

# Join us at ISPOR in Boston

20–24 May 2017



**Symposium:** “Is there a way to agree on evidence requirements before evidence is generated?”

**Meet** the largest expert community in real-world insights (RWI)

**Discover** the findings from our latest research

# Bringing a **new real world** to you at ISPOR

QuintilesIMS is bringing deep therapy and scientific expertise to advances in technology, analytics and data for more powerful real-world evidence (RWE).

We invite you to join us at ISPOR to explore our comprehensive program of research contributions (see pages 5-6) and discover our approach to scalable, seamless integration of real-world insights (RWI) into daily decisions and actions across the organization. Visit us at our booth (801) and speak to our experts. *We look forward to seeing you in Boston!*

**QuintilesIMS – 48 presentations at ISPOR on leading topics across therapy areas and countries, extending the breadth and depth of RWI**



## Educational Symposium

“Is there a way to agree on evidence requirements before evidence is generated?”



## Key Therapy Areas



## Methodologies 11



## Key Topics



**A powerful suite of RWI applications**, providing on-demand analytics in a standardized, intuitive way.  
**Demo** Schedule your individual demo at our booth or by emailing [RWIinfo@quintilesims.com](mailto:RWIinfo@quintilesims.com)

# QuintilesIMS Live Events Monday, 22 May



## QuintilesIMS Symposium

**“Is there a way to agree on evidence requirements before evidence is generated?”**

Panelist discussion on challenges surrounding heterogeneity of RWE

- Different stakeholders have various definitions and standards for evidence used in decision making. This heterogeneity poses challenges for HEOR, medical affairs and market access strategists to efficiently develop robust evidence.
- Guidance is needed earlier in development regarding the evidence required for payers and other decision makers. Value optimization and risk mitigation surrounding this evidence are becoming important considerations and most pharma companies today do not engage early enough.
- Our panel of experts, representing those generating evidence as well as those evaluating it, will discuss novel approaches to early engagement and potential triggers to break out of the status quo.

**Monday, 22 May 12:30pm–1:30pm**

*Sheraton – Grand Ballroom*

Chaired by **John Doyle, DrPH**, Senior Vice President, Real-World Insights at QuintilesIMS, the Symposium will feature panel guests

**Ravi Ramani, MD**

*Director, Integrated Heart Failure Program Heart & Vascular Institute, UPMC, Pittsburgh PA, USA*

**Jennifer Daley, MD, FACP**

*Market Medical Executive, New England, Cigna HealthCare, Newton MA, USA*

**Dan Ollendorf, PHD**

*Chief Scientific Officer, Institute for Clinical and Economic Review, Boston MA, USA*

**Dave Strutton, PHD, MPH**

*Vice President and Head of Primary Care and Hospital Specialty, Center for Observational and Real-World Evidence (CORE), Merck, North Wales PA, USA*



## Attend our Workshop

**Monday, 22 May 3:45pm–4:45pm**

*Sheraton – Liberty*

**W6: De-mystifying predictive analytics and an introduction to recent methodological innovations**

**John Rigg, BA, MPHIL, PHD**

*Head of Predictive Analytics, Real-World Insights, QuintilesIMS, London, UK*

**Gorana Capkun-Niggli, PHD**, *Head of HEOR Innovation, Novartis, Basel, Switzerland*

**David J. Vanness, PHD**, *Professor, Surgery and Public Health Sciences, Penn State College of Medicine Hershey PA, USA*



## Join the ISPOR Forum

**Monday, 22 May 6:15pm–7:15pm**

*Sheraton – Liberty*

**F6: Evolution of the process of HTA in Mexico: Medical Devices**

**César Alberto Cruz Santiago, MD, PHD** (Moderator)  
*Advisor, Medical Director Office, PEMEX, Mexico*

**Jesús Enriquez Castillo, MD**  
*Government Advisor, PEMEX (Petróleos Mexicanos), Mexico*

**Laudette Guirant Corpi, BSC**  
*Health Economics Manager, Janssen Mexico, Mexico*

**Pablo Anaya, MSC, MHA**  
*HEOR/RWI Latin America Director, QuintilesIMS, Mexico*

# QuintilesIMS Symposium Panelists

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## John Doyle, DrPH (Chair)



