



**IS THERE A BUSINESS CASE FOR CORRECTING
UNDERUSE IN HEALTH CARE?**

**JULY 16, 2004
Washington, D.C.**

AGENDA

Underuse and Quality of Care: Why Is This a Problem?

9:00 a.m. **Stuart Altman**, Professor, Brandeis University
9:15 a.m. **Elizabeth McGlynn**, Associate Director, Rand Health

Do Purchasers Care About Underuse? What Should They Do About It?

9:30 a.m. **Robert Galvin**, Director of Global Healthcare, General Electric
9:45 a.m. **Jack Mahoney**, Corporate Medical Director, Pitney Bowes
10:00 a.m. Discussion

**How Do Health Plans and Pharmaceutical Firms Address Underuse? Is There a
Business Case for Correcting Underuse?**

10:45 a.m. **Samuel Nussbaum**, Chief Medical Officer, Anthem Inc.
11:00 p.m. **John Sory**, Vice President, Pfizer Health Solutions Inc.
11:15 p.m. **Larry Lewin**, Executive Consultant
11.30 p.m. Discussion
12:00 p.m. Lunch

Afternoon: Planning Session for the Forum