical data, applying different analytical techniques to understand the impact of healthcare delivery actions on outcomes. This includes developing predictive and prescriptive models of healthcare delivery based on analyses of large datasets. Dr. Marroquin’s academic career has focused on interventional cardiology and heart disease in women but he also has a background in the use of intravascular ultrasound and assessment of the coronary microvasculature. He is a member of the American Medical Association and American College of Physicians, and a fellow of the American College of Cardiology and Society of Cardiac Angiography and Interventions.

Joseph G. Cacchione, MD, FACC is an interventional cardiologist at the Cleveland Clinic, Robert and Suzanne Tomsich Department of Cardiovascular Medicine, Arnold and Sydell Miller Heart and Vascular Institute. He is also Chairman of Strategic Operations, Cleveland Clinic Heart and Vascular Institute, and as a leader in healthcare quality initiatives heads up Network Growth Strategy for the Cleveland Clinic Foundation. He previously spent more than 19 years in a private practice and served as Executive VP and Chief Quality Officer at Saint Vincent Health System in Erie, PA. Dr. Cacchione is a member of the ACC Board of Trustees and chairs its Partners in Quality Subcommittee. He also serves on the AQA Steering Committee, co-chairs the AQA Reporting Workgroup, and has participated in the Brookings Institution’s High-Value Health Care Project Data Set Workgroup. Recently, he was named to the National Priorities Partnership Advisory Council. Dr. Cacchione’s interests include payment reform, longitudinal care delivery and clinical quality improvement.

Jamie Thompson, BA is a Vice President, leading the RWE Solutions business at IMS Health in the USA. This includes responsibility for HEOR, oncology, commercial patient, enterprise technology (evidence platforms) and informed media business. Jaime’s background spans consulting and sales roles at IMS Health and at various firms including Answerthink and Andersen. She has extensive experience in pharmaceutical marketing sciences, market research, sales operations and brand management, and strong expertise assisting companies with strategic analytical planning. She serves as an advisor in several specialty markets based on her skills leveraging secondary data and has worked with clients to design and implement a data warehouse environment to capture the full patient treatment paradigm, build an EMR repository for monitoring treatment progression, and re-engineer and roll out a use-by-indication algorithm used for incentive compensation.
## IMS Health Activities 23 & 24 May

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IMS Health Our Distinctive Approach

IMS Health has taken a holistic approach to real-world evidence (RWE) in pursuit of the most robust and insightful views of patient outcomes. With the breadth and depth of our capabilities we are uniquely positioned to generate and use RWE globally. Applying the appropriate scientific and commercial lens and latest techniques to anonymous real-world data (RWD) is critical to realizing the value of RWE in healthcare decisions.

- **Real-World Data**
  Identify and access the most appropriate data sources while ensuring patient privacy
  - The broadest and deepest collection of scientifically-validated, anonymous patient-level data assets complemented by custom data sourcing

- **Technology-Enabled Analytics**
  Create consistent data models empowering analyses and leveraging innovative technologies
  - Extraction, analysis and visualization of RWD with IMS Health’s E360™ technology suite
  - Sophisticated data linkage and interpretation

- **Services and Engagement**
  Analyze RWD using scientific rigor, clear governance and advanced analytic and processing capabilities
  - Market Access & HTA
  - Health Economics
  - Outcomes Research
  - Pharmacoepidemiology & Drug Safety
  - Commercial Analytics

Nurturing your real-world success

IMS Health can uniquely support all elements of the RWE ecosystem – an environment where all the components of RWE come together for a consistent, insightful view of what really happens in healthcare. An environment which, for the first time, helps all functions realize its potential.
IMS Health Real-World Evidence Solutions Bibliography

Our research expertise and therapy area knowledge are captured in more than 3,500 publications, spanning virtually all therapy areas and projects completed in over 50 countries worldwide.

In recognition of National Cancer Research Month in the USA, a special IMS Health RWE Solutions Oncology Bibliography will be available at ISPOR. This captures our wide range of HEOR and RWE papers and presentations published since 2010 across a variety of solid and hematological cancers globally. Pick up your copy from our booth to discover the research topics and innovative methodologies explored by our experts and tumor-specific specialists to inform key challenges in oncology today or visit www.imsrwebibliography.com to view our full database online.

IMS Health Real-World Evidence Solutions

is based in 20 countries worldwide with regional headquarters in

The Americas
485 Lexington Avenue
26th Floor
New York, NY 10017
USA
Tel: +1 646 596 6053

Europe
210 Pentonville Road
London N1 9JY
United Kingdom
Tel: +44 (0) 20 3075 4800

Latin America
Insurgentes Sur # 2375
5th Floor
Col. Tizapan
México D.F. – C.P. 01090
México
Tel: +52 55 5089 5205

Asia-Pacific & Japan
8 Cross Street #21-01/02/03
Singapore 048424
Singapore
Tel: +65 6412 7365

Toranomon Towers Office
4-1-28 Toranomon
Minato-ku
Tokyo 150–0001
Japan
Tel: +81 3 5425 9541