Dr. John Doyle is Senior Vice President, Real-World Insights at QuintilesIMS. He has advised global pharmaceutical and biotech firms on strategic concerns regarding product development, pricing, reimbursement, market valuation and other commercialization issues. As a health economist and epidemiologist, Dr. Doyle has lectured on research methodologies for academic and commercial audiences in the USA, EU, Canada and Latin America. Over the past 15 years, he has authored more than 50 original research articles in a variety of therapeutic areas. He holds faculty positions in the Department of Epidemiology and the Department of Healthcare Policy at the Mailman School of Public Health at Columbia University.

## Ravi Ramani, MD



Dr. Ravi Ramani is a heart failure cardiologist at the University of Pittsburgh Medical Center (UPMC). He is a practicing physician, having trained at the University of Pittsburgh, Albert Einstein College of Medicine and the Armed Forces Medical College, India. In his role as Director, UPMC Integrated Heart Failure Program, Dr. Ramani oversees the transformation of heart failure care delivery across the UPMC health system. This involves more than 4,500 discharges and 23,000 clinic visits across 21 hospitals and 400 clinics, spread across the Western Pennsylvania region. Dr. Ramani's work brings together technology, informatics, science and clinical medicine to develop and implement new models of heart failure and cardiology care.

## Jennifer Daley, MD, FACP



Dr. Jennifer Daley is Cigna's senior medical director for New England. In this role she helps employer clients develop health benefit plans for their employees, and works with physician groups and hospital systems to implement Cigna programs, including Cigna Collaborative Care. She also provides clinical oversight for the company's health improvement and quality programs that help Cigna customers get and stay healthy. In addition, Dr. Daley has local responsibility for implementation of Cigna's high quality, affordable networks and clinical programs. Previously, she founded and was CEO of Jennifer Daley MD and Associates, a consulting firm that mentors physician leaders seeking to advance in healthcare management. Dr. Daley has authored more than 150 publications and was the recipient of the US Naval Academy-Harvard Business Review Ethical Leadership Award in July 2007.

## Dan Ollendorf, PHD



Dr. Dan Ollendorf is Chief Scientific Officer for the Institute for Clinical and Economic Review (ICER). He is responsible for the conduct of systematic reviews of the comparative effectiveness of new or emerging healthcare technologies, assessments of their potential cost-effectiveness and budgetary impact, and coordination and oversight of the broader health technology assessment process. Dr. Ollendorf's 30 years of healthcare experience include work in the insurance, managed care, hospital, informatics and consulting sectors, the last 20 years of which he has spent conducting health economic, epidemiologic and other relevant evaluations for a variety of stakeholders. The author of over 50 peer-reviewed articles in major medical journals, Dr. Ollendorf is a member of the Medicare Evidence Development & Coverage Advisory Committee (MEDCAC) and the scientific review group of Health Technology Assessment International (HTAI).

## Dave Strutton, PHD, MPH



Dr. David R. Strutton is Vice President and Head of Primary Care and Hospital Specialty, Center for Observational and Real-World Evidence (CORE), at Merck. After spending the first decade of his career as a health economics and outcomes research consultant to the pharmaceutical industry, he joined Pfizer (Wyeth) in 2004, taking on positions of increasing responsibility over the next 10 years. Most recently, he was Vice President for Vaccines Global Health and Value. During his tenure at Pfizer, Dr. Strutton was responsible for research programs demonstrating the public health and economic value of Pfizer's vaccines business, as well as the development of global market access and pricing strategies and outcomes research studies that led to faster and sustained value-based reimbursement. He has authored over 100 publications and presentations and has been on faculty at the Johns Hopkins University Bloomberg School of Public Health since 2005.

