

**ECRI**Institute  
The Discipline of Science. The Integrity of Independence.



ECRI Institute's 15th Annual Conference

▷ **COMPARATIVE EFFECTIVENESS  
OF HEALTH INTERVENTIONS:**

Strategies to Change Policy and Practice

**October 17-18, 2007**

Methodology Preconference: October 16  
Washington, DC

**EARN**  
up to  
**16 CME**  
Category 1 Credits  
and  
**14.5 Substantive**  
CLE Credits

# EVIDENCE-BASED EXPERIENCED



**ECRI**Institute  
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Dear Colleague:

“Comparative effectiveness” is not just the latest—and fleeting—health policy “concept.” Significant legislative and private sector efforts are underway to create new and expanded capacity for comparing screening, diagnostic, and treatment options across modalities. Competing drugs, medical devices, and clinical procedures are all in play. As a result, a comparative effectiveness initiative may have a very significant impact on a sweeping range of constituencies from providers, payers, industry, and regulators, to patients and their advocates.

Our 15th annual conference features nearly 25 leading experts and implementers of policy and practice. They will take you through the issues in play, the approaches to developing and using comparative effectiveness data, and public and private acceptance of this competitive approach to how technologies enter and leave the health system. They will address how technologies are paid for, as well as how they are used, and how outcomes are determined.

The program has been carefully designed by the presidents or senior staff of ECRI Institute, the Kaiser Permanente Institute for Health Policy, Health Affairs, the Milbank Memorial Fund, the Employee Benefits Research Institute, the Institute of Medicine, and the Leonard Davis Institute of Health Economics at the University of Pennsylvania. The conference location, Washington, DC, is the ideal backdrop for this conference that brings key federal constituencies face-to-face with policymakers and practitioners from across the nation.

ECRI Institute is an independent nonprofit that researches the best approaches to improving patient care. For the past four decades, we have carried out unbiased studies that are relied upon in the public and private sector, and we are very pleased that comparative effectiveness is poised to play a larger role in healthcare decision making.

We invite you to participate in this important program to engage in a dynamic dialogue with key individuals. You will not simply be listening; you will be discussing and influencing the direction of the comparative effectiveness initiative. Attendance is limited to 200 people in order to preserve your ability to interact with the speakers and other policymakers. Please register now and make hotel reservations soon because October is a very busy time in the U.S. capital.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeffrey C. Lerner".

Jeffrey C. Lerner, PhD  
President and CEO  
ECRI Institute

P.S. Don't miss this landmark conference. Attendance is limited to 200, so please register now.

5200 Butler Pike, Plymouth Meeting, PA 19462-1298, USA ▶ Tel +1 (610) 825-6000 ▶ Fax +1 (610) 834-1275 ▶ Web [www.ecri.org](http://www.ecri.org) ▶ E-mail [info@ecri.org](mailto:info@ecri.org)

# INDEPENDENT SEEKING

**SCHEDULE AT A GLANCE**

ECRI INSTITUTE'S 15th ANNUAL CONFERENCE <a href="http://www.ecri.org/2007conference">www.ecri.org/2007conference</a> Paul Porter Auditorium, Offices of Arnold & Porter, LLP, 555 Twelfth Street, NW, Washington, DC 20004-1206		
Tuesday, October 16, 2007 8:30 – 6:00	Wednesday, October 17, 2007 7:45 – 6:15	Thursday, October 18, 2007 7:45 – 6:00
PRECONFERENCE	POLICY CONFERENCE	
Analyzing Evidence in Comparing the Effectiveness of Health Interventions	Comparative Effectiveness of Health Interventions: Strategies to Change Policy and Practice	
Earn up to 4 CME Credits	Earn up to 6 CME Credits	Earn up to 6 CME Credits
	Earn up to 7.0 Substantive CLE Credits	Earn up to 7.5 Substantive CLE Credits

**PRECONFERENCE Methodology Course**

**ANALYZING EVIDENCE IN COMPARING THE EFFECTIVENESS OF HEALTH INTERVENTIONS**

*Note: Separate track levels make this course suitable for policymakers as well as for practitioners.*

**Tuesday, October 16, 2007**

► Staff from ECRI Institute's Evidence-based Practice Center and other national experts will present this "look under the hood" course that uses case studies to explore exactly how evidence is analyzed in comparing the effectiveness of healthcare interventions.

