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