



# IMPROVING HEALTHCARE QUALITY AND VALUE: THE ROLE OF COMPARATIVE EFFECTIVENESS RESEARCH

March 29, 2007

National Press Club • Washington, DC

CMPI

Center for Medicine  
in the Public Interest

## Registration

8:30 a.m. – 9:00 a.m.

## Welcome and Introduction

9:00 a.m. – 9:20 a.m.

**Andrew Balas**, MD, PhD, Old Dominion University

**Peter Pitts**, President, CMPI

## Opening Panel

**Defining the Need: The Role of Comparative Effectiveness in Improving Quality and Value**

9:20 a.m. – 10:45 a.m.

**Carolyn Clancy**, MD, Director

Agency for Healthcare Research and Quality, Washington DC

**Gail Wilensky**, PhD, Senior Fellow

Project HOPE, Millwood, VA

**Scott Gottlieb**, MD, Resident Fellow

American Enterprise Institute, Washington DC

**Bryan R. Luce**, PhD, MBA, Senior Vice President

United BioSource Corporation, Bethesda, MD

## COFFEE BREAK

10:45 a.m. – 11:00 a.m.

## Panel II

**Comparative Effectiveness: Science and Research Issues**

(11:00 a.m. – 12 noon)

**Stephen P. Spielberg**, MD, PhD, Dean and Vice President for Health Affairs

Dartmouth Medical School, Hanover, NH

**David B. Goldstein**, PhD, Professor and Director

Duke University, Durham, NC

**Peter Elkin**, MD, Professor of Medicine

Mayo Clinic, Rochester, MN

**John F. P. Bridges**, PhD, Bloomberg School of Public Health

Johns Hopkins University, Baltimore, MD

## Luncheon Panel

**Comparative Effectiveness: Stakeholder Perspectives**

12:15 p.m. – 1:30 p.m.

**Joe Drozda**, MD, Senior Advisor,

Centene Corp., St. Louis, MO

**Wayne A. Rosenkrans, Jr.** PhD, Business Strategy Director

AstraZeneca Pharmaceuticals

**Jennifer Bright**, Vice President of State Policy

Mental Health America and The National Working

Group on Evidence-Based Healthcare

## Conclusion and Next Steps:

1:30 p.m. – 2:00 p.m.

**Andrew Balas and Peter Pitts**