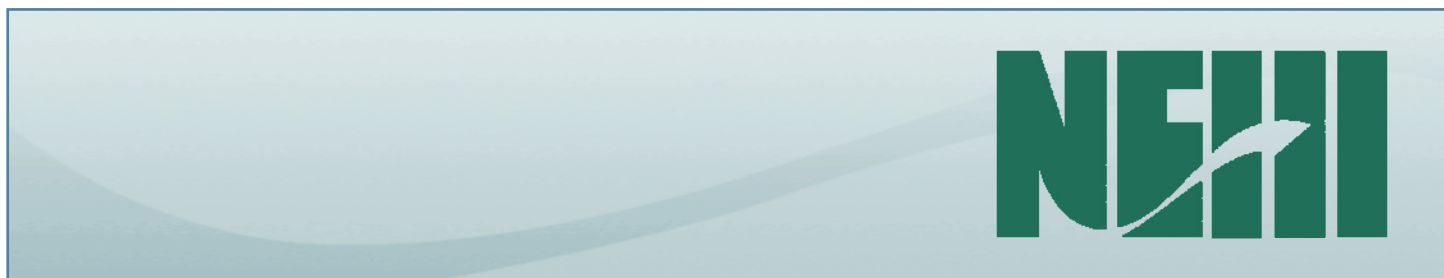


Forging Partnerships: A National Strategy for CER Dissemination

A NEHI Policymaker Roundtable



National Press Club – Washington, DC
May 25, 2011

Agenda

Registration & Refreshments	12:30 PM
Welcome & Introduction	1:00 PM
– Valerie Fleishman, Executive Director, NEHI	
Roundtable Discussion (Part I)	1:10 PM
– Moderated by Clifford Goodman, PhD, The Lewin Group	
Break	2:30 PM
Roundtable Discussion (Part II)	2:45 PM
Audience Q&A	3:15 PM
Closing Remarks	3:50 PM
– Valerie Fleishman, Executive Director, NEHI	
Reception	4:00 PM

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Moderator

Clifford Goodman, PhD

Senior Vice President, The Lewin Group



Dr. Goodman has more than 25 years of experience working with government, industry and nonprofit organizations in health care evaluation. His specialties include health technology assessment and policy analyses with related expertise in evidence-based medicine, outcomes research, health economics, regulatory policy, third-party payment and technological innovation. He has led nationally recognized studies in such areas as organ donation and transplantation, the outlook for the medical device industry, the value of diagnostics and health information technology. Other current areas include pharmacogenomics, biosimilars, applications of cost-effectiveness analysis and knowledge transfer.

He serves as chair of the Medicare Evidence Development and Coverage Advisory Committee for the Centers for Medicare & Medicaid Services. A compelling public speaker on these topics, Dr. Goodman is also a nationally recognized health policy issues moderator and expert panel facilitator.

He received a Doctor of Philosophy from the Wharton School at the University of Pennsylvania, a Master of Science from the Georgia Institute of Technology and a Bachelor of Arts from Cornell University.

Panelists

Carolyn Clancy, MD

Director, Agency for Healthcare Research and Quality



Dr. Clancy was appointed Director of the Agency for Healthcare Research and Quality (AHRQ) in 2003 and reappointed in 2009. Prior to her appointment, Dr. Clancy was Director of AHRQ's Center for Outcomes and Effectiveness Research. Before joining AHRQ in 1990, she was an assistant professor in the Department of Internal Medicine at the Medical College of Virginia.

Dr. Clancy's major research interests include improving health care quality and patient safety and reducing disparities in care associated with patients' race, ethnicity, gender, income and education. As Director of AHRQ, she launched the first annual report to Congress on health care disparities and health care quality. Dr. Clancy is a Clinical Associate Professor in the Department of Medicine at the George Washington University School of Medicine and serves as Senior Associate Editor for the journal *Health Services Research*. She also serves on multiple editorial boards.

She is a member of the Institute of Medicine and was elected a Master of the American College of Physicians in 2004. In 2009, she was awarded the William B. Graham Prize for Health Services Research.