This year's course is designed to meet the diverse needs of conference participants. The two main sessions are intended for all levels of technical experience and understanding. Smaller breakout sessions will be offered in two track levels: one for people who are actively involved with technology assessment and the other for policymakers and people with more limited prior exposure to technology assessment. Registrants will be contacted prior to the program to determine the appropriate track placement.

**SCHEDULE:**

8:30 – 9:00	Registration and Continental Breakfast
9:00 – 5:00	Methodology Preconference Program
5:00 – 6:00	Complimentary Networking Reception

**Faculty Chair**

Karen Schoelles, MD, SM, Medical Director, ECRI Institute Evidence-based Practice Center (EPC)

**Faculty**

Leah Hale-Curry, JD, Program Director, Health Technology Assessment Program, Washington State Health Care Authority (HCA)

Julia Littell, PhD, Professor, Graduate School of Social Work and Social Research, Bryn Mawr College

**ECRI Institute's Evidence-based Practice Center (EPC) staff, including:**

- |  |  |
|--|--|
| Wendy Bruening, PhD, Senior Research Analyst                                 | Fang Sun, MD, PhD, Senior Research Analyst           |
| Eileen Erinoff, Director, Health Technology Assessment Information Center    | Marie Tiller, PhD, Research Analyst                  |
| Meredith Noble, MS, Research Analyst   | Jonathan Treadwell, PhD, Associate Director, EPC     |
| James Reston, PhD, MPH, Senior Research Analyst                              | Stephen Tregear, DPhil, Director of Special Projects |
| Diane Robertson, Director, Health Technology Assessment Information Services | Stacey Uhl, MSS, Research Analyst                    |

## POLICY CONFERENCE

Wednesday, October 17, 2007

7:45 – 8:30 Registration and Continental Breakfast

8:30 – 9:00 Introductory Remarks

Jeffrey C. Lerner, PhD, President and CEO, ECRI Institute

### SECTION 1: MAKING THE CASE FOR COMPARATIVE EFFECTIVENESS

9:00 – 10:00 Session I: The Numbers and What They Mean

Moderator: Murray Ross, PhD, Health Policy Analysis and Research, Kaiser Permanente Institute for Health Policy

Mark E. Miller, PhD, Executive Director, MedPAC

Peter Orszag, PhD, Director, Congressional Budget Office

▶ This series of speakers will discuss the numbers that drive the need for policy changes in healthcare at this time. They will paint a portrait of the magnitude and intricacies of the numbers, including why they believe that comparative effectiveness will contribute to positive change.

10:00 – 11:00 Session II: What Elements Are in Play?

Moderator: Jeffrey C. Lerner, PhD, President and CEO, ECRI Institute

Stuart Altman, PhD, Professor of National Health Policy, Heller Graduate School of Social Policy and Management, Brandeis University

James C. Robinson, PhD, Editor-in-Chief, Health Affairs

Gail Wilensky, PhD, Senior Fellow, Project Hope

▶ Three leading economists will discuss the "value chain" of new technology and the role of comparative effectiveness within this context. What needs to be done to make comparative effectiveness work, and which elements are captured in current legislative initiatives? What is the role of comparative efficacy in insurance coverage policy, hospital and physician payment methods, pricing for drugs and devices, and consumer choice and cost-sharing?

11:00 – 11:30 Break

11:30 – 12:30 Session III: The Intersection of Policy and Practice: A Case Example of Finding and Treating Coronary Artery Disease

Moderator: Grant Bagley, MD, JD, Partner, Arnold & Porter, LLP

Troyen A. Brennan, MD, JD, MPH, Chief Medical Officer, Aetna, Inc.

