Comparative Effectiveness Summit

THE FIFTH NATIONAL

Onsite: September 16 – 18, 2013
Washington, DC

Hyatt Regency Crystal City

FEATURING A SPECIAL RECEPTION AT KAISER PERMANENTE’S CENTER FOR TOTAL HEALTH

See page 2 for Preconference & Plenary Sessions at a Glance

www.ComparativeEffectivenessSummit.com

The Leading Forum on the Role of Comparative Effectiveness Research in Health System Change and Health Reform

OFFERED IN SEQUENCE WITH THE TWELFTH QUALITY COLLOQUIUM

September 18 – 20, 2013 at the Hyatt Regency Crystal City

The Leading Forum on Patient Safety, Quality Enhancement and Medical Error Reduction

www.QualityColloquium.com

Keynote Speakers

William H. Crown, PhD, Chief Scientific Officer, Optum Labs; President, International Society for Pharmacoeconomics and Outcomes Research (ISPOR)

Susan Dentzer, Senior Policy Adviser, Robert Wood Johnson Foundation; Health Policy Analyst, The PBS News Hour

Scott Gottlieb, MD, Resident Fellow, American Enterprise Institute (AEI); Former Deputy Commissioner for Medical and Scientific Affairs, Food and Drug Administration; Former Senior Adviser to the Administrator, CMS

Ronald Pollack, JD, Founding Executive Director, Families USA; Founding Board Chairman, Enroll America

Jean Slutsky, PA, MSPH, Director, AHRQ Center for Outcomes and Evidence, US Department of Health and Human Services

Kara Odom Walker, MD, MPH, MSHS, Office of the Chief Science Officer, Patient-Centered Outcomes Research Institute (PCORI)

Keynote Speakers in Joint Plenary Session with Quality Colloquium

Carolyn M. Clancy, MD, Former Director, Agency for Healthcare Research and Quality

Richard Gilfillan, MD, Former Director, Center for Medicare and Medicaid Innovation, Centers for Medicare and Medicaid Services

Bernadette Loftus, MD, Associate Executive Director, Mid-Atlantic Permanente Medical Group, Kaiser Permanente

Mark McClellan, MD, PhD, Director, Engelberg Center for Health Care Reform, Brookings Institution

Summit Co Chairs

Robert W. Dubois, MD, PhD, Chief Science Officer, National Pharmaceutical Council

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

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ACCME Physician Credit Designation Statement: This activity has been approved for a maximum of 16.75 AMA PRA Category 1 Credit(s)™ for both onsite and online attendees. See page 6.

NASBA Credit Statement: A recommended maximum of 19.0 credits based on a 50-minute hour will be granted for the entire learning activity for the National Association of State Boards of Accountancy (NASBA ). See page 6.
Comparative effectiveness research (CER) is the process by which existing clinical interventions are compared to determine which works best for which patient and under what circumstances, while posing the greatest benefit and the least potential harm and at the lowest end-point cost. Such information will give health care stakeholders the means to make clinical and policy decisions that will shift care to higher-value options across the health care system.

The Patient-Centered Outcomes Research Institute (PCORI), a federal government entity created by the Affordable Care Act, is intended to assist patients and practitioners in making informed health care decisions which will improve health care delivery and outcomes by using evidence-based information that comes from research guided by patients, caregivers, and the broader health care community. PCORI is increasing its emphasis on the involvement of patients in sponsored research efforts. PCORI is responsible for awarding grants with monies principally collected from payers to fund CER projects it deems beneficial. Working closely with the Agency for Healthcare Research and Quality (AHRQ), PCORI sets the national agenda for comparative effectiveness research and disseminates the results, as well as regularly reporting to the President and Congress.

Many medical researchers, consumer groups, unions, insurance companies, and others support comparative effectiveness research and contend that it is one way to eliminate ineffective or unnecessary treatments and thereby reduce federal health spending. Skeptics of CER — 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 National Comparative Effectiveness Summit will provide an understanding of the fundamentals of CER, explore recent trends affecting the research process, and provide a venue for advocates and skeptics to debate the issues. Summit presentations will draw lessons from recent CER experiences and 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.