Dr. Clancy is a graduate of Boston College and the University of Massachusetts Medical School. Following clinical training in internal medicine, Dr. Clancy was a Henry J. Kaiser Family Foundation Fellow at the University of Pennsylvania.

Panelists

Jessie Gruman, PhD

President, Center for Advancing Health



Dr. Gruman is the founder of the Center for Advancing Health, a Washington-based policy institute devoted to the translation of health research into effective policy and practice. Since 1992, CFAH has worked to ensure that evidence on social, behavioral and economic factors is applied to the efforts to help individuals act to prevent disease and make good use of the health care available to them.

Dr. Gruman has worked on this same set of concerns in the private sector (AT&T), the public sector (National Cancer Institute) and the voluntary health sector (American Cancer Society). She holds a BA from Vassar College and a PhD in Social Psychology from Columbia University and is a Professorial Lecturer in the School of Public Health and Health Services at George Washington University. She serves on the board of trustees of the Center for Medical Technology Policy and the Technical Board of the Milbank Memorial Fund.

Dr. Gruman was honored by Research!America for her leadership in advocacy for health research and has received honorary doctorates from numerous universities and the Presidential Medal of George Washington University. She is a Fellow of the Society for Behavioral Medicine and a member of the American Academy of Arts and Sciences and the Council on Foreign Relations.

Dr. Gruman is the author of *The Experience of the American Patient: Risk, Trust and Choice; Behavior Matters* and *AfterShock: What to Do When the Doctor Gives You – or Someone You Love – a Devastating Diagnosis*.

M. Sue Kirkman, MD

Senior Vice President, Medical Affairs and Community Information, American Diabetes Association



Dr. Kirkman is the Senior Vice President, Medical Affairs and Community Information, of the American Diabetes Association. She has primary responsibility for the work of ADA's Clinical Affairs area, including oversight of the Professional Practice Committee and its clinical practice recommendations and consensus statements, which provide guidance and direction to health care professionals around the world. She oversees two professional certification programs: the Diabetes Education Recognition Program and the Diabetes Physician Recognition Program, and supervises a staff responsible for the medical accuracy of content distributed by the ADA.

Prior to joining the American Diabetes Association in 2007, Dr. Kirkman was an Associate Professor of Medicine at Indiana University. In this position she was an active clinician and medical educator who directed the fellowship training program in Endocrinology and Metabolism. Dr. Kirkman was also a clinical researcher in the field of prevention of diabetes and its complications and the improvement of the quality of diabetes care. She was also an active physician volunteer with the American Diabetes Association, including membership on its national Board of Directors and its Professional Practice and Education Program Recognition Committees. Dr. Kirkman also served as a member of the editorial board of *Diabetes Care* and Editor-in-Chief of the ADA's consumer periodical, *Diabetes Forecast*.

Dr. Kirkman received her medical degree from the University of North Carolina and completed postgraduate training in Internal Medicine at the University of Utah and in

Panelists

Jack Lewin, MD

Chief Executive Officer, American College of Cardiology



Dr. Lewin has been Chief Executive Officer of the American College of Cardiology (ACC) since November 2006. The 39,000-member College represents American cardiologists and a growing number of international members. Based in Washington, DC, ACC has a distinguished reputation among professional societies for leadership in the monitoring of quality care and outcomes, and for making such results transparent.

Prior to Coming to ACC, Dr. Lewin was CEO of the 35,000-member California Medical Association. He was also formerly Hawaii's Director of Health from 1986-1994, where he helped Hawaii achieve near-universal access to health care and revitalize statewide public health systems. Before that, as a Commissioned Officer in the USPHS, he was the founder and first Director of the Navajo Nation Department of Health, serving the needs of America's largest Indian tribe straddling the states of Arizona, New Mexico and Utah.

Trained in internal medicine, Dr. Lewin has also enjoyed many years of practicing primary care medicine during his career in Arizona, Hawaii and California. He serves on numerous national boards and advisory bodies and was an advisor on health policy to President Clinton.

Dr. Lewin received his BA in Biological Sciences from the University of California, Irvine, and his MD from the University of Southern California. He and his wife Sandra have three children.

