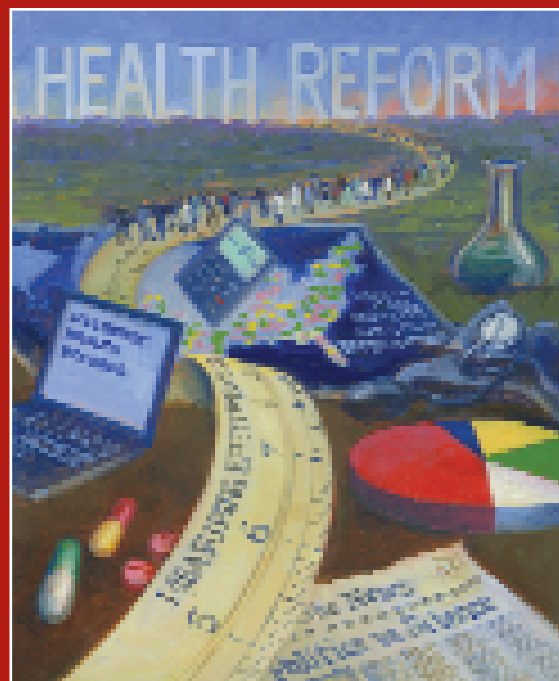


# The NATIONAL Comparative Effectiveness Summit

**A Hybrid  
Conference &  
Internet Event**

See pg. 2

THE LEADING FORUM ON THE ROLE  
OF COMPARATIVE EFFECTIVENESS RESEARCH IN  
HEALTH SYSTEM CHANGE AND HEALTH REFORM



## CONFERENCE CHAIR

John Iglehart, Founding Editor, *Health Affairs*; National Correspondent, *New England Journal of Medicine*

## KEYNOTE SPEAKER

Gail Wilensky, PhD, Senior Fellow, Project HOPE, Former Administrator, Health Care Financing Administration

## REPRESENTATIVES OF AGENCIES FUNDED FOR CER

Carolyn M. Clancy, MD, Director, Agency for Healthcare Research and Quality (AHRQ), Department of Health and Human Services

Elizabeth G. Nabel, MD, Director, National Heart, Lung, and Blood Institute, National Institutes of Health

Harold C. Sox, MD, MACP, Chair, Panel on Comparative Effectiveness, Institute of Medicine; Editor, *Annals of Internal Medicine*, Past President, American College of Physicians

## A POINT/COUNTERPOINT ON CER

Jerome Avorn, MD, Professor of Medicine, Harvard Medical School; Chief, Division of Pharmacoepidemiology and Pharmacoconomics, Brigham and Women's Hospital

Tony Coelho, Chair of Coalition for Comparative Effectiveness Research, Partnership to Improve Patient Care; Chair, Epilepsy Foundation; Former Congressman (D/CA)

## FEATURED FACULTY

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

Ralph Brindis, MD, MPH, Senior Advisor for Cardiovascular Disease, Northern California Kaiser, Clinical Professor of Medicine, University of California, San Francisco; President-Elect, American College of Cardiology

Blair Childs, Senior Vice President, Public Affairs, Premier, Inc.

Valerie Fleishman, Executive Director, New England Healthcare Institute (NEHI)

Mark Gibson, Deputy Director, Center for Evidence-Based Policy, Oregon Health and Science University; Program Officer, Milbank Memorial Fund

Nancy L. Johnson, Senior Policy Advisory, Baker, Donelson, Bearman, Caldwell & Berkowitz; Former Congresswoman (R-CT)

Jack Lewin, MD, Chief Executive Officer, American College of Cardiology; Former Chief Executive Officer, California Medical Association; Former Director of Health, Hawaii

Arnold Milstein, MD, MPH, US Health Care Thought Leader, Mercer Health & Benefits; Medical Director, Pacific Business Group on Health

David Nexon, Senior Executive Vice President, Advanced Medical Technology Association; Former Democratic Health Policy Staff Director, Health, Education, Labor and Pensions Committee, U.S. Senate

Samuel R. Nussbaum, MD, Executive Vice President and Chief Medical Officer, WellPoint

Peter J. Pronovost, MD, PhD, Professor and Director, Quality and Safety Research Group, Center for Innovations in Quality Patient Care, The Johns Hopkins School of Medicine

Jack Rowe, MD, Professor, Columbia University and Former Chief Executive Officer, Aetna and Mount Sinai NYU Health