Cover: iStock Photo ©2011 drnadig

**FEATURING PLENARY SESSIONS ON:**
- Patient-Centered Outcomes Research Institute (PCORI) CER Update
- National Institutes of Health (NIH) CER Update
- Agency for Healthcare Research and Quality (AHRQ) CER Update
- Integrating Comparative Effectiveness into Everyday Practice
- The Politics of Comparative Effectiveness Research
- The Consumer/Patient Perspective
- The Limits of Comparative Effectiveness Research
- How Comparative Effectiveness Research Can Bring Better Care to Patients
- Real-World Evidence (RWE) and Decision-Making: Is It Time Yet?
- Are Providers Using RWE in Guideline Development?
- How do you Decide which RWE is Fit for Use
- How Evidence in General is Being Translated into Benefit Decisions
- How Employers, Health Plans and Insurance Exchanges are Using CER
- The Role of Pragmatic Trials as a Bridge between Experimental Studies and the Real World

**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

**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.

**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 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 the next six months; accessible in the office, at home or anywhere worldwide with Internet access; avoid travel expense and hassle; no time away from the office.

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**AND A PRECONFERENCE: COMPARATIVE EFFECTIVENESS AND PATIENTS**
- Consumer Attitudes and Expectations about Comparative Effectiveness
- Engaging Consumers around Comparative Effectiveness Issues
- Health Care Consumer Views and Expectations — New Results from National “Listening to Mothers” Surveys
- Shared Decision Making and Patient Activation Tools for a New Generation
- Involving Consumers in Guideline Development

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<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>11:00 am</td>
<td>Summit Registration Commences</td>
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<tr>
<td>1:00 pm</td>
<td>Welcome and Introductions</td>
</tr>
<tr>
<td>Maureen Corry, MPH, Executive Director, Childbirth Connection, New York, NY (Preconference Chair)</td>
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<tr>
<td>1:15 pm</td>
<td>Consumer Attitudes and Expectations about Comparative Effectiveness</td>
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<tr>
<td>Chuck Alston, Senior Vice President, Director of Public Affairs, MSL Group, Washington DC</td>
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<tr>
<td>1:45 pm</td>
<td>Engaging Consumers around Comparative Effectiveness Issues</td>
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<tr>
<td>John Santa, MD, MPH, Director of the Health Ratings Center, Consumer Reports, Yonkers, NY</td>
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<tr>
<td>2:15 pm</td>
<td>Health Care Consumer Views and Expectations — New Results from National “Listening to Mothers” Surveys</td>
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<tr>
<td>Maureen P. Corry, MPH, Executive Director, Childbirth Connection, New York, NY</td>
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<tr>
<td>2:45 pm</td>
<td>Break</td>
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<tr>
<td>3:15 pm</td>
<td>Shared Decision Making and Patient Activation Tools for a New Generation</td>
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<tr>
<td>Molly Beinfeld, MPH, Director, Independent Production, Informed Medical Decisions Foundation, Boston, MA</td>
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<tr>
<td>3:45 pm</td>
<td>Involving Consumers in Guideline Development</td>
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<tr>
<td>Carrie Davino-Ramaya, MD, Practice Leader/Methodologist Evidence Based Medicine and Clinical Practice Guidelines, Kaiser Permanente, Portland, OR</td>
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<tr>
<td>4:15 pm</td>
<td>Faculty Q&amp;A and Wrap-Up</td>
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<tr>
<td>Maureen P. Corry, MPH, Executive Director, Childbirth Connection, New York, NY (Moderator)</td>
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<tr>
<td>5:00 pm</td>
<td>Adjournment</td>
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**MONDAY, SEPTEMBER 16, 2013**