# QuintilesIMS Poster Presentations 22/23 May

	Code + Location	Topic	Presenters
MONDAY, 22 MAY	PHP189 H14	THE ROLE OF PATIENT-POWERED RESEARCH NETWORKS IN COMPARATIVE EFFECTIVENESS RESEARCH AND DECISION-MAKING	O'Brien R, Brice C, Tarkington A, Ciaglia A, Buysse B, Kim J, Thwaites R, Garner S, Jonsson P
	PHP211 I9	MODERNIZING THE 14-ITEM TREATMENT SATISFACTION QUESTIONNAIRE FOR MEDICATION USING RASCH MEASUREMENT THEORY	Rodriguez AM, Gemmen E, Fabre A, Parmenter L
	PHP228 I26	AN ANALYSIS OF THE EVOLVING USE OF RWE BY IDNS TO INFORM CLINICAL DECISION MAKING	Powers E, Horowicz-Mehler N, Morris J, Denysyk L
	PHP262 K8	AN ANALYSIS OF REAL WORLD DATA USE BY GLOBAL MARKET ACCESS STAKEHOLDERS	Tarlecki A, Horowicz-Mehler N, Powers E, Doyle JJ
	PCN22 A22	RENAL CELL CARCINOMA REAL WORLD OUTCOMES WITHIN THE BRAZILIAN HEALTH CARE SETTING: A LONGITUDINAL PATIENT ANALYSIS BASED ON MEDICAL CLAIMS DATABASE (DATASUS)	Ballalai Ferraz AF, Campos DF, Rosim RP, Duva AS
	PCN69 C18	COST OF IMMUNOTHERAPY TO TREAT LOCALLY ADVANCED OR METASTATIC UROTHELIAL CANCER (MUC) AND METASTATIC NON-SMALL CELL LUNG CANCER (MNSCLC)	Bilir SP, Munakata J, Yim YM, Ogale S
	PCN93 D18	HEALTHCARE RESOURCE UTILIZATION AND COSTS OF SKELETAL-RELATED EVENTS IN PATIENTS WITH MULTIPLE MYELOMA	Bhowmik D, Hines DM, Intorcica M, McGuinness CB, Wade RL
	PCN104 E5	THE ECONOMIC IMPACT OF DELAYING BRAIN METASTASES IN ALK-POSITIVE NON-SMALL CELL LUNG CANCER IN THE COMMERCIALY INSURED US POPULATION	Wong W, Burudpakdee C, Seetasith A, Corvino F, Yeh D, Dubens M
	PCN176 G22	EFFECT OF ENZALUTAMIDE ON SPECIFIC SYMPTOMS AND FUNCTIONAL AREAS IN METASTATIC CASTRATION-RESISTANT PROSTATE CANCER: A NOVEL ANALYTIC APPROACH	Naidoo S, Paty J, Turnbull J, Gwaltney C, Hawryluk E, Ivanescu C, Holmstrom S
	PCN248 J18	AVERAGE TIME TO PATIENT ACCESS FROM DRUG APPROVAL: AN ANALYSIS OF ONTARIO & QUEBEC	Bremner S, Lapierre M, Fraelic A, Stewart D
	PCN259 K3	PAYER ACCEPTABILITY OF METASTASIS-FREE SURVIVAL AS PRIMARY ENDPOINT IN NON-METASTATIC CASTRATION-RESISTANT PROSTATE CANCER	Degener F, Naidoo S, Holmstrom S, van Engen A
	PMS67 N23	INCREASED PREVALENCE IN OPIOID PRESCRIPTION AS A FIRST LINE THERAPY IN OSTEOARTHRISIS	Armstrong HF, Mountford WK