Sharon Levine, MD

Associate Executive Medical Director, The Permanente Medical Group



Dr. Levine has served as Associate Executive Director for The Permanente Medical Group of Northern California since 1991 with responsibility for clinical education, management training and leadership development for the group's physicians; government and community relations, health policy and external affairs; and pharmacy policy and drug use management.

A board certified pediatrician, Dr. Levine has held multiple leadership roles within The Permanente Medical Group, as well as academic appointments at Tufts University School of Medicine and Georgetown University School of Medicine, and spent two years as a Clinical Associate at the National Institutes of Health, Institute of Child Health and Human Development.

Dr. Levine serves on the Boards of Directors of the Integrated Healthcare Association, the Public Health Institute of California, the California Association of Physician Groups, the Reagan Udall Foundation, the Medical Board of California and is a member of the Committee on Evidence-Based Benefit Design of the National Business Group on Health. She was recently appointed to a six-year term on the newly created Board of Governors of the Patient-Centered Outcomes Research Institute (PCORI).

A native of Boston, Dr. Levine received her undergraduate degree from Radcliffe College at Harvard University and her MD degree from Tufts University School of Medicine. She is married and lives in Palo Alto, California.

Panelists

Steven Pearson, MD

President, Institute for Clinical and Economic Review, Massachusetts General Hospital



Dr. Pearson is the Founder and President of the Institute for Clinical and Economic Review (ICER) at Massachusetts General Hospital. ICER is a leader in bringing stakeholders together to develop methods and policies to improve the use of evidence in the health care system. Dr. Pearson also serves as Visiting Scientist in the Department of Bioethics at the National Institutes of Health, and is a Lecturer in the Department of Population Medicine at Harvard Medical School. He attended UCSF School of Medicine and completed his internal medicine residency at Brigham & Women's Hospital in Boston.

An internist, health services researcher and ethicist, he has served in many advisory and leadership roles in academia and government. From 2005-2006, Dr. Pearson was Special Advisor, Technology and Coverage Policy, within the Coverage and Analysis Group at the Centers for Medicare and Medicaid Services. He has also served as Senior Fellow at America's Health Insurance Plans and as the Vice Chair of the Medicare Evidence Development and Coverage Advisory Committee (MedCAC) from 2007-2009. Dr. Pearson continues today to serve in various roles related to comparative effectiveness research and policy, including the Board of Directors of HTAi, the AcademyHealth Methods Council, the Quality Alliance Steering Committee and the National Institutes of Health Comparative Effectiveness Research Steering Committee.

His published work includes numerous articles and commentaries on the role of evidence in the health care system and the book *No Margin, No Mission: Health Care Organizations and the Quest for Ethical Excellence*.

Alan B. Rosenberg, MD

Vice President, Clinical Pharmacy and Medical Policy Programs, Wellpoint, Inc.



Dr. Rosenberg is the Vice President of Clinical Pharmacy and Medical Policy Programs for WellPoint, Inc. Among his responsibilities, Dr. Rosenberg leads WellPoint's program (across all of its affiliated brands) for medical policy and technology assessment. He also leads pharmacy and therapeutic processes. Prior to his current position, he served as Chief Medical Officer for Rush Prudential Health Plans, Director in Healthcare Business Consulting for Arthur Andersen, and Vice President of Medical Affairs and Medical Director for Aetna US Healthcare of the Midwest, Inc.

Dr. Rosenberg serves as a Board Member of URAC, the American Association of Preferred Provider Organizations (AAPPO), and the National Headache Foundation. He also participates on the advisory board for the Clinical Medical Technology Policy and the Translational and Policy Research on Personalized Medicine. He is a member of the Agency for Healthcare Research and Quality Effective Healthcare Stakeholder Group, the Blue Cross Blue Shield Association TEC Medical Advisory Panel, the Blue Cross Blue Shield Association Medical Policy Panel, and America's Health Insurance Plan Vaccine & Immunization Finance Working Group.

Dr. Rosenberg received his undergraduate degree from Columbia University in New York and received his medical degree from New York University Medical School. He completed his residency in Internal Medicine at the University of