Brian G. Firth, MD, PhD, Vice President of Medical Affairs and Health Economics, Cordis Corporation

John C. Lewin, MD, CEO, American College of Cardiology

▶ This complex case history on coronary artery disease is an important illustration of the challenges of implementation that lie ahead for comparative effectiveness. Three leading physicians, representing different but interacting constituencies, will present their views and then discuss the advantages and challenges that arise because of competing modalities for detecting and treating a major disease area. They will discuss the interplay among practicing physicians with industry and with the insurance community; patient safety and quality; the standards by which we generate research evidence and use it to influence whether a drug, medical device, or clinical procedure is used; and the arbitration of risk benefit decisions across modalities. To a limited degree, they will also draw on international experience. The moderator, a former director of coverage and analysis for Medicare, will actively participate in this session, drawing on his experiences.

12:30 – 1:00 Question & Answer Session

1:00 – 2:00 Networking Lunch

2:00 – 3:00 Session IV: Who Has the Data?

Moderator: Mike McGinnis, MD, MPP, Senior Scholar, Institute of Medicine

Lynn Etheredge, Consultant, Health Insurance Reform Project, George Washington University

Sharon Levine, MD, Associate Executive Director, The Permanente Medical Group, Inc.

Sean Tunis, MD, MSc, Director, Center for Medical Technology Policy

### CONTINUING EDUCATION

**CME Accreditation Statement:** This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME). ECRI Institute is accredited by the ACCME to provide continuing medical education for physicians.

**CME Certification Statement:** ECRI Institute designates this entire education activity for a maximum of 16 AMA Physician's Recognition Award Category 1 credits. (4 credits for the preconference and 6 credits per day for the conference). Physicians should claim credit commensurate with the extent of their participation in this activity.

**CLE Credits:** This program has been approved by the Supreme Court of Pennsylvania Continuing Legal Education Board for up to a total of 14.5 Substantive Continuing Legal Education Credits.



► This session will discuss three primary types of issues surrounding the data that will be necessary to carry out comparative effectiveness studies. 1. What data is available now? (i.e., What types of comparative effectiveness studies have been done and how good are they?) 2. What progress has been made on a multiconstituency effort to develop a clinical trial on cardiac-computed tomographic angiography? 3. What types of data will be used for comparative effectiveness, in addition to systematic reviews and clinical trials, such as modeling and manipulating observational data? The speakers will address the ability to draw on data which has not been released to the public traditionally, such as data that is available to industry or to insurers or that resides in electronic medical records. The moderator has extraordinary experience dealing with data issues as a result of his role in leading efforts on comparative effectiveness at the Institute of Medicine.

3:00 – 3:15 **Question & Answer Session**

3:15 – 3:45 **Break**

### 3:45 – 4:15 **Session V: Can Consumers Use Comparative Effectiveness Information Effectively?**

**James A. Guest, JD**, President and CEO, Consumers Union

► Comparative shopping is engrained in most segments of the economy and in consumer behavior. Our speaker will address the underdeveloped but growing role consumers have in making choices about healthcare products, drugs, treatments, and services. The types of data that support informed comparative healthcare decision making, the evidence it is based upon, and the impact that the data have on improving health outcomes will also be covered.

### 4:15 – 4:45 **Session VI: Current Initiatives in Comparative Effectiveness Research**

**Carolyn Clancy, MD**, Director, Agency for Healthcare Research and Quality (AHRQ)

► The director of AHRQ will address the role of her agency in comparative effectiveness now, as well as her perspectives on what needs to change in both the public and private sector in order to increase the capacity to carry out more comparative effectiveness work. She will also address the maturity of the methodologies to assess quality and cost effectiveness.