Patricia R. Salber, MD, MBA, Chief Medical Officer and Executive Vice President, Medicare Advantage Division, Universal American Corporation; Chief Medical Officer, Center for Practical Health Reform; Host, Health Care Blog, "The Doctor Weighs In"

Frederique S. Santerre, PhD, Director, Health Care Systems, International Federation of Pharmaceutical Manufacturers and Associations (IFPMA)

Gail Shearer, Director, Health Policy Analysis, Consumers Union

Dean G. Smith, PhD, Professor and Senior Associate Dean for Administration, School of Public Health, University of Michigan

Sean Tunis, MD, MSc, Founder and Director, Center for Medical Technology Policy; Former Director, Office of Clinical Standards and Quality, and CMS Chief Medical Officer

Jed Weissburg, MD, Senior Vice President for Quality and Care Delivery Excellence, Kaiser Permanente

Thomas Wilson, PhD, DrPH, Principal, Trajectory® Healthcare, LLC, Founder and Board Chair, Population Health Impact Institute

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## Overview

Comparative effectiveness research (CER) is a broad concept that includes different methods for synthesizing existing evidence and for generating new evidence through a variety of types of research studies. The goal is to help identify which test or treatment option works best for different kinds of patients. In addition to improving the outcomes for individual patients, this research, it is hoped, will give all health care stakeholders the means to make decisions and set policies that will ultimately shift care to higher-value options across the health care system.

The recent federal stimulus legislations provided \$1.1 billion to be distributed to the Department of Health and Human Services, the National Institutes of Health, and the Agency for Healthcare Research and Quality to finance CER, including funding for studies and for the development of patient databases and other data-collecting tools.

Some medical researchers, consumer groups, unions, insurance companies and others that support such research say that it is one way to eliminate ineffective treatments and reduce federal health spending. Opponents of comparative effectiveness research — which include some pharmaceutical and medical device manufacturers, medical trade groups and consumer groups — have expressed concern that the research could lead to rationed health care, inadequate treatment for some patients, such as those in minority groups, and restricted efforts at personalized medicine.

The purpose of the National Comparative Effectiveness Summit is to provide an overview of the current status of comparative effectiveness research in the United States, to draw lessons from the CER experience in other countries, and to identify the practical implications of CER for various actors in the healthcare marketplace, including payors and health plans, hospital and health systems, physician organizations, clinicians and other healthcare professionals, and pharmaceutical, biotechnology and medical device manufacturers.

## Who Should Attend:

Employers and Other Payors

Health Plan Representatives

Hospital and Health System Representatives

Medical Group and IPA Representatives

Healthcare Group Purchasing Organization Representatives

Healthcare Executives and Administrators

Clinicians and Other Healthcare Professionals

Healthcare Compliance Professionals and Legal Counsel

Pharmaceutical, Biotech and Medical Device Manufacturers

Disease Management and Health Promotion Companies

Information Technology Vendors

Consumer/Patient Advocates

Academics

State and Federal Regulatory Officials

Capitol Hill Staff

Administration and Congressional Representatives

Health Service Researchers

Health Policy Experts

## Featuring:

**SPECIAL PRECONFERENCE SESSION: Assuring that Comparative Effectiveness Research Extends to Treatment Delivery Methods, including Inpatient Hospitalist and Chronic Care Delivery Methods**

### AND SPECIAL SESSIONS ON

- Methods and Data Infrastructure Needed for Comparative Effectiveness Research
- The Advantages of Comparative Effectiveness Research
- The Limits of Comparative Effectiveness Research
- An Overview of Federal Stimulus Funding of Comparative Effectiveness Research
- The Role of AHRQ, HHS and NIH in Comparative Effectiveness Research
- Seeking Effectiveness in Health Care Reform: What's at Play in Washington?
- The International Experience in Comparative Effectiveness Research
- Comparing Effectively: The Role of Registries in Comparative Effectiveness Research
- How States are Already Using Comparative and Cost-effective Research to Make Policy Decisions
- Balancing Act: CER and Innovation in U.S. Health Care
- The Implications of CER for Pharmaceutical Manufacturers
- The Implications of CER for Medical Device Manufacturers
- The Implications of CER for Private Health Insurers: Will it Impact Coverage and Payment?
- Operational CER in a Medicare Health Plan to Develop Effective and Efficient Delivery Systems and Clinical Programs
- The Implications of CER for Health System Group Purchasing Organizations
- Motivations and Incentives for Clinicians to Develop and Use CER Best Practices
- Can Consumers Use Comparative Effectiveness Information Effectively?

