



Advancing Comparative Effectiveness Research under Health Reform

Marriott Wardman Park, 2660 Woodley Road NW, Washington, DC, 20008

October 19, 2011

Co-sponsored by the National Pharmaceutical Council

8:00 a.m. Continental Breakfast

8:30 a.m. Health Reform's Imperative to Improve Value

Presenters: Stuart Altman, Ph.D., Professor of National Health Policy, Brandeis University
Dan Leonard, M.A., President, National Pharmaceutical Council

8:45 a.m. Comparative Effectiveness Research in Action

This session will highlight three current controversies in CER: Avastin and Lucentis for macular degeneration (pharmaceutical), "metal-on-metal" hip implants (device), and the use of pay-for-performance to increase quality (health services). After reviewing the foundational scientific studies, the session will discuss how different constituents interpret and implement data on comparative effectiveness for medical decision making.

Presenter: Steven Pearson, M.D., President, Institute for Clinical and Economic Review

9:30 a.m. Developing Comparative Effectiveness Research that Impacts on Medical Practice

This session will review the types of evidence and dissemination practices most likely to influence physician and patient decision-making, whether through medical literature, insurer requirements, specialty society guidelines, or care processes that provider groups directly embed into EMR protocols. Better understanding of the "customer" perspective and the factors that shape the acceptance of CER will help determine what kinds of projects are likely to be influential.

Moderator: Robert Mechanic, M.B.A., Executive Director, Health Industry Forum, Brandeis University

Panelists: Sharon Levine, M.D., Associate Executive Medical Director, Permanente Medical Group
Ed Pezalla, M.D., M.P.H., National Medical Director, Aetna
John (Jack) C. Lewin, M.D., Chief Executive Officer, American College of Cardiology
Walter (Buzz) Stewart, Ph.D., M.P.H., Associate Chief Research Officer and Director,
Center for Health Research, Geisinger Health System

10:45 a.m. Break

11:00 a.m. How Will CER Influence Innovation and Industry Business Practices?

This session will examine how the pharmaceutical and medical device industries are changing their business practices in response to the growing demand by patients and payers for comparative effectiveness research. Panelists will discuss challenges in developing the types of information that payers and regulators require as well as the steps they are taking to integrate CER into their operating practices. They will discuss how policymakers can support their ongoing initiatives to improve information for customers and key stakeholders.

Moderator: Robert W. Dubois, M.D., Ph.D., Chief Science Officer, National Pharmaceutical Council

Panelists: Freda C. Lewis-Hall, M.D., F.A.P.A., Executive Vice President and Chief Medical Officer, Pfizer
Harlan Weisman, M.D., Chief Science and Technology Officer, Medical Devices & Diagnostics, Johnson & Johnson

12:15 p.m. Lunch

12:30 p.m. The National Push to Expand Comparative Effectiveness Research

This session will examine the process, progress, and priorities of the new Patient-Centered Outcomes Research Institute. After a few opening remarks, the majority of the session will be reserved for questions and discussion on PCORI's mission, strategy, and definition of "success".

Moderator: Stuart Altman, Ph.D, Professor, Brandeis University

Panelist: Joe V. Selby, M.D., M.P.H., Executive Director, Patient-Centered Outcomes Research Institute

1:45 p.m. Wrap-up

2:00 p.m. Meeting adjourns