4:45 – 5:15 **Question & Answer Session**

5:15 – 6:15 **Networking Wine & Cheese Reception**

## **POLICY CONFERENCE**

Thursday, October 18, 2007

7:45 – 8:30 **Registration and Continental Breakfast**

## **SECTION II: WHO NEEDS TO DO WHAT TO MAKE COMPARATIVE EFFECTIVENESS PROGRAMS EFFECTIVE?**

### 8:30 – 9:30 **Session VII: Key Federal Agencies and What They Need to Do to Foster Comparative Effectiveness**

**Barry Straube, MD**, Director and Chief Clinical Officer, Office of Clinical Standards & Quality, Centers for Medicare and Medicaid Services

**Donna-Bea Tillman, PhD**, Director, Office of Device Evaluation, Center for Devices and Radiological Health, U.S. Food and Drug Administration

**Janet Woodcock, MD**, Deputy Commissioner and Chief Medical Officer, U.S. Food and Drug Administration

► FDA and CMS play critical roles in how drugs, devices, and procedures are approved for particular uses, in coverage decisions and reimbursement, and in postmarket surveillance. Some perspectives on comparative effectiveness envision a process by which technologies will enter the marketplace more easily and swiftly than at present, but also one in which there will be a greater emphasis on postmarket surveillance. The speakers will explore how these themes play out for the agencies, including their relationships with industry, private insurers, and physicians. The speakers will also identify the potential effects they anticipate should comparative effectiveness become a major policy initiative.

### 9:30 – 10:15 **Session VIII: Comparative Effectiveness in the States**

**Mark Gibson**, Deputy Director, Center for Evidence-Based Policy, Oregon Health and Science University

**Carmen Hooker Odom**, Secretary of Health, North Carolina Department of Health and Human Services; Incoming President, Milbank Memorial Fund

► This session draws on the experience of the multistate Drug Effectiveness Review Project (DERP) and the Medicaid Evidence-based Decisions Project (MED) programs in comparing drugs, medical devices, and procedures in support of policymaking. It will address substantive issues that arise from trying to obtain and apply comparative effectiveness research to policy decisions from the perspective of the only governments in the U.S. that are directly applying this research extensively at present. Types of questions that arise, types of research that are useful in answering those questions, role and importance of transparency, how to handle interface between industry and researchers, and questions of research capacity and conflict of interest are among the issues to be covered. This session also includes a discussion of mental/behavioral health.

## ABOUT ECRI INSTITUTE

ECRI Institute, a nonprofit organization, dedicates itself to bringing the discipline of applied scientific research in healthcare to uncover the best approaches to improving patient care. As pioneers in this science for nearly 40 years, ECRI Institute marries experience and independence with the objectivity of evidence-based research.

More than 5,000 healthcare organizations worldwide rely on ECRI Institute's expertise in patient safety improvement, risk and quality management, healthcare processes, devices, procedures, and drug technology. ECRI Institute is one of only a handful of organizations designated as both a Collaborating Center of the World Health Organization and an Evidence-based Practice Center by the U.S. Agency for Healthcare Research and Quality. For more information, visit [www.ecri.org](http://www.ecri.org).

10:15 – 10:45 **Question & Answer Session**

10:45 – 11:00 **Break**

### 11:00 – 12:00 **Session IX: Business and Private Insurers**

**Steven D. Pearson, MD, MSc, FRCP**, Director, Institute for Clinical and Economic Review, Harvard Medical School; Senior Fellow, America's Health Insurance Plans

**Fiona Wilmot, MD, MPH**, Director of Medical Policy, Pharmacy & Therapeutics and Transplant, Blue Shield of California

**Charles M. Yarborough, MD, MPH, FACOEM, FACPM**, Director, Health and Wellness Medical Strategies, Lockheed Martin Corporation

► This session will be a dialogue between a senior representative from a large employer, a physician representative from a major private insurer, and a key researcher on health plan policymaking. They will discuss how they use comparative effectiveness now and what information they have in terms of the data they gather but do not currently use for coverage and benefit design. They will discuss more broadly how comparative effectiveness will effect coverage and benefit design, as well as how these issues can be communicated to their constituencies.

