

Informing innovative health care
policy and practice

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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.** Improving the effectiveness of pharmaceutical benefit management, care coordination, benefit design, consumer and provider financial incentives, and supporting public policies.
- **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:

- **Conferences.** The Forum holds small interactive meetings focused on clarifying the real issues in divisive policy debates and developing consensus on options for moving forward. Our conferences are well attended by senior 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., AstraZeneca Pharmaceuticals, EmblemHealth Inc., Johnson & Johnson, Kaiser Permanente, Merck & Co. Inc., and Pfizer Inc.

Members: Blue Cross of Massachusetts, Blue Cross Blue Shield Association, Blue Cross Blue Shield of Florida, Blue Cross Blue Shield of Louisiana, Boston Scientific, Eli Lilly and Co., Genentech, GlaxoSmithKline, Horizon Blue Cross & Blue Shield of New Jersey, Medtronic Inc., Novartis Pharmaceuticals Corporation, Partners Healthcare System Inc., Sanofi-Aventis, Wyeth Pharmaceuticals.

For more information about membership:

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Conferences

Can Medicare Accelerate Delivery System Reform: Options for Creating a Sustainable U.S. Healthcare System (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)

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)

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)

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