

Special Presentation Speaker Program

October 1, 2009 ♦ Irvine, California

Registration Form

(Please use a separate registration form for each registrant.)

Name _____

Title _____

Company Name _____

Address _____

City _____

State _____ Zip _____

Phone _____

Fax _____

Email _____

(Required – All conference follow-up will be sent by email.)

Registration Fees

- Regular – \$395 per person
- UC faculty, staff, alumni, and county, state or federal government employees
\$350 per person
- All registrations **after September 18, 2009**
\$450 per person

Payment

Amount enclosed or charged to credit card: \$ _____

Checks should be made payable to **UC Regents**.

Method of payment: Check Discover MasterCard
 VISA American Express

Card No. _____ Exp. _____

Signature _____ Date _____

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SB 431
Irvine, CA 92697-3125

Special Presentation
Speaker Program

Thursday, October 1, 2009

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Thursday,
October 1, 2009
Irvine, California

*Comparative Effectiveness:
Lessons From Abroad*

Presented by
Center for Health Care Management and Policy
The Paul Merage School of Business
University of California, Irvine

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CENTER FOR HEALTH CARE MANAGEMENT AND POLICY

INNOVATE ♦ COLLABORATE ♦ GROW

This conference provides a unique venue for dialogue among private and public sector leaders on key issues facing the nation on health care reform.

It will help to determine what the U.S. can learn from other countries in using comparative effectiveness (CE) analysis to improve health care quality and efficiency.

Some observers have expressed concern that federal funding for CE research in the U.S. may evolve from providing information to developing a centralized national coverage decision-making process. Can knowledge of the foreign experience with CE enable the U.S. to develop a uniquely American solution that harvests the benefits of better information while preserving independent decision-making?

Who should attend

Physicians and nurses in administrative positions, physicians in private, group or clinical practice

Presidents, CEOs, Trustees and senior management in provider and insurer organizations

Senior executives in pharmaceutical, medical device, biotech and other health care organizations who define strategy and policy

Employers who deal with the problem of ever-increasing health care costs while attempting to increase employee choice

Government officials who define and implement health policy

Event Speakers

Marc L. Berger, MD,
Vice President
Vice President, Global Health Outcomes
Eli Lilly and Company
(invited)

Stirling Bryan, MS, PhD
Professor, Health Economics
University of British Columbia
Canada

Andrew Dillon
CEO
National Institute for Health and
Clinical Excellence
Great Britain

Paul J. Feldstein, PhD
Professor and Gumbiner Chair in Health
Care Management
The Paul Merage School of Business
University of California, Irvine

Marjorie Ginsburg, MPH
Executive Director
Center for Health Care Decisions

Peter V. Lee, JD
Executive Director, National Health Policy
Pacific Business Group on Health

Murray N. Ross, PhD
Vice President, Kaiser Foundation Health Plan
Director, Kaiser Permanente Institute for
Health Policy

Steven D. Pearson, MD, MSc, FRCP
President, Institute for Clinical and
Economic Review
Massachusetts General Hospital

Andrew J. Policano, PhD
Dean, The Paul Merage School of Business
University of California, Irvine

Jill Sanders, PhD
President and CEO
Canadian Agency for Drugs and Technologies
in Health
Canada

Peter Sawicki, MD
Director, Institute for Quality and Efficiency in
Health Care
Germany

Sean Tunis, MD, MSc
Founder and Director
Center for Medical Technology Policy

Jill Yegian, PhD
Director, Health Insurance
California HealthCare Foundation

Program

Thursday, October 1, 2009

7:30 am – 8:30 am **Breakfast and Registration**

8:30 am – 8:45 am **Welcome, Conference Objectives**

8:45 am – 9:45 am **The United States - Comparative Effectiveness and Health Policy**

This session will present an understanding of current policy and concerns, reform issues, quality and costs. Why is Comparative Effectiveness (CE) on the policy agenda? What is the difference between clinical CE and CE for health benefit coverage? Also discussed will be an understanding of CE analysis – its usefulness and limitations.

9:45 am – 10:00 am **Coffee Break**

10:00 am – 12:00 pm **How is Comparative Effectiveness Used Abroad**
Speakers from Britain, Germany and Canada will describe the use of CE in patient treatment decision-making.