12:00 – 1:00 **Networking Lunch**

### 1:00 – 2:00 **Session X: Comparative Effectiveness and the Provider Community**

**David B. Pryor, MD**, Chief Medical Officer, Ascension Health

**Cary Sennett, MD, PhD, FACP**, Senior Vice President, Strategy and Communications, American Board of Internal Medicine

► Care is ultimately delivered by physicians, and it is often delivered in hospitals. One of our presenters is an expert in assessing quality measurement among providers. He will examine how this might change in view of comparative effectiveness requirements. He will also discuss the effect on the role of specialty boards and examiners. The second speaker will address the challenges faced by healthcare systems as the demand to provide services based on comparative effectiveness grows and will provide examples of strategies for measuring and improving effectiveness.

2:00 – 2:15 **Question & Answer Session**

2:15 – 2:45 **Break**

## SECTION III: WILL THE PUBLIC ACCEPT COMPARATIVE EFFECTIVENESS INITIATIVES, AND WHAT WILL POLICYMAKERS DO?

### 2:45 – 3:15 **Session XI: The Living History of Technology Assessment Organizations**

**Roger Herdman, MD**, Director, National Cancer Policy Forum, Institute of Medicine

► Our speaker, now at the Institute of Medicine, has held key posts in government-sponsored technology assessment efforts. He will address the politics that have played out in the history of both public and private sector efforts.

### 3:15 – 4:30 **Session XII: Public Perspectives**

**William Novelli, MA**, Chief Executive Officer, AARP

**M. Caroline Hinestroza, MA, MPH**, Executive Vice President for Programs and Planning, National Breast Cancer Coalition

**David Steel, MD**, Chief Executive, NHS Quality Improvement Scotland

► Speakers will present their perspectives on the public's readiness to use comparative effectiveness information. This session will address the techniques of successful programs that connect with the public, as well as the pitfalls of transparency and the difficulty of explaining the concept of comparative effectiveness.

### 4:30 – 5:30 **Session XIII: Political Possibilities and the Role of Policymakers**

**Wendell Primus**, Chief Health Advisor to House Speaker Nancy Pelosi

**Invited speakers: Senators Max Baucus, Hillary Clinton, Barack Obama, Arlen Specter**

*Note: The time slot for this session and the duration may change based on whether and how many senators accept our invitation. Visit [www.ecri.org/2007conference](http://www.ecri.org/2007conference) for updated information.*

► Speakers will address their thinking about comparative effectiveness as they sort through legislative initiatives and the need to balance the perspectives of multiple constituencies, including the public at large, to achieve politically possible results. This is not a recitation of legislative initiatives, but rather insight into a thinking process for public policymaking.

5:30 – 6:00 **Question & Answer and Wrap-Up Session**



October 17-18, 2007 / Methodology Preconference: October 16, 2007

Location: Paul Porter Auditorium, Offices of Arnold & Porter LLP, 555 Twelfth Street, NW, Washington, DC 20004-1206

## REGISTRATION FORM: Deadline for registration and payment is October 1, 2007.

Your badge will reflect the information you give us. Please type, PRINT IN CAPITAL LETTERS, or attach your business card.

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Degree (Circle one) MD PhD JD RN (Other) \_\_\_\_\_  
 Organization \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_ Ext. \_\_\_\_\_  
 Fax \_\_\_\_\_ E-mail (required) \_\_\_\_\_

Please carefully check which days you will be attending and which rate applies to you.

### ▶ October 17-18: Two-day Policy Conference

- Nonmember Standard Rate \$795
- ECRI Institute HTAIS Members (first two) \$0  
(No charge for first two HTAIS members; additional individuals can register at \$495 rate)
- Additional HTAIS registrants and HRC Members \$495
- Government and Nonprofit\* \$545

### ▶ October 16-18: Full 3-day Conference, including Preconference

- Nonmember Standard Rate \$1,095
- ECRI Institute HTAIS Members (first two) \$475/person
- Additional HTAIS registrants and HRC Members \$745
- Government and Nonprofit\* \$795

### ▶ October 16: One-day Preconference

- Nonmember Standard Rate \$675
- ECRI Institute HTAIS and HRC Members \$475
- Government and Nonprofit\* \$525

\*Provide proof of nonprofit status, such as a state Sales Tax Exemption Certificate or IRS Determination Letter.

