

TITLE: Borrowing strength across evidence sources in Health Technology Assessment: challenges and opportunities

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PRESENTING AUTHOR BIO: Sofia is Professor of Evidence Synthesis and Health Technology Assessment at the Centre for Reviews and Dissemination, University of York (UK) and Director of the York Technology Assessment Group that delivers technology assessment reports for the National Institute for Health and Care Excellence (NICE) through York's NIHR funded TAR programme. Sofia is also a member of NICE Technology Appraisals Committee D, one of the committees which appraises evidence submitted by manufacturers to NICE and decides on reimbursement of new technologies.

Sofia is a statistician with interests in Bayesian methods for evidence synthesis and their application to decision-making. Of particular interest are methods for information sharing across different evidence sources, methods for network meta-analysis, bias-adjustment, synthesis of related outcomes and population-adjusted treatment comparisons.

Sofia has collaborated with the NICE Decision Support Unit to produce several technical support documents which provide guidance to all those involved in submitting or critiquing evidence as part of NICE Technology Appraisals and is lead author of the Wiley book on Network Meta-analysis for Decision Making.