## The Time is Now for New, Efficient and Cost-Effective Alternatives to Traditional Learning Approaches!

MANY DIFFERENT FORCES—the nation's economic crisis, costly and difficult air travel, the mandate for cost efficiency in healthcare, the proliferation of greater Internet bandwidth, the emergence of the popularity of online video via YouTube, and the explosion of online training in the health sector—have come together to create both a dramatic need and an extraordinary opportunity for innovative approaches to sharing new ideas and best practices. This Summit offers not only traditional conference attendance, but also the opportunity to attend the event live and archived online.

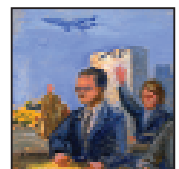
How can we be expected to reform the nation's health system if we cannot reform the way we do our own business?

## Participation Options

### Traditional Onsite Attendance

Simply register, travel to the conference city and attend in person.

PROS: subject matter immersion; professional networking opportunities; faculty interaction.



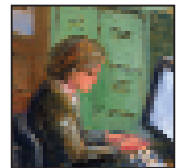
Onsite

### Live and Archived Internet Attendance

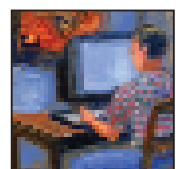
Watch the conference in live streaming video over the Internet and at your convenience at any time 24/7 for the six months following the event.

The archived conference includes speaker videos and coordinated PowerPoint presentations.

PROS: Live digital feed and 24/7 Internet access for next six months; accessible in office, at home or anywhere worldwide with Internet access; avoid travel expense and hassle; no time away from the office.



At your office ...



... or home

Wednesday, September 16, 2009

**SPECIAL PRECONFERENCE SESSION:  
Assuring that Comparative Effectiveness  
Research Extends to Treatment Delivery  
Methods, including Inpatient Hospitalist and  
Chronic Care Delivery Methods**

(Registration optional)

**8:30 am Getting the Right Care Right: Application of  
Comparative Effectiveness Research Beyond  
Treatment Options to Treatment Delivery Methods**

Arnold Milstein, MD, MPH, *US Health Care Thought Leader,  
Mercer Health & Benefits; Medical Director, Pacific Business Group  
on Health, San Francisco, CA*

**9:00 am Case Study and Unique Issues in Comparing the  
Effectiveness of Treatment Delivery Methods:  
Protocolization of Hospital Treatment Delivery  
Methods**

Peter J. Pronovost, MD, PhD, *Professor, Departments of  
Anesthesiology and Critical Care Medicine and Surgery, Director,  
Quality and Safety Research Group, Center for Innovations in  
Quality Patient Care, The Johns Hopkins School of Medicine and  
Department of Health Policy & Management, Bloomberg School of  
Public Health, Baltimore, MD*

**9:45 am Break**

**10:15 am Expert Investment Advice: Which Comparisons of  
Effectiveness of Treatment Delivery Methods are  
Most Likely to Improve Hospital Outcomes**

Lucian Leape, MD, *Adjunct Professor of Health Policy, Department  
of Health Policy and Management, Harvard School of  
Public Health, Boston, MA*

**11:00 am Panel Q&A**

**11:45 am Preconference Adjournment; Lunch on your Own**

Wednesday, September 16, 2009

**SUMMIT AGENDA: DAY I**

**1:00 pm Welcome and Summit Overview**

John Iglehart, *Founding Editor, Health Affairs; National  
Correspondent, New England Journal of Medicine, Washington, DC  
(Co chair)*

**1:15 pm Keynote Address:**

Gail Wilensky, PhD, *Senior Fellow, Project HOPE;  
Former Administrator, Health Care Financing Administration,  
Washington, DC*

**1:45 pm The Role of AHRQ in Comparative Effectiveness  
Research**

Carolyn M. Clancy, MD, *Director, Agency for Healthcare Research  
and Quality (AHRQ), Department of Health and Human Services,  
Rockville, MD*

**2:15 pm The Role of NIH in Comparative Effectiveness  
Research**

Elizabeth G. Nabel, MD, *Director, National Heart, Lung, and  
Blood Institute, National Institutes of Health, Bethesda, MD*