Note: Registration is free for eligible Members of Congress and their health aides. Please contact ECRI Institute at [clientservices@ecri.org](mailto:clientservices@ecri.org) or call +1 (610) 825-6000, ext. 5891.

### 4 Easy Ways to Register

1. Mail completed form with payment to ECRI Institute, Circulation Department, 5200 Butler Pike, Plymouth Meeting, PA 19462-1298
2. Fax to +1 (610) 834-0240
3. Call +1 (610) 825-6000, ext. 5891
4. E-mail [clientservices@ecri.org](mailto:clientservices@ecri.org)

A confirmation E-mail will be sent upon receipt.

- Check here if you have any special needs or dietary restrictions. (Deadline for notification is 10/1/07.)

#### Cancellation/Substitution

Registrants unable to attend may send an alternate. Additional charges may apply. Cancellations are subject to \$50 fee.

No refunds after 10/1/07.

For updated conference details, visit [www.ecri.org/2007conference](http://www.ecri.org/2007conference)

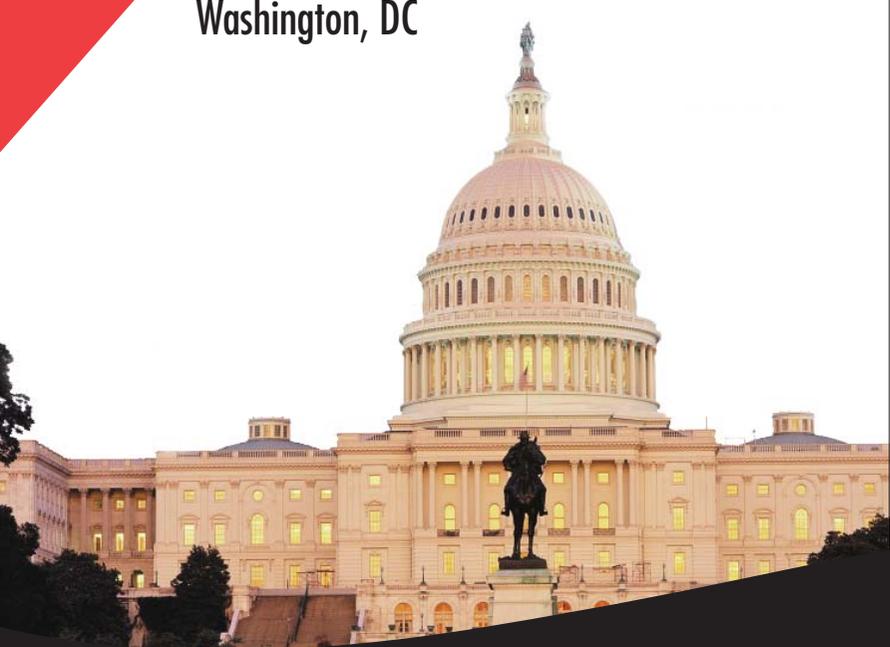
#### PAYMENT METHOD

- Check Enclosed (payable in U.S. funds to ECRI Institute) \$ \_\_\_\_\_
- VISA   MASTERCARD 
- Credit Card No. \_\_\_\_\_ Exp. \_\_\_\_\_
- Signature \_\_\_\_\_

**ECRI Institute's 15th Annual Conference**

**COMPARATIVE EFFECTIVENESS OF HEALTH INTERVENTIONS:  
Strategies to Change Policy and Practice**

**October 17-18, 2007**  
**Methodology Preconference: October 16, 2007**  
**Washington, DC**



**WHO SHOULD ATTEND?**

Senior executives and staff from:

- ▷ Health plans and insurers
- ▷ Provider organizations
- ▷ Employers
- ▷ Pharmaceutical companies
- ▷ Medical device manufacturers
- ▷ State and Federal government agencies

**Plus:**

- ▷ Policymakers and regulators
- ▷ Clinical policy staff
- ▷ Congressional staff, including senators, representatives, committee members, and aides
- ▷ Anyone involved in health technology assessment or health services research