



Value-Based Payment and Coverage For Medical Technologies

AGENDA

**Washington, DC 20008
October 2, 2007**

8:00 Registration and Continental Breakfast

8:30 A Framework for Considering Value in Payment and Coverage Decisions

Presenter: James Robinson, Editor in Chief, Health Affairs

9:15 The Science and Art of Value Pricing for Medical Technologies

Presenters: Luis Gutierrez, Jr., MBA, President, Commercialization Services, Covance, Inc.
Randel Richner, BSN, MPH, President, Neocure Bioeconomic Strategies

10:15 Break

10:30 Case Studies: Demonstrating and Capturing the Value of Medical Technologies

Presenters: Jacob Drapkin, Vice President, Ethicon Endo-Surgery Inc.
Scott Howell, MD, MBA, Senior Director, Genentech

11:30 Practical Considerations for Value-Based Coverage and Payment Policy

Presenters: Joseph Dorsey, MD, Former Corporate Medical Director, Harvard-Pilgrim
Donald Moran, President, The Moran Company

Respondent: Andrew Webber, President & CEO, National Business Coalition on Health

12:45 Next Steps for Research and Policy Development

Sean Tunis, MD, MSc, Center for Medical Technology Policy
Stuart Altman, Ph.D., Brandeis University

1:00 Luncheon address: Value-Based Payment in the European Union

Speaker: Kalipso Chalkidou, MD, Ph.D., Associate Director, Research and
Development, National Institute for Clinical Excellence (NICE), United
Kingdom