**PRECONFERENCE SYMPOSIUM:**  
**COMPARATIVE EFFECTIVENESS AND PATIENTS**

**TUESDAY, SEPTEMBER 17, 2013**

**NATIONAL COMPARATIVE EFFECTIVENESS SUMMIT:**  
**DAY I**

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>7:00 am</td>
<td>Continental Breakfast in the Exhibit Hall</td>
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<tr>
<td>8:00 am</td>
<td>Opening Plenary Session: Overview of CER Policy and Politics</td>
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<tr>
<td>John Iglehart, Founding Editor, Health Affairs, Washington, DC (Co chair)</td>
<td></td>
</tr>
<tr>
<td>8:15 am</td>
<td>The Patient-Centered Outcomes Research Institute (PCORI): National Priorities for Research and Initial Research Agenda</td>
</tr>
<tr>
<td>Kara Odom Walker, MD, MPH, MSHS, Office of the Chief Science Officer, Patient-Centered Outcomes Research Institute (PCORI), Washington, DC</td>
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</tr>
<tr>
<td>8:45 am</td>
<td>The Continuing Promise of Comparative Effectiveness Research in 2013 and Beyond: The Role of the National Institutes of Health</td>
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<tr>
<td>Kathy Hudson, PhD (Invited), Deputy Director for Science, Outreach, and Policy, National Institutes of Health; Former Founder and Director of the Genetics and Public Policy Center; Former Associate Professor in the Berman Institute of Bioethics, Institute of Genetic Medicine, Department of Pediatrics, The Johns Hopkins University, Washington, DC</td>
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<tr>
<td>9:15 am</td>
<td>Integrating Comparative Effectiveness into Everyday Practice</td>
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<tr>
<td>Jean Slutsky, PA, MSPH, Director, AHRQ Center for Outcomes and Evidence, US Department of Health and Human Services, Washington, DC</td>
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<tr>
<td>9:45 am</td>
<td>Break</td>
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<tr>
<td>10:15 am</td>
<td>The Politics of Comparative Effectiveness Research</td>
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<tr>
<td>Susan Dentzer, Senior Policy Adviser, Robert Wood Johnson Foundation; Health Policy Analyst, The PBS News Hour, Washington, DC</td>
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<tr>
<td>10:45 am</td>
<td>The Consumer/Patient Perspective</td>
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<tr>
<td>Ronald Pollack, Founding Executive Director, Families USA, Washington, DC</td>
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<tr>
<td>11:15 am</td>
<td>The Limits of Comparative Effectiveness Research</td>
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<tr>
<td>Scott Gottlieb, MD, Resident Fellow, American Enterprise Institute (AEI); Former Deputy Commissioner for Medical and Scientific Affairs, Food and Drug Administration; Former Senior Adviser to the Administrator, CMS, Stamford, CT</td>
<td></td>
</tr>
<tr>
<td>11:45 am</td>
<td>How CER can Bring Better Care to Patients</td>
</tr>
<tr>
<td>William H. Crown, PhD, Group President, Health Economics &amp; Outcomes, Research and Late Phase Research, Optum Labs; President, International Society for Pharmacoeconomics and Outcomes Research (ISPOR), Cambridge, MA</td>
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<tr>
<td>12:30 pm</td>
<td>Networking Luncheon</td>
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<tr>
<td>Veronique Roger, MD, MPH, Director, Center for the Science of Health Care Delivery, Mayo Clinic, Rochester, NY</td>
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</tbody>
</table>
AFTERNOON PLENARY SESSION: REAL-WORLD EVIDENCE (RWE) AND DECISION-MAKING: IS IT TIME YET?

1:30 pm Welcome and Real-World Evidence and Decision-Making: Is it Time Yet?
Robert W. Dubois, MD, PhD, Chief Science Officer, National Pharmaceutical Council, Washington, DC (Co-chair)

2:00 pm Are Providers Using RWE in Guideline Development?
Paul Wallace, MD (Invited), Senior Vice President and Director of the Center for Comparative Effectiveness Research, The Lewin Group, Washington, DC

2:30 pm Are Payers Using RWE
To be Announced

3:00 pm Are Providers Using RWE in their Rapid Learning Healthcare Decisions
Lucy A. Savitz, PhD, MBA, Director of Research and Education, Institute for Health Care Delivery Research, Intermountain Healthcare; Research Professor, Clinical Epidemiology; Director, CTSA Patient Centered Research Methods Core, University of Utah, Salt Lake City, UT

3:30 pm Break

4:00 pm How do you Decide which RWE is Fit for Use
Helen Sherman, PharmD (Invited), Vice President, Solid Benefit Guidance; Co-Chair, CER-Cl Synthesizing a Body of Evidence Task Force, Portland, OR

