

Informing innovative healthcare
policy and practice

ADVISORY BOARD

Lynda Bryant-Comstock
GlaxoSmithKline

Lawrence H. Cohn, M.D.
Harvard Medical School

Elizabeth Fowler, Ph.D., J.D.
Johnson & Johnson

Robert Galvin, M.D.
Equity Healthcare

William Gillespie, M.D.
EmblemHealth, Inc.

Scott Howell, M.D., M.B.A.
Genentech, Inc.

Karen Ignagni, M.B.A.
America's Health Insurance Plans

Steven B. Kelmar
Aetna Inc.

Daniel Leonard
National Pharmaceutical Council

Daniel T. McGowan
Hygeae HealthHoldings

Barbara McNeil, M.D., Ph.D.
Harvard Medical School

Mary Ella Payne, R.N., M.S.P.H.,
Ascension Health

Eleanor Peretto, Ph.D., M.S.
Pfizer Inc.

Robert Reischauer, Ph.D.
The Urban Institute

Murray Ross, Ph.D.
Kaiser Health Plans

John Rowe, M.D.
Columbia University

Kevin Schulman, M.D.
Duke University

The Health Industry Forum was established to develop practical, actionable strategies to improve the quality and effectiveness of the U.S. healthcare system. Based at Brandeis University, The Forum is recognized as a unique organization where leading industry and public policy officials work together to address challenging issues facing the U.S. healthcare system. Our priority areas include:

- **Increasing the effectiveness of healthcare systems.** Promoting innovative programs and policies for driving health system change through payment reform, benefit design, consumer incentives, and performance measurement.
- **Improving evidence for decision makers.** Improving clinical data collection (e.g., registries), making more effective use of observational data, funding and organizing comparative effectiveness research.
- **Establishing incentives for innovation and affordability.** Developing business models and public policies to accelerate adoption of high value activities and generate additional evidence for products and practices of uncertain value.

Activities:

- **Forums.** The Health Industry Forum holds small interactive meetings focused on clarifying the real issues in divisive policy debates and developing consensus on options for moving forward. Our invitation-only Forums are well attended by senior health care business leaders, government officials, and academic researchers.
- **Research.** The Forum funds health service research projects to provide insight into the design of innovative health care management programs.
- **Policy development.** The Forum convenes small multi-stakeholder workgroups to identify priorities, conduct analyses, and develop policy options in the areas of effectiveness, evidence and innovation.

Charter Members: Aetna Inc., Ascension Health, EmblemHealth Inc., Genentech, Inc., GlaxoSmithKline, Johnson & Johnson, Kaiser Permanente, and Pfizer Inc.

Members: Atrius Health, Blue Cross Blue Shield of Massachusetts, Boston Scientific, Geisinger Health System, Highmark Blue Cross Blue Shield, Medtronic, Inc., Novartis Pharmaceuticals Corporation, and Premier Healthcare Alliance.

For more information about membership:

Stuart Altman, Chairman, (781) 736-3803, altman@brandeis.edu
Robert Mechanic, Executive Director, (781) 736-3969 mechanic@brandeis.edu



Past Forums

2013

The Future of the American Hospital (March 2013)

Post-Election Outlook for the Health Care Industry (Senior Policy Roundtable, January 2013)

2012

Building the Components of Accountable Care: What Do Physicians, Hospitals and Insurers Need to Do Differently? (Co-Sponsored by Kaiser Permanente Institute for Health Policy, the Council of Accountable Physician Practices and Brandeis University, October 2012)

Molecular Diagnostics and Companion Therapies: Partnerships, Payment and Evidence Development (Co-Sponsored by The National Pharmaceutical Council, July 2012)

States' Role in Health Care Reform: Possibilities to Improve Access and Quality (Co-sponsored by The Council on Health Care Economics May 2012)

Reducing Waste in the US Health Care System: Addressing Political and Technical Barriers (April 2012)

2011

How Will Deficit Reduction Impact the Health Care System? (November 2011)

Advancing Comparative Effectiveness Research under Health Care Reform (Co-Sponsored by The National Pharmaceutical Council, October 2011)

The Evolution of State Health Insurance Exchanges (Co-Sponsored by The Kaiser Permanente Institute for Health Policy, July 2011)