TUESDAY, 23 MAY	PDB9 A9	COMPARISON OF LONG-TERM DATA ON CARDIOVASCULAR OUTCOMES IN PATIENTS WITH TYPE 2 DIABETES RECEIVING LIRAGLUTIDE WITH ESTIMATES BASED ON RISK FACTORS	Kragh N, Lloyd A, Skovgaard R, Henry T, Pitcher A
	PDB14 A14	A RETROSPECTIVE REAL-WORLD STUDY OF DAPAGLIFLOZIN VERSUS OTHER ORAL ANTIDIABETIC (OAD) THERAPIES ADDED TO METFORMIN IN PATIENTS WITH TYPE 2 DIABETES (T2D) AND HYPERTENSION	Huang H, Bell K, Gani R, Tugwell C, Eudicone J, Krukas M
	PDB30 B5	THE ADOPTION OF IGLARLIXI FOR THE TREATMENT OF TYPE 2 DIABETES MELLITUS IN PATIENTS PREVIOUSLY EXPOSED TO INSULIN MIGHT GENERATE SAVINGS FROM THE FIRST YEAR	Afonso M, Fan T, Kowal S, Ferrufino C, Lovato E, Van Vleet J, Lew E
	PDB40 B15	ASSESSING THE ECONOMIC BURDEN OF TYPE 2 DIABETES IN CHINA REFLECTING THE CURRENT STANDARD OF THE DISEASE MANAGEMENT AND FOR IMPROVED MANAGEMENT SCENARIOS USING A MODELING APPROACH	Foos V, Lamotte M, McEwan P, Jiang X, Zhang YL, Qu S, De Moor R, Ramos M, Xiong T, Wang K
	PGI13 E8	COST-MINIMIZATION AND BUDGET IMPACT ANALYSIS OF CERTOLIZUMAB PEGOL FOR THE TREATMENT OF CROHN'S DISEASE FROM THE PERSPECTIVE OF THE BRAZILIAN PRIVATE HEALTHCARE SETTING	Rosim RP, Duva AS, Ballalai Ferraz AF, Valle A, Toth E, Ferguson S, Carmo V. S. É
	PND1 F13	PREVALENCE OF GASTROINTESTINAL EVENTS IN PATIENTS WITH ALZHEIMER'S DISEASE IN JAPAN	Crawford B, Tomari A
	PRS10 I12	ADDING RESLIZUMAB TO U.S. MANAGED CARE FORMULARY FOR TREATMENT OF SEVERE EOSINOPHILIC ASTHMA RESULTED IN NET TOTAL COST SAVINGS	Huang H, Gani R, Sun SX, Ariely R
	PRS16 I18	DIRECT AND INDIRECT COSTS OF SEVERE UNCONTROLLED ASTHMA IN THE BRAZILIAN PUBLIC PERSPECTIVE	Campos DF, Rosim RP, Ballalai Ferraz AF, Camillo AL, Oliveira TM, Penha MF, Matsuo AL
	PSY49 L20	THE IMPACT OF RESPIRATORY DEPRESSION FOLLOWING PLANNED INPATIENT SURGERIES ON HOSPITAL RESOURCE UTILIZATION AND CHARGES ACROSS THE UNITED STATES	Ben-Joseph R, Gordon RJ, Chingcuanco F, Zhao S, Ni W, Divino V, DeKoven M, Meier A
	PSY54 M1	THE TREATMENT OF PATIENTS WITH INJECTABLE OPIOIDS FOR UNCONTROLLED POSTOPERATIVE PAIN IN THE INPATIENT SETTING: INCIDENCE AND IMPACT ON HOSPITAL CHARGES	Chingcuanco F, Divino V, DeKoven M, Gordon RJ, Meier A, Ben-Joseph R
PSY62 M9	COST-EFFECTIVENESS ANALYSIS OF STANDARD PROPHYLAXIS VERSUS ON-DEMAND TREATMENT IN SEVERE HEMOPHILIA A IN CHINA	Fang H, Chen C, Han L, Wu J	