**2:45 pm The IOM Study on National Priorities  
for Comparative Effectiveness Research**

Harold C. Sox, MD, MACP, *Chair, Panel on Comparative  
Effectiveness, Institute of Medicine; Editor, Annals of Internal  
Medicine; Past President, American College of Physicians,  
Washington, DC*

**3:15 pm Break**

**3:45 pm Methods and Data Infrastructure Needed  
for Comparative Effectiveness Research**

Sean Tunis, MD, MSc, *Founder and Director, Center for Medical  
Technology Policy; Former Director, Office of Clinical Standards and  
Quality and Chief Medical Officer, Centers for Medicare and  
Medicaid Services, Baltimore, MD*

**4:15 pm Comparative Effectiveness Research  
and Cost Effectiveness**

Dean G. Smith, PhD, *Professor and Senior Associate Dean for  
Administration, School of Public Health, University of Michigan,  
Ann Arbor, MI*

**4:45 pm The Advantages of Comparative Effectiveness  
Research**

Jerry Avorn, MD, *Professor of Medicine, Harvard Medical School;  
Chief, Division of Pharmacoepidemiology and Pharmacoeconomics,  
Brigham and Women's Hospital; Author, "Debate About Funding  
Comparative Effectiveness Research," New England Journal of  
Medicine, Boston, MA*

**5:15 pm The Limits of Comparative Effectiveness Research**

Tony Coelho, *Chair of Coalition for Comparative Effectiveness  
Research, Partnership to Improve Patient Care; Chair, Epilepsy  
Foundation; Former Congressman (D/CA), Washington, DC*

**5:45 pm Seeking Effectiveness in Health Care Reform:  
What's at Play in Washington?**

Nancy L. Johnson, *Senior Policy Advisory, Baker, Donelson,  
Bearman, Caldwell & Berkowitz; Former Congresswoman (R-CT),  
US House of Representatives, Washington, DC*

**6:15 pm Adjournment and Networking Reception**

Thursday, September 17, 2009

SUMMIT AGENDA: DAY II

**8:00 am Welcome and Introduction**

John Iglehart, *Founding Editor, Health Affairs; National Correspondent, New England Journal of Medicine, Washington, DC (Co chair)*

**8:15 am The International Experience in Comparative Effectiveness Research**

Frederique S. Santerre, PhD, *Director, Health Care Systems, International Federation of Pharmaceutical Manufacturers & Associations (IFPMA), Geneva, Switzerland*

**8:45 am Comparing Effectively: The Role of Registries in Comparative Effectiveness Research**

Ralph Brindis, MD, MPH, *Senior Advisor for Cardiovascular Disease, Northern California Kaiser; Clinical Professor of Medicine, University of California, San Francisco; President-Elect, American College of Cardiology, Oakland, CA*

Jack Lewin, MD, *Chief Executive Officer, American College of Cardiology; Former Chief Executive Officer, California Medical Association; Former Director of Health, Hawaii, Washington, DC*

**9:15 am How States are Already Using Comparative and Cost-effective Research to Make Policy Decisions**

Mark Gibson, *Deputy Director, Center for Evidence-Based Policy, Oregon Health and Science University; Program Officer, Milbank Memorial Fund, Former Chief of Staff, Oregon Senate President John Kitzhaber, Portland, OR*

**9:45 am Balancing Act: Comparative Effectiveness Research and Innovation in U.S. Health Care**

Valerie Fleishman, *Executive Director, New England Healthcare Institute (NEHI), Cambridge, MA*

**10:15 am Break**

**10:45 am The Implications of Comparative Effectiveness Research to Pharmaceutical Manufacturers**

Marc L. Berger, MD, *Vice President, Global Health Outcomes, Eli Lilly and Company, Indianapolis, IN*

**11:15 am The Implications of Comparative Effectiveness Research to Medical Device Manufacturers**

David Nexon, *Senior Executive Vice President, Advanced Medical Technology Association, Washington, DC*

**11:45 am The Implications of Comparative Effectiveness Research for Hospitals**

Jack Rowe, MD, *Professor, Department of Health Policy and Management, Mailman School of Public Health, Columbia University; Former Chief Executive Officer, Aetna and Mount Sinai NYU Health, New York, NY*

