



THE CENTER FOR HEALTH CARE MANAGEMENT AND POLICY

at The Paul Merage School of Business

...A VITAL ROLE

UCIRVINE | THE PAUL MERAGE
SCHOOL OF BUSINESS

Sustainable Growth Through Strategic Innovation

Center for Health Care Management and Policy

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A VITAL ROLE

“Health policy is an ongoing social experiment, a trial-and-error process conducted in a constantly changing scientific, political, economic, and increasingly ethical context.”

– PAUL ELLWOOD, MD
Founder, Jackson Hole Group

The Center for Health Care Management and Policy plays a vital role in this “social experiment” by helping policy-makers and industry leaders become well-informed about the complexities of healthcare delivery in the 21st century.

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FROM ANDY POLICANO, DEAN
THE PAUL MERAGE SCHOOL OF BUSINESS

The effective provision of health care is an issue of concern to nearly everyone, whether a provider, consumer or business-person in the health care sector. Many challenges confront our current system, but through an influential network of industry executives, researchers, and policy-makers, the Merage School is taking important steps to help identify these challenges and find answers.

As the health care industry undergoes dramatic changes, the Merage School's Center for Health Care Management and Policy is a source of important knowledge and information for those who are leaders and those who want to move into leadership roles.

Additionally, our nationally acclaimed Health Care Executive MBA program and MD/MBA joint degree programs provide aspiring health care leaders with innovative educational programs and world-class, research-focused faculty. The Distinguished Speakers Program, an annual series of lectures featuring prominent policy-makers, scholars, and journalists, gives our students the exposure to hot topics and leaders making a difference in this critical arena.

I invite you to become part of this innovative and knowledgeable group of thought leaders, and add your voice and expertise to the conversation. Please join us as we work together to effect change and tackle these vital issues.



FROM PAUL FELDSTEIN, DIRECTOR
CENTER FOR HEALTH CARE MANAGEMENT AND POLICY

Welcome to Center for Health Care Management and Policy at The Paul Merage School of Business. In the following pages, you will discover how the Center is playing a crucial role in the future provision of health care in the United States. With our prestigious faculty and world-class scholars, the Center's policy-oriented faculty research focuses on key issues in the health care industry today, such as:

- economics and health care reform
- the politics of health legislation
- competition and consumer behavior in the health insurance market
- the impact on the health care industry of changing leadership on the national, state, and local scenes

A tremendous opportunity exists for those who choose to be a part of the Center and its research. Involvement with the Center is one of the best ways to affect positive change to health care issues now and in the future. I know you will find participation with us to be stimulating and informative. Please join us as we discuss the changing face of health care and how we can make an impact in this vital discussion.

ABOUT THE CENTER FOR HEALTH CARE MANAGEMENT AND POLICY

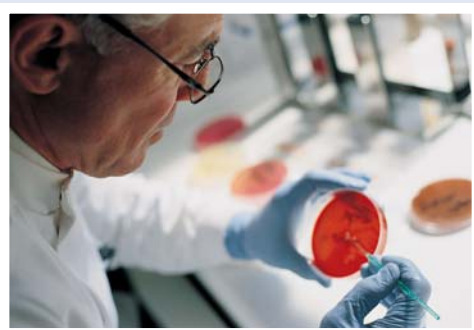
The Center for Health Care Management and Policy at The Paul Merage School of Business advances knowledge through research and education while providing forums for dialogue on crucial challenges and concerns facing the nation's health-care system today. This interdisciplinary research institute brings together healthcare scholars, policy experts, and industry professionals to share vital information and a range of perspectives on such fundamental issues as quality of care, cost, and access.

A wide range of programs contribute to the debate on national healthcare policy and help leaders in government, business, and nonprofit organizations make better-informed decisions. The Center's activities build on the Merage School's healthcare-oriented educational programs, including its nationally acclaimed Health Care Executive MBA program and its MD/MBA joint degree program.