12:00 pm – 1:00 pm **Lunch**

1:00 pm – 2:45 pm **Implications of Comparative Effectiveness for the Pharmaceutical, Provider, Payor Sectors and Patients**
Executives from these organizations will discuss the impact of developing a national capacity for Comparative Effectiveness research in the U.S. Will it inevitably lead to payment and coverage decisions?

2:45 pm – 3:00 pm **Coffee Break**

3:00 pm – 4:30 pm **Comparative Effectiveness – The Advantages and Limitations of a Centralized National Capacity**
Speakers from Britain, Canada and Germany will discuss the issues with executives from pharmaceutical, provider, payor and patient organizations. What can be adopted from other countries and what will not work here? How do other countries handle the issues of innovation and R&D? How do other countries handle stakeholder perspectives and opposition?

4:30 pm **Conference End**

4:30 pm – 5:30 pm **Reception**

About The Paul Merage School of Business

The Paul Merage School of Business at UC Irvine offers four dynamic MBA programs – plus PhD and undergraduate business degrees – that deliver its thematic approach to business education: sustained growth through strategic innovation. We graduate leaders with the exceptional ability to help grow their organizations through strategic innovation – supported by analytical decision-making, information technology and collaborative execution, and enhanced by a highly-personalized learning environment. In-class and on-site experiences with real-world business issues give our students the edge needed to help companies compete in today’s global economy.

Six Centers of Excellence, an Executive Education program and a variety of conferences and colloquia provide numerous opportunities for students and the business community at large to enhance their education experience and update their professional expertise.

While the Merage School is relatively young, it has quickly grown to consistently rank among the top 10% of all AACSB-accredited programs through exceptional student recruitment, world-class faculty, a strong alumni network and close individual and corporate relationships. In 2008, *US News & World Report* ranks the Merage School #44 in the US while the *Financial Times* places the School at #38 nationally, and #68 internationally. *BusinessWeek* places the School within its Top 50 national listing and specifically ranks faculty research and publications at #20. During the past decade, the School has earned Top 10 rankings both nationally and internationally for its executive MBA program, faculty, curriculum components such as IT and marketing, recruitment services and overall value by such publications as the *Financial Times*, *The Wall Street Journal*, *BusinessWeek* and *US News & World Report*.

The Merage School combines the academic strengths and best traditions of the University of California with the cutting-edge, entrepreneurial spirit of Orange County in the heart of America’s Tech Coast.

About the Center

The Center for Health Care Management and Policy serves as an interdisciplinary research institute that enables health care scholars, students, business leaders, policy experts, and professionals to share critical knowledge, research, trends, information and education. The Center is under the direction of Paul J. Feldstein, PhD, Professor and Robert Gumbiner Chair in Health Care Management.

Conference Sponsors

Kaiser Permanente
California HealthCare Foundation

Conference Site

The Comparative Effectiveness conference is held at the Arnold and Mabel Beckman Center of the National Academies of Sciences & Engineering, Irvine, California, at 100 Academy Drive, Irvine, CA 92697. (Adjacent to the University of California, Irvine campus.) The telephone number for the Beckman Center is (949) 721-2200. Driving directions can be found at merage.uci.edu/go/directions.

Registration and Fees

Only paid registrations will have a confirmed seat. Reservations by mail must be postmarked no later than Friday, September 18, 2009. After this date, only faxed registrations with credit card payment will be accepted. Registration fee is per person, includes all sessions, breakfast, lunch, coffee breaks, buffet reception and Conference materials. Please see registration form for conference fees.

Cancellations and Refunds

All cancellations must be in writing. Cancellation deadline is Friday, September 18, 2009. The fee, less a 15% cancellation charge, will be refunded if the written cancellation is received with a postmark of September 18, 2009 or earlier. No refunds will be made for written cancellations postmarked after February 6, 2009, but a substitute may be admitted to the Conference. Refunds will be processed after the Conference.

How to Register

To register for the Conference, complete the registration form and return it along with your check, made payable to UC Regents, or with credit card number. For questions, please contact:

Margaret M. Wong
UC Irvine, The Paul Merage School of Business
Irvine, CA 92697-3125
Tel (949) 824-8474
Fax (949) 824-2494 (secure fax)
Email: mwong@uci.edu

Complete and fax registration form with credit card info to Margaret Wong (secure and private fax – no cover sheet necessary) or mail with check payable to UC Regents to Margaret Wong at above address.

Credit card information or check must accompany registration form.