**12:15 pm Networking Luncheon**

**1:00 pm The Implications of Comparative Effectiveness Research for Private Health Insurers: Will it Impact Coverage and Payment?**

Samuel R. Nussbaum, MD, *Executive Vice President and Chief Medical Officer, WellPoint; Former Executive Vice President, Medical Affairs and System Integration, BJC Health System, Indianapolis, IN*

**1:30 pm Operational CER in a Medicare Health Plan: Used to Guide and to Develop a More Effective and Efficient Delivery Systems and Clinical Programs**

Patricia R. Salber, MD, MBA, *Chief Medical Officer and Executive Vice President, Medicare Advantage Division, Universal American Corporation; Chief Medical Officer, Center for Practical Health Reform; Host, Health Care Blog, "The Doctor Weighs In," Houston, TX*

Thomas W. Wilson, PhD, DrPH, *Epidemiologist, Trajectory&reg; Healthcare, LLC, Founder and Board Chair, Population Health Impact Institute, Loveland, OH*

**2:00 pm The Implications of Comparative Effectiveness Research for Health System Group Purchasing Organizations**

Blair Childs, *Senior Vice President, Public Affairs, Premier, Inc., Former Executive Vice President of Strategic, Planning and Implementation, AdvaMed, Charlotte, NC*

**2:30 pm Can Consumers Use Comparative Effectiveness Information Effectively?**

Gail Shearer, *Director, Health Policy Analysis, Consumers Union, Washington, DC*

**3:00 pm Making a Difference: Motivations and Incentives for Clinicians to Develop and Use CER Best Practices**

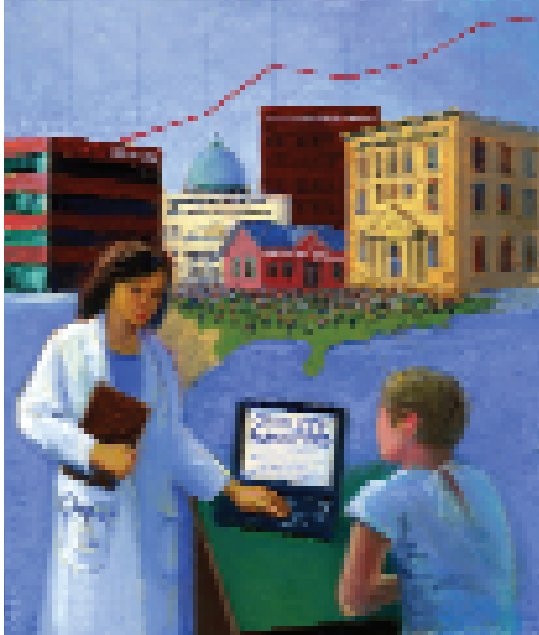
Jed Weissburg, MD, *Senior Vice President for Quality and Care Delivery Excellence, Kaiser Permanente, Oakland, CA*

**3:30 pm The Comparative Effectiveness Research in Comprehensive Health Reform**

Robert Kocher, MD (Invited), *Special Assistant to the President, National Economic Council, The White House; Former Partner and Director, Healthcare Economic Research Team, McKinsey & Company, Washington, DC*

**4:00 pm Summit Adjournment**

Save the Date!



# The NATIONAL Hospital Payment Reform Summit

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- Hospital Pay for Performance
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**KEYNOTE SPEAKER:**

Ronald A. Paulus, MD, MBA, Executive Vice President, Clinical Operations and Chief Innovation Officer, Geisinger Health System

**FEATURED FACULTY:**

Bart Asner, MD, Chief Executive Officer, Monarch Healthcare

Leah Binder, MA, MGA, Chief Executive Officer, The Leapfrog Group

Guy D'Andrea, Founder and President, Discern Consulting

Adam Darkins, MD, MPH, FRCS, Chief Consultant for Care Coordination, Veteran's Health Administration, Department of Veterans Affairs

Joane Goodroe, President and Chief Executive Officer, Goodroe Healthcare Solutions

Stephen F. Jencks, MD, MPH, Independent Consultant; Former Director of the Quality Improvement Group, Office of Clinical Standards and Quality, Centers for Medicare and Medicaid Services; Former Assistant Surgeon General, US Public Health Service

Charles N. (Chip) Kahn III, MPH, President, Federation of American Hospitals

Don Rebhun, MD, Regional Medical Director, HealthCare Partners; Chair, Integrated Healthcare Association

Ann Robinow, Healthcare Consultant, Founder and Former President, Patient Choice Healthcare Inc.; Former Executive Director, Care Systems and Finance, Buyers Health Care Action Group (BHCAG)

Bruce W. Spurlock, MD, President and Chief Executive Officer, Convergence Health Consulting, Inc.