RESEARCH

World-class faculty associated with the Center provide innovative educational programs for healthcare professionals as well as MBA students, and they conduct in-depth research examining the changes taking place in the nation's healthcare system. A number of leading scholars also collaborate with the Center. Policy-oriented faculty research is recognized and published regularly in books and prestigious academic journals. The key issues examined include:

- economics of healthcare reform
- politics of health legislation
- competition and consumer behavior in the health insurance market
- access to physician services in a managed-care environment



HEALTH CARE FORECAST CONFERENCE



Over the past 17 years, the annual Health Care Forecast Conference has become a leading national forum for discussing the economics and politics of healthcare. Each conference includes an economic forecast for the healthcare industry, a federal budget outlook, updates on state healthcare issues, and the latest industry trends, giving participants a broader and deeper understanding of the forces that affect the way medical care is delivered in this country. This highly respected event provides information and insights to leaders in the private and public healthcare sectors who are grappling with complex problems during an era of unprecedented change.

Leading authorities and prominent keynote speakers such as Norman J. Ornstein, PhD, resident scholar at the American Enterprise Institute, address important issues facing business and government. Ornstein's recent address focused on health politics and policies.

In addition to policy-related issues, the conference also addresses the impact of new technologies that are transforming healthcare delivery and the competitive forces in the marketplace that influence business strategies of hospitals and insurance companies. Perhaps the most significant issue is how to bring costs under control – the U.S. now spends 16% of its gross domestic product on healthcare each year and that figure is expected to reach 20% in the next decade. While costs continue to rise, 47 million Americans remain uninsured and many others are forced to settle for less-comprehensive coverage. The question of who should receive subsidized care and how to pay for it is central in the public sector, while the need to increase efficiency and reduce costs without compromising quality is a daunting challenge for the private sector.

Timely issues are the focus of candid dialogue among conference attendees, which include physicians, nurses, top executives from provider and insurer organizations, as well as pharmaceutical, medical device, biotech, and other healthcare firm employees, and government officials.

**HEALTH CARE
SPEAKER
SERIES**

The Distinguished Speaker Program offers an annual series of lectures featuring prominent policy-makers, scholars, journalists, and other opinion leaders who address some of the most pressing issues in healthcare today.



This lecture series was launched in 2001 with Paul Ellwood, MD – the “father of HMOs” and instrumental in forming federal health policy and reforming private sector systems – asking a provocative question: “Does managed care need to be replaced?” In subsequent years, industry leaders such as John Wennberg, MD, director of the Center for the Evaluative Clinical Sciences at the Dartmouth Medical School, John Calfee, PhD, resident scholar of the American Enterprise Institute, and Robert Moffit, PhD, director of Domestic Policy Studies for the Heritage Foundation joined the list of prominent speakers at this coveted event.

Previous topics of discussion include:

- Unwarranted Variations in Health Care Delivery: What’s going on in southern California?
- Targeted Therapeutics – How Biotechnology Innovations Affect the Cost of Care and Competition Among Firms Marketing Pioneer Drugs
- State Health Reform: Revolutionary Possibilities

The series attracts healthcare industry leaders, alumni, faculty, and students, among others. Attendees have an opportunity to network and meet the speakers at post-event receptions.

**EXECUTIVE
EDUCATION**

The healthcare industry is undergoing dramatic change at a rapid pace, and professionals who hold leadership positions or want to move into administrative roles must be prepared to lead complex, dynamic organizations. Executive Education certificate courses are designed specifically for physicians, administrators, nurses, and other healthcare professionals who want to develop or update their management skills.

**VISITING
SCHOLARS
PROGRAM**

The Center periodically brings leading academic experts and government policy-makers, as well as up-and-coming young researchers, to the university for up to one year to collaborate with faculty on research, give lectures, and teach MBA courses.



ADVANTAGES OF MEMBERSHIP

This is truly an exciting time to become a member of the Center for Health Care Management and Policy at The Paul Merage School of Business. Health care is one of the most dynamic industries in this country today and it is undergoing dramatic changes. You can be a change agent with your involvement and contribution. Areas you can directly affect include:

- Health care reform
- Educating policy-makers and industry leaders
- Impact of new technologies
- Controlling health care costs

These are just a few examples of how your membership can impact the future of health care and health care professionals. Please see the Opportunities for Involvement insert for additional benefits offered to members of the Center.

HOW CAN I JOIN?

An application form for membership is enclosed for your use. Simply fill in your information, and return your completed form to the address listed. We will then contact you to complete your membership and welcome you to the Center.

If you have further questions or need additional information about the Merage School's Center for Health Care Management and Policy, please contact:

- **Mitchell Spann, Senior Director of Development: 949.824.1655, mwspann@uci.edu**
- **Margaret Wong, Associate Director of the Center for Health Care Management and Policy: 949.824.8474, mwong@uci.edu**