



Plenary 1: HTA As A System Shaper Of Tomorrow's Health Systems



[Dalia Dawoud | Research Principal, HTA Policy & Strategy | Cytel](#)

Biography

Prof. Dalia Dawoud holds MSc in Economic Evaluation in Health Care (City University London) and PhD in pharmaceutical policy and economics (King's College London) and has practised as health economist and researcher for over 20 years. Her work is largely focused on the application of health economics and outcomes research (HEOR) in HTA and clinical guideline development. Prior to joining Cytel Inc., she worked at leading organisations including NICE, where was the founding Associate Director of the newly established NICE HTA Innovation Laboratory (HTA Lab) with projects in the areas of RWE, HTA methods and health economics, focusing on managed access, evaluating emerging therapies, such as dementia treatments and multi-indication diagnostics, and the use of AI in economic modelling. She also led a portfolio of HORIZON Europe projects such as HTx, SUSTAIN HTA and EDiHTA, with combined funding of over 5 million euros. Dalia also worked at the Royal College of Physicians- London and King's College London among other academic institutions.

She is widely published in the area of HEOR, HTA and pharmacy policy and serves as Associate Editor of ISPOR journal Value in Health and as Director on ISPOR Board of Directors (2023-2026). She is also a member of ISPOR AI Working Group, Living HTA Working Group and ISPOR Task Force on using GenAI in systematic reviews. She also holds a "Professor" position at the Faculty of Pharmacy, Cairo University.