**SUMMIT CO CHAIRS:**

John Iglehart, Founding Editor, *Health Affairs*, National Correspondent, *New England Journal of Medicine*

Harold D. Miller, President and Chief Executive Officer, Network for Regional Healthcare Improvement; Executive Director, Center for Healthcare Quality and Payment Reform

Tom Williams, Executive Director, Integrated Healthcare Association



Register for onsite and online access to both events for a discount. —See page 7

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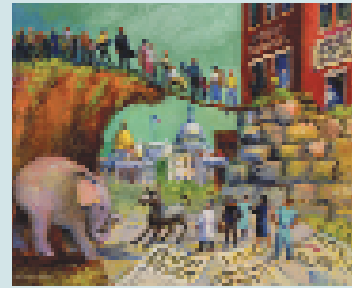
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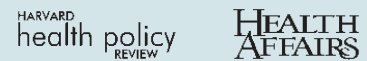
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2. Each registrant will receive a user name and password for access.
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1. For onsite group registrations, full registration and credit card information required for each registrant. List all members of groups registering concurrently on fax or scanned cover sheet.
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### METHOD OF PAYMENT FOR TUITION

Make payment to Health Care Conference Administrators LLC by check, MasterCard, Visa or American Express. Credit card charges will be listed on your statement as payment to Health Care Conference Administrators LLC. Checks or money orders should be made payable to Health Care Conference Administrators LLC. A \$20 fee will be charged on any returned checks.

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Registration may be made online or via mail, fax or scan.

You may register online at [www.ComparativeEffectivenessSummit.com](http://www.ComparativeEffectivenessSummit.com).

Alternatively, you may use our printed registration form, enclose payment and return it to the Summit registrar at 3291 West Wilson Road, Pahrump, NV 89048, or fax the completed

form to 760-418-8084 or scan the completed form to [registration@hcconferences.com](mailto:registration@hcconferences.com). Checks or money orders should be made payable to Health Care Conference Administrators LLC.

The following credit cards are accepted: American Express, Visa or MasterCard. Credit card charges will be listed on your statement as payment to Health Care Conference Administrators LLC.

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Expenses of training including tuition, travel, lodging and meals, incurred to maintain or improve skills in your profession may be tax deductible. Consult your tax advisor. Federal Tax ID: 91-1892021.

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The Summit does not offer CEUs; however, on-site attendees may request a Certificate of Attendance which they can present to their specific continuing education provider.

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If a registrant needs the ability to share Summit content within his or her organization, multiple Summit registrations are available at discounted rates.

The Summit will pay a reward for information regarding unauthorized sharing of Summit content. The reward will be one half of any recovery resulting from a copyright infringement (less legal fees and other expenses related to the recovery) up to a maximum reward payment of \$25,000. The payment will be made to the individual or individuals who in the opinion of our legal counsel first provided the factual information, which was necessary for the recovery.

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# THE NATIONAL COMPARATIVE EFFECTIVENESS SUMMIT

## REGISTRATION FORM

**HOW TO REGISTER:** Fully complete the following (one form per registrant, photocopies acceptable). Payment must accompany each registration (U.S. funds, payable to Health Care Conference Administrators, LLC).

**ONLINE:** Secure online registration at [www.ComparativeEffectivenessSummit.com](http://www.ComparativeEffectivenessSummit.com).

**FAX:** 760-418-8084 (include credit card information with registration)

**MAIL:** Conference Office, 3291 West Wilson Road, Pahrump, NV 89048

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## ONSITE CONFERENCE ATTENDANCE

Onsite conference registration includes onsite attendance, professional networking, and live interaction with the faculty, plus a conference materials DVD.