# QuintilesIMS Poster Presentations 23/24 May

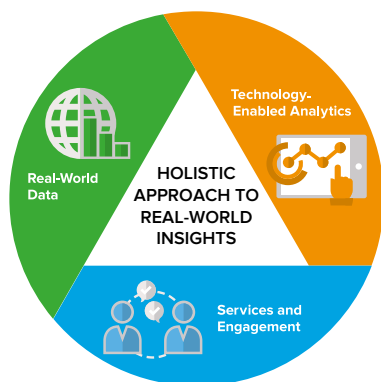
	Code + Location	Topic	Presenters
TUESDAY, 23 MAY	PSY92 N15	PATIENT-REPORTED OUTCOME (PRO) INSTRUMENT DEVELOPMENT FOR CONGENITAL THROMBOTIC THROMBOCYTOPENIC PURPURA (cTTP, UPSHAW-SCHULMAN SYNDROME [USS], HEREDITARY THROMBOTIC THROMBOCYTOPENIC PURPURA, hTTP)	Oladapo A, Ito D, Hibbard C, Bean SE, Krupnick RN, Ewenstein BM
	PSY119 O18	PRELIMINARY REAL WORLD DATA ON SWITCHING BETWEEN ETANERCEPT AND ITS RECENTLY MARKETED BIOSIMILAR COUNTERPART	Alten R, Jones HE, Singh E, Curiale C, Meng T, Gossen N, Lucchese L, Miglio C
	PSY134 P8	COMPARING PULMONARY ARTERIAL HYPERTENSION-RELATED HOSPITALIZATIONS BETWEEN HYPOTHETICAL COMMERCIAL AND MEDICARE PATIENTS USING A DECISION TREE MODEL	Highland K, Cole M, Bilir SP, Tsang Y, Drake W
	PMD53 C1	EVALUATING THE COST-EFFECTIVENESS RESULTS OF DIAGNOSTIC STRATEGIES FOR HEPATOCELLULAR CARCINOMA IN JAPAN	Uchida-Nakakoji M, Nishie A, Ball G, Kruger E, Crawford B, Honda H
	PMD55 C3	COST EFFECTIVENESS ANALYSIS OF A FLASH CONTINUOUS GLUCOSE MONITORING SYSTEM FOR TYPE 1 DIABETES (T1DM) PATIENTS RECEIVING INTENSIVE INSULIN TREATMENT IN THE UK	Bilir SP, Li H, Wehler EA, Hellmund R, Munakata J
	PMD60 C7	COST EFFECTIVENESS ANALYSIS OF A FLASH CONTINUOUS GLUCOSE MONITORING SYSTEM FOR TYPE 2 DIABETES (T2DM) PATIENTS RECEIVING INTENSIVE INSULIN TREATMENT IN THE UK	Wehler EA, Li H, Bilir SP, Hellmund R, Munakata J
	PCV10 F7	HEALTHCARE UTILIZATION AND COSTS IN PULMONARY ARTERIAL HYPERTENSION (PAH) PATIENTS TREATED WITH ENDOTHELIN RECEPTOR ANTAGONISTS (ERAS) OR PHOSPHODIESTERASE TYPE 5 INHIBITORS (PDE5IS)	Hill J, Lickert C, Cole M, McGuinness K, Wade RL, Drake W
	PMH55 O4	ADHERENCE AND TREATMENT PATTERNS OF EARLY ADOPTERS OF BREXPIRAZOLE THERAPY WITH SCHIZOPHRENIA – RESULTS FROM A RETROSPECTIVE ANALYSIS OF LONGITUDINAL PRESCRIPTION DATA	Greene M, Seetasith A, Hartry A, Burudpakdee C
	PMH59 O8	BREXPIRAZOLE USE IN PATIENTS WITH MAJOR DEPRESSIVE DISORDER: RESULTS FROM A RETROSPECTIVE ANALYSIS OF LONGITUDINAL PRESCRIPTION DATA	Greene M, Seetasith A, Hartry A, Burudpakdee C
	PMH61 O10	ADHERENCE AND TREATMENT PATTERNS IN BREXPIRAZOLE THERAPY IN LONG-TERM CARE PATIENTS WITH SCHIZOPHRENIA: RESULTS FROM A RETROSPECTIVE ANALYSIS OF LONG-TERM CARE DATA	Greene M, Seetasith A, Hartry A, Burudpakdee C