Episode Payment: Private Innovation and Opportunities for Medicare - Special Meeting on Episode Payment Features with CMMI Chief Rick Gilfillan (May 2011)

Where Do We Go From Here? The Future of Health Reform (Co-sponsored by The Council on Health Care Economics May 2011)

Accountable Care Organization Development: Policy Meets Reality (March 2011)

Accelerating Innovation in Health Care Payment and Delivery: A Conversation with CMMI Chief Rick Gilfillan (Senior Policy Roundtable, February 2011)

2010

Accountable Care Organizations: Implications for Consumers (Co-Sponsored by the Aetna Foundation and America's Health Insurance Plans, October 2010)

Strategies for Optimizing Secondary Use of Data Through Health Information Exchange (Senior Policy Roundtable, September 2010)

Advancing Electronic Health Records Adoption and Meaningful Use (Co-sponsored by Health Affairs, August 2010)

How Can the Private Sector Advance Meaningful Use? (Senior Policy Roundtable, July 2010)

Shaping Convergent Strategies in Comparative Effectiveness Research (Co-Sponsored by the National Pharmaceutical Council, America's Health Insurance Plans, Blue Cross Blue Shield Association, June 2010)

Examining End of Life Care: Creating Sensible Policies for Patients, Providers, and Payers (Co-Sponsored by The Council on Health Care Economics, May 2010)

Building Accountable Care Organizations (Co-sponsored by Aetna Inc. and Kaiser Permanente Institute for Health Policy, April 2010)

Jump Starting the Medicare Innovation Center (Senior Policy Roundtable, January 2010)

2009

Accelerating High-Value Healthcare (October 2009)

Next Steps Towards a Robust Comparative Effectiveness Research Enterprise (Senior Policy Roundtable, September 2009)

Options for Structuring a National Health Insurance Exchange (Co-sponsored by The Kaiser Permanente Institute for Health Policy, July 2009)

Enhancing Market Competition for Biologics (June 2009)

Implementing Bundled Payments for Health Care Services (Co-sponsored by Aetna, April 2009)

2008

Can Medicare Accelerate Delivery System Reform: Options for Creating a Sustainable U.S. Healthcare System (Co-sponsored by Kaiser Permanente, November 2008)

Specialty Pharmaceuticals: Policy Solutions for Balancing Access and Affordability (October 2008)

Managing Specialty Pharmaceuticals: Balancing Access and Affordability (July 2008)

Road Testing Electronic Health Records as a Mechanism for Developing Evidence on Effectiveness (June 2008)

Healthcare Innovation in the 21st Century: Creating Incentives for Value in an Era of Constrained Resources (April 2008)

Payment and Delivery System Reform: Creating Conditions for More Efficient and Effective Health Services (April 2008)

2007

Setting Priorities for Comparative Effectiveness Research (November 2007)

Roadmap for Integrating Genetic Testing into Health Care Delivery and Disease Prevention (Co-sponsored with the University of Washington, October 2007)

Optimizing Information Under Coverage With Evidence Development (October 2007)

Value-Based Pricing and Payment for Medical Technologies: Can We Establish Systems That Promote Affordability and Innovation? (October 2007)

Comparative Effectiveness Research: Optimizing the Value Proposition for Patients, Providers and Health Care Systems (July 2007)

Developing an Effective Long Term Strategy for Post-Marketing Surveillance of Medical Products (April 2007)

Assessing the Value of New Drugs, Devices and Biologicals: Is There a Better Way?
(Co-sponsored with Kaiser Permanente and AHIP, February 2007)

2004-2006

Comparative Effectiveness Forum (Co-sponsored with Kaiser Permanente, Merck and AHIP, November 2006)

Coverage and Payment for Pharmacogenomic Testing Services (October 2006)

Pharmaceutical Benefit Management Strategies under Medicare Part D (July 2006)

Methodology Standards to Support Improved Evidence for Decision Making (May 2006)

Future Strategies for U.S. Technology Assessment (April 2006)

Promoting Appropriate Utilization in an Era of Consumer Directed Health Care (October 2005)

Building an Evidence-Based Health System: An Agenda for the Next Four Years (April 2005)

Is There a Business Case for Correcting Health Care Underuse? (July 2004)