

## Huys

Isabelle Huys is full professor at Faculty of Pharmaceutical Sciences KU Leuven, head of Unit Pharmacology and Pharmacotherapy and leading several projects in the group Regulatory Sciences. Her research focuses on optimizing market access of medicines to patients, by improving pathways for medicines development up to regulatory approval, health technology assessment (HTA), reimbursement and clinical adoption. Her scientific research is directed to patient preference methodologies (qualitative and quantitative techniques) and implementation strategies into medical decision-making. She is currently Chair of the ELSI Board of EIT health, the European Institute of Technology (EIT) Health Ethical-Legal-Social Issues (ELSI).