



Plenary 2: From Evidence To Impact: HTA Driving Changes In Systems



[Hui Shao | Associate Professor | Dept of Health Policy & Management, Rollins School of Public Health](#)

[Biography](#)

Dr. Hui Shao is an Associate Professor at Emory University's Rollins School of Public Health, with joint appointments in Global Health and in Family & Preventive Medicine. A physician-scientist and health economist, he is nationally recognized for pioneering work at the nexus of AI, simulation modeling, and health technology assessment (HTA).

Dr. Shao leads multiple NIH- and CDC-funded programs that use AI-enabled microsimulation and causal inference to inform value-based coverage, pricing, and precision policy—particularly for GLP-1 therapies, diabetes care, obesity, and multimorbidity. He has authored 160+ peer-reviewed publications, including lead/senior-author papers in JAMA, Diabetes Care, and The Lancet Diabetes & Endocrinology.

He is the principal architect of the BRAVO diabetes microsimulation model—one of the field's most widely used economic models and a foundational tool for projecting long-term outcomes and budget impact in real-world policy scenarios.

Dr. Shao's work has informed national discussions on coverage design and equitable access, translating cutting-edge analytics into actionable HTA for payers, regulators, and health systems.