4:30 pm How Evidence in General is Being Translated into Benefit Decisions
Steven D. Pearson, MD, MSc, FRCP, President, Institute for Clinical and Economic Review (ICER), Harvard Medical School; Former Special Advisor, Technology and Coverage Policy, Centers for Medicare and Medicaid Services, Boston, MA

5:00 pm The Role of Pragmatic Trials as a Bridge between Experimental Studies and the Real World
Sean Tunis, MD, MSc, President and Chief Executive Officer, 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

5:30 pm ADJOURNMENT AND NETWORKING RECEPTION

WEDNESDAY, SEPTEMBER 18, 2013

NATIONAL COMPARATIVE EFFECTIVENESS SUMMIT: DAY II

MORNING PLENARY SESSION

8:00 am How Employers, Health Plans and Insurance Exchanges are Using Comparative Effectiveness Research

Lawrence Becker, Director of Strategic Partnerships and Alliances, Xerox Corporation; Chair, Standing Committee on Conflicts of Interest, Patient-Centered Outcomes Research Institute (PCORI), Rochester, NY

Leah Binder, MA, MGA, President and Chief Executive Officer, The Leapfrog Group, Washington, DC

Michael Johnsrud, PhD, Senior Vice President, Avalere; Former Associate Director, The Center for Pharmanoeconomic Studies, University of Texas at Austin, Washington, DC (Moderator)

9:00 am The Impact of Comparative Effectiveness Research on ACOs, Hospitals and Health Systems and Clinical Practice

Michael Katkn, PhD, Chairman, Department of Quantitative Health Sciences, The Cleveland Clinic, Cleveland, OH

Joel Kupersmith, MD, Chief Research and Development Officer, Office of Research and Development, Department of Veterans Affairs, Washington, DC

William H. Shrank, MD, MSHS, Associate Physician, Department of Medicine, Brigham and Women’s Hospital; Assistant Professor, Harvard Medical School; Former Director of Rapid-Cycle Evaluation, Center for Medicare and Medicaid Innovation, Boston, MA

Lucy A. Savitz, PhD, MBA, Director of Research and Education, Institute for Health Care Delivery Research, Intermountain Healthcare; Research Professor, Clinical Epidemiology; Director, CTSA Patient Centered Research Methods Core, University of Utah, Salt Lake City, UT (Moderator)

SPECIAL SUBSCRIPTION OFFER

Accountable Care News, Health Insurance Marketplace News, Medical Home News, Predictive Modeling News and Readmissions News represent a family of publications dedicated to providing the most in-depth and up-to-date news and analysis in their respective fields. They are now pleased to offer attendees of the Comparative Effectiveness Summit a very special discounted subscription offer.

All five publications offer 12 pages of outstanding content each month on ACOs, the health insurance marketplace, the patient-centered medical home, predictive modeling, and all payer all cause hospital readmissions, respectively. Every issue includes three in-depth feature articles, brief updates on late-breaking industry news and resources, a Thought Leader segment featuring national opinion leaders commenting on an important issue of the day, and an interview with a key figure in the field.

SPECIAL SUMMIT ATTENDEE SUBSCRIPTION OFFER

Save $173 off the annual subscription rate for your first year, plus you can cancel at any time and receive a prorata refund.

SPECIAL ANNUAL SUBSCRIPTION RATE — pay just $295 instead of the regular $468. Use the Summit Registration Form in this brochure and complete the respective newsletter subscription information.
10:00 am  Optimizing Health Information Technology’s Role in Enabling Comparative Effectiveness Research
Amol S. Navathe, MD, PhD, Clinical Fellow in Medicine, Harvard Medical School and Brigham and Women’s Hospital; Adjunct Faculty, Leonard Davis Institute of Health Economics, The Wharton School, University of Pennsylvania; Editor-in-Chief, Healthcare: The Journal of Delivery Science and Innovation; Former Medical Officer and Senior Program Manager, Comparative Effectiveness Research (CER) Program, US Department of Health and Human Services, Washington, DC

10:30 am  Break

11:00 am  How Life Sciences Companies are Using Comparative Effectiveness Research
Jane Horvath, MHSA (Invited), Executive Director of Health Policy and Reimbursement, Merck & Co.; Former Deputy Assistant Secretary for Legislation, US Department of Health and Human Services, Washington, DC