### PRECONFERENCE REGISTRATION:

Preconference Only: \$ 495

### CONFERENCE REGISTRATION:

(Does not include Preconference):

Through Friday, July 17, 2009 \$ 995  
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### GROUP REGISTRATION DISCOUNT:

Three or more registrations submitted from the same organization at the same time receive the following discounted rates for conference registration only. To qualify, all registrations must be submitted simultaneously:

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**Conference:**  
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 Through Friday, August 14, 2009 \$1,795  
 After Friday, August 14, 2009 \$1,995

### Hotel Information:

Special rates of \$209.00 single/double per night (plus tax) have been arranged. Please make reservations directly with the Washington Marriott Wardman Park, and mention "CompareEffect" to receive the reduced rate. Reservations will be accepted until Tuesday, August 25, 2009. After this date, reservations will be accepted on a space-available basis at the prevailing rate.

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All online registrants are automatically registered for ALL Summit events — the preconference and the conference.

Online conference registration includes the live Internet feed from the Summit, plus six months of continued archived Internet access, available 24/7.

As an alternative to post-conference archived Internet access, online conference registrants may choose to access conference content in one of the following media: 8GB Video iPod™ Nano (for an additional \$150 charge), Data-DVD, or Flash Drive, all of which include video of all sessions and synched PowerPoint presentations.

### INDIVIDUAL REGISTRATION:

Includes preconference and full conference:

Through Friday, July 17, 2009 \$ 795  
 Through Friday, August 14, 2009 \$ 995  
 After Friday, August 14, 2009 \$1,195

### GROUP REGISTRATION:

Group registration offers the substantial volume discounts set forth below.

All group registrants are enrolled in the preconference and conference.

Group registration permits the organizational knowledge coordinator either to share conference access with colleagues or to assign and track conference participation to employees.

#### Conference Access:

5 or more \$595 each  20 or more \$395 each  
 10 or more \$495 each  40 or more \$295 each

See INTELLECTUAL PROPERTY POLICY policy, page 6.

## PAYMENT

Discount Code: \_\_\_\_\_

### TOTAL FOR ALL OPTIONS, ONSITE OR ONLINE:

Please enclose payment with your registration and return it to the Registrar at The National Comparative Effectiveness Summit, 3291 West Wilson Road, Pahrump, NV 89048, or fax your credit card payment to 760-418-8084. You may also register online at [www.ComparativeEffectivenessSummit.com](http://www.ComparativeEffectivenessSummit.com).

Check/money order enclosed (payable to Health Care Conference Administrators LLC)

Payment by credit card:  American Express  Visa  Mastercard

If a credit card number is being given to hold registration only until such time as a check is received it must be so noted. If payment is not received by seven days prior to the Summit, the credit card payment will be processed. Credit card charges will be listed on your statement as payment to Health Care Conference Administrators LLC.

TOTAL \$ \_\_\_\_\_

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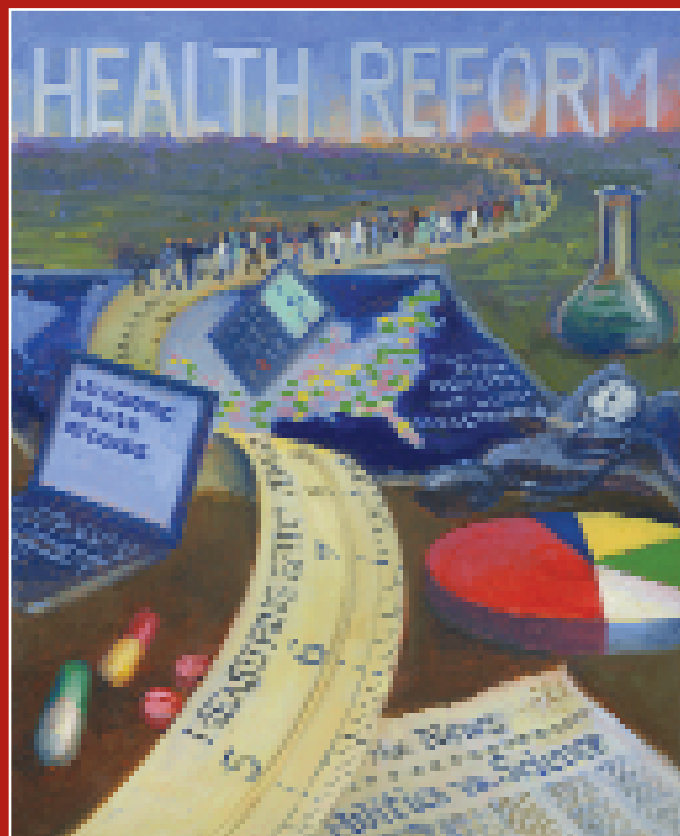
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