WEDNESDAY, 24 MAY	PMH62 O11	BREXPIRAZOLE USE IN LONG-TERM CARE PATIENTS WITH MAJOR DEPRESSIVE DISORDER: RESULTS FROM A RETROSPECTIVE ANALYSIS OF LONG-TERM CARE DATA	Greene M, Seetasith A, Hartry A, Burudpakdee C
	PRM3 A3	A METHODOLOGY FOR EVALUATING PRIMARY NONADHERENCE USING ANNONOMIZED RETROSPECTIVE ELECTRONIC MEDICAL RECORDS AND PRESCRIPTION CLAIMS DATABASES	Wade RL, Rane PB, Hill JW, Hines DM, Patel J, Harrison DJ
	PRM17 A17	ESTIMATING GLOMERULAR FILTRATION RATE IN PRIMARY CARE ELECTRONIC MEDICAL RECORD DATABASES IN EUROPE	Jouville SL, Bizouard G, Boutmy E, Keja J
	PRM43 B18	PATIENT-LEVEL SIMULATION-BASED SENSITIVITY ANALYSIS TO EVALUATE THE IMPACT OF UNDER-RECORDING OF UNDERLYING COMORBIDITIES IN A RETROSPECTIVE CLAIMS DATABASE ANALYSIS	Zorina O, Ferreira A, Korn JR, Bezlyak V, Sagkriotis A, Skelly A, Zangvil E, Snow H, Zuurman L, Holekamp N
	PRM48 B23	USING REAL-WORLD DATA TO SUPPORT PROTOCOL OPTIMIZATION: A MULTI-COUNTRY APPROACH IN ULCERATIVE COLITIS	Brinkley E, Midha Y, Lobeck F, Dreyer NA, Lang K, Christian JB
	PRM57 C8	BRAZILIAN HEALTHCARE RECORD LINKAGE (BRHC-RLK) – A RECORD LINKAGE METHODOLOGY FOR BRAZILIAN MEDICAL CLAIMS DATASETS (DATASUS)	Campos DF, Rosim RP, Duva AS, Ballalai Ferraz AF
	PRM69 C20	APPROACHES TO STANDARDISING CARDIOVASCULAR RISK EQUATION ENDPOINTS IN ORDER TO FACILITATE THEIR INCLUSION WITHIN A TYPE 2 DIABETES MODEL	McEwan P, Foos V, Lamotte M
	PRM72 C23	COMPARISON OF COST-EFFECTIVENESS ACCEPTABILITY CURVES (CEAC) IN MODELED ANALYSES WITH AND WITHOUT ESTABLISHED HETEROGENEITY OF PATIENT CHARACTERISTICS	Foos V, McEwan P, Lamotte M
	PRM174 G23	MAKING THE MOST OF EXTERNAL COMPARATORS: A STUDY OF FRACTURE HEALING IN PATIENTS AT RISK OF NON-UNION	Mack C, Pavesio A, Kelly K, Wester T, Jones J, Maislin G, Irwin D, Brinkley E, Zura RD
	PRM178 H3	IMPROVING DISEASE MANAGEMENT THROUGH INSIGHTS GAINED FROM REAL-WORLD OBSERVATIONAL DATA	Mehta S, Gani R, Lang K
PRM188 H13	USING REAL-WORLD DATA TO INFORM SMARTER CLINICAL TRIALS AND PROSPECTIVE OBSERVATIONAL STUDIES	Mehta S, Mountford WK, McDonald MR, Stolper R, Zakar J, Lobeck F, Christian JB, Lang K	
PHS85 L3	COST OF VISITS ASSOCIATED WITH MANAGEMENT OF INTERNATIONAL NORMALIZED RATIO (INR) RESULTS IN ATRIAL FIBRILLATION (AF) PATIENTS TREATED WITH VITAMIN K ANTAGONIST (VKA)	Ansolabehere X, Augier G	