11:15 am  Jennifer S. Graff, PharmD, Director Comparative Effectiveness Research, National Pharmaceutical Council, Washington, DC (Moderator)

Noon  NETWORKING LUNCHEON

FEATURING A SPECIAL RECEPTION AT KAISER PERMANENTE’S CENTER FOR TOTAL HEALTH

Join us for a special opening night reception on the evening of Wednesday, September 18, 2013 at Kaiser Permanente’s Center for Total Health. Enjoy an evening of great food and cocktails as you network with colleagues in a unique and innovative setting! The Center boasts touchscreen exhibits and state-of-the-art health technology displays, including an interactive walking wall, and is just 6 1/2 miles away from the conference hotel. Complimentary round-trip shuttle service will be provided from the Hyatt.

1:00 pm  Welcome and Introduction
David B. Nash, MD, MBA, Dean, Jefferson School of Population Health, Thomas Jefferson University, Philadelphia, PA (Co chair)

1:15 pm  Keynote Presentation
Mark McClellan, MD, PhD, Director, Engelberg Center for Health Care Reform, Brookings Institution; Former CMS Administrator and FDA Commissioner, Washington, DC

1:30 pm  Break

2:00 pm  Can Payment (Shared Services and Bundled) and Delivery System (ACOs and Medical Homes) Reform Serve as Levers to Improve Healthcare Quality and Patient Safety?
Richard Gilfillan, MD, Former Director, Center for Medicare and Medicaid Innovation, Centers for Medicare and Medicaid Services; Former President and Chief Executive Officer, Geisinger Health Plan, Washington, DC

2:45 pm  Break

3:15 pm  Where Policy and Practice Meet to Improve Healthcare Quality and Patient Safety?
Carolyn M. Clancy, MD, Former Director, Agency for Healthcare Research and Quality, Rockville, MD

4:00 pm  Leaping the Knowing-Doing Gap: Using Data and Transparency to Forge Rapid Quality and Safety Improvements
Bernadette L. Loftus, MD, Associate Executive Director, Mid-Atlantic Permanente Medical Group, Kaiser Permanente, Rockville, MD

4:30 pm  Achieving the Outcomes we Deserve — How to Use Data and Best Practices Effectively
Richard Corder, MHA, FACHE, Assistant Vice President, Business Development, CRICO Strategies, Cambridge, MA

5:00 pm  ADJOURNMENT AND BOARD SHUTTLE BUSES TO SPECIAL NETWORKING RECEPTION AT KAISER PERMANENTE’S NEW CENTER FOR TOTAL HEALTH

Take advantage of this unique opportunity to expand your reach! The Summit is attended by highly influential and experienced professionals. Sponsorship offers you strategic positioning as an industry leader.

For more information call 206-673-4815 or email exhibits@hcconferences.com.

EXHIBIT AND SPONSORSHIP OPPORTUNITIES

HOTEL INFORMATION/RESERVATIONS

The Hyatt Regency Crystal City is the official hotel for the FIFTH NATIONAL COMPARATIVE EFFECTIVENESS SUMMIT. A special group rate of $239.00 single/double per night (plus tax) has been arranged for Summit Attendees.

For online reservations please go to http://www.comparativeeffectivenesssummit.com/travel.html. Be sure to select COMPARE EFFECT as your Attendee Type in order to receive the special group rate. For phone reservations, call Central Reservations toll free at 1-888-421-1442 or 703-418-1234 to reach the hotel directly. Please refer to QUALITY COLLOQUIUM and ask for the COMPARATIVE EFFECTIVENESS SUMMIT sub-block when you call. Reservations at the group rate will be accepted while rooms are available or until the cut-off date of Tuesday, August 27, 2013. After this, reservations will be accepted on a space-available basis at the prevailing rate.

Hyatt Regency Crystal City at Reagan National Airport
2799 Jefferson Davis Highway • Arlington, VA 22202 • Tel: 1-703-418-1234

For more information call 206-673-4815 or email exhibits@hcconferences.com.
THE FOLLOWING REGISTRATION TERMS AND CONDITIONS APPLY FOR THE COMPARATIVE EFFECTIVENESS SUMMIT

REGARDING INTERNET REGISTRATIONS
1. Individuals or groups may register for webcast access. Organizations may register for group access without presenting specific registrant names. In such instances the registering organization will be presented a series of user names and passwords to distribute to participants.
2. Each registrant will receive a user name and password for access. Registrants will be able to change their user names and passwords and manage their accounts.
3. Webcast registrants will enjoy six (6) months access from date of issuance of user name and password.
4. Only one user (per user name and password) may view or access archived conference. It is not permissible to share user name and password with third parties. Should webcast registrants choose to access post conference content via Flash Drive, this individual use limitation applies. It is not permissible to share alternative media with third parties.
5. User name and password use will be monitored to assure compliance.
6. Each webcast registration is subject to a “bandwidth” or capacity use cap of 5 gb per user per month. When this capacity use cap is hit, the registration lapses. Said registration will be again made available at the start of the next month so long as the registration period has not lapsed and is subject to the same capacity cap.
7. For webcast registrants there will be no refunds for cancellations. Please call the Conference Office at 800-503-8960 or 206-452-5215 for further information.

REGARDING ONSITE REGISTRATION, CANCELLATIONS AND SUBSTITUTIONS
1. For onsite group registrations, full registration and credit card information is required for each registrant. List all members of groups registering concurrently on fax or scanned cover sheet.
2. For onsite registrants there will be no refunds for “no-shows” or for cancellations. You may send a substitute or switch to the webcast option. Please call the Conference Office at 800-503-8960 or 206-452-5215 for further information.

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 HealthCare (HC) Conf LLC. Checks or money orders should be made payable to Health Care Conference Administrators LLC. A $30 fee will be charged on any returned checks.

REGISTRATION OPTIONS
Registration may be made online or via mail, fax or scan.
You may register through either of the following:
• Fax/Mail/Email using this printed registration form. Mail the completed form with payment to the Conference registrar at 22529 39th Ave. SE, Bothell, WA 98021, or fax the completed form to 206-319-5303, or scan and email the completed form to 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 HealthCare (HC) Conf LLC.
For registrants awaiting company check or money order, a credit card number must be given to hold registration. If payment is not received by seven days prior to the Summit, credit card payment will be processed.

TAX DEDUCTIBILITY
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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Unauthorized sharing of Summit content via Internet access through the sharing of user names and passwords or via alternative media (Flash Drive) through the sharing of said media is restricted by law and may subject the copyright infringer to substantial civil damages. The Summit aggressively pursues copyright infringers. 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 quarter (25%) 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. If you have knowledge regarding the unauthorized Summit content sharing, contact the Summit registration office.

COMPARATIVE EFFECTIVENESS SUMMIT CONTINUING EDUCATION CREDITS

ACME Accreditation Statement
This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of the Institute for the Advancement of Human Behavior (IAHB) and Health Care Conference Administrators, LLC (dba GHC, LLC Healthcare). The IAHB is accredited by the ACCME to provide continuing medical education for physicians.

Credit Designation Statement
The IAHB designates this live activity for a maximum of 16.75 AMA PRA Category 1 Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

CME credit is available for all onsite and online attendees.

NASBA
Health Care Conference Administrators, LLC (dba GHC, LLC Healthcare) is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: www.learningmarket.org. A recommended maximum of 19.0 credits based on a 50-minute hour will be granted for the entire learning activity. This program addresses topics that are of a current concern in the healthcare quality and patient safety environment. This is an update, group-lively activity. For more information regarding administrative policies such as complaints or refunds, call 425-233-5075 or email pjgrant@ehcca.com.

POSTCONFERENCE APPLICATION FOR CREDIT

ABQAURP
ABQAURP Diplomates who would like to utilize CE credits received from an accredited provider other than ABQAURP must complete an onsite form and return with the required document and fees: www.abqauroip.org/pdf/recert-app.pdf. The Summit will issue a certificate of attendance to be submitted in conjunction with the ABQAURP form.

Certificate of Attendance
Onsite attendees can also request a Certificate of Attendance which they can file with appropriate entities for credit, and webcast attendees can request a Webcast Certificate of Attendance on which they can certify the number of hours they watched and can file with appropriate entities for credit.