# QuintilesIMS Our Distinctive Approach

Your entire enterprise can derive value by having a shared view of what is happening in real-life healthcare settings. QuintilesIMS supports stakeholder ambitions to generate **the richest real-world insights (RWI) possible**.

Applying the appropriate scientific and commercial lens and latest techniques to anonymous real-world-data (RWD) can help you drive the future of evidence generation.



## 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

Leverage groundbreaking technology and applications to enable consistent RWI globally

- Extraction, analysis and visualization of RWD with the QuintilesIMS E360™ technology suite
- Sophisticated data linkage and interpretation
- Study-specific electronic data capture (EDC)

## Services and Engagement

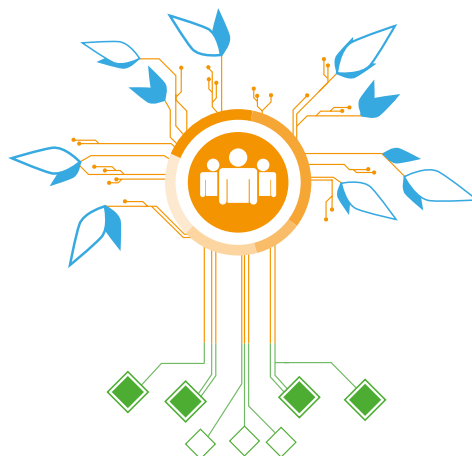
Design, create and deploy RWI that drives decision making and alignment

- Market Access and HTA
- Health Economics
- Outcomes Research
- Pharmacoepidemiology and Drug Safety
- Commercial Analytics

## An RWI ecosystem

### Scalable RWI generation across your organization

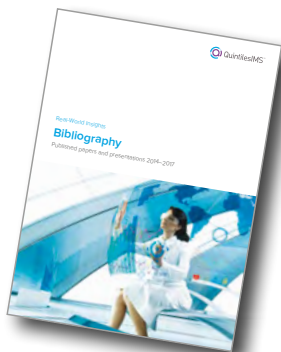
QuintilesIMS can uniquely support all elements of the RWI Ecosystem – from addressing discrete RWE needs to building entire data and technology platforms tailored to specific therapy areas.



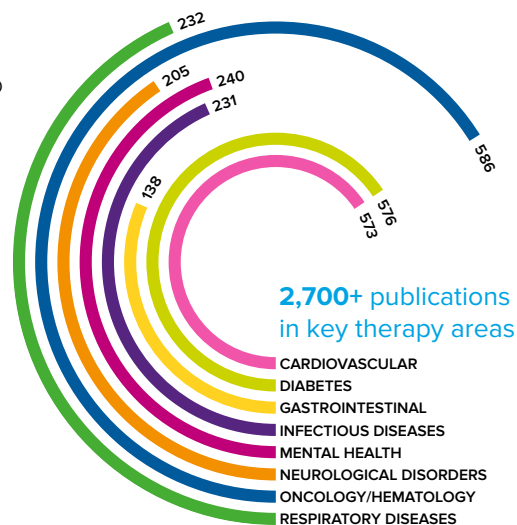
# QuintilesIMS Bibliography

## 4,400+ publications in our **Bibliography**

Our research expertise and market knowledge, from clinical to commercial to real-world insights, are captured in more than **4,400 publications**. Spanning virtually all therapy areas, these reflect original analyses and projects completed in over 50 countries worldwide.



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Real-World Insights

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