CANCELLATIONS/SUBSTITUTIONS
No refunds will be given for “no-shows” or for cancellations of either webcast or onsite registrations. You may send a substitute or transfer your onsite registration to a webcast registration. For more information, please call the Conference Office at 800-503-8960 or 206-452-5215.

REGISTRATION BINDING AGREEMENT
Registration (whether online or by this form) constitutes a contract and all of these terms and conditions shall apply in the case of any credit/debit card dispute.

GENERAL TERMS AND CONDITIONS
Program subject to cancellation or change. If the program is cancelled the only liability of the Summit will be to refund the registration fee paid. The Summit shall have no liability regarding travel or other costs. Registration form submitted via fax, mail, email or online constitutes binding agreement between the parties.

FOR FURTHER INFORMATION
Call 800-503-8960 (Continental US, Alaska and Hawaii only) or 206-452-5215, send e-mail to registration@hcconferences.com, or visit our website at www.ComparativeEffectivenessSummit.com.
COMPARATIVE EFFECTIVENESS SUMMIT

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

PRECONFERENCE (Monday, September 16)
- Preconference: COMPARATIVE EFFECTIVENESS AND PATIENTS $ 495

CONFERENCE (Does not include preconference):
- Standard Rate:
  - Through Friday, July 19, 2013* $ 795
  - Through Friday, August 16, 2013** $1,095
  - After Friday, August 16, 2013 $1,995
- Special Provider Rate**:
  - Through Friday, July 19, 2013* $ 995
  - Through Friday, August 16, 2013** $1,295
  - After Friday, August 16, 2013 $1,995
- Special Academic/Government/Clinic Rate***:
  - Through Friday, July 19, 2013* $ 995
  - Through Friday, August 16, 2013** $1,295
  - After Friday, August 16, 2013 $1,995

GROUP REGISTRATION DISCOUNT (Does not include Preconference):
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:
- Through Friday, July 19, 2013* $ 795
- Through Friday, August 16, 2013** $1,095
- After Friday, August 16, 2013 $1,995

CONFERENCE ELECTRONIC MEDIA:
Onsite attendees — Following the Summit, the video and presentations are made available on a flash drive. To take advantage of the discounted price below, you must reserve media WITH your Summit registration:
- Flash Drive ($99 + $15 shipping) $ 114
- 6 months’ access on Web $ 99

SPECIAL SUBSCRIPTION OFFER FOR BOTH ONSITE AND WEBCAST ATTENDEE:
You can purchase an annual subscription to Accountable Care News, Health Insurance Marketplace News, Medical Home News, Predictive Modeling News or Readmissions News for only $295 (regular rate $468) when ordered with your conference registration.
- Accountable Care News $ 295
- Medical Home News $ 295
- Health Insurance Marketplace News $ 295
- Predictive Modeling News $ 295

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

CONFERENCE (Includes the preconference and conference):
- Standard Rate:
  - Through Friday, August 16, 2013* $ 995
  - After Friday, August 16, 2013 $1,395
- Special Academic/Government/Clinic Rate***:
  - Through Friday, August 16, 2013* $ 495
  - After Friday, August 16, 2013 $ 695

GROUP REGISTRATION:
Group registration offers the substantial volume discounts set forth below. Group registration permits the organizational knowledge coordinator either to share conference access with colleagues or to assign and track employee conference participation. Conference Access:
- 3 or more $995 each
- 20 or more $995 each
- 40 or more $995 each

See INTELLECTUAL PROPERTY POLICY, page 6.

CONFERENCE ELECTRONIC MEDIA:
Webcast attendees — Following the Summit, the video and presentations are made available on a flash drive. To take advantage of the discounted price below, you must reserve media WITH your Summit registration:
- Flash Drive ($99 + $15 shipping) $ 114

PAYMENT

TOTAL FOR ALL OPTIONS, ONSITE OR WEBCAST:
Please enclose payment with your registration and return it to the Registrar at Comparative Effectiveness Summit, 22529 39th Ave SE, Bothell, WA 98021, or fax your credit card payment to 206-319-5303.

REGISTRATION BINDING AGREEMENT
Registration (whether online or by this form) constitutes a contract and all of these terms and conditions are binding on the parties. In particular, these terms and conditions shall apply in the case of any credit/debit card dispute. For online and onsite registrants there will be no refunds for "no-shows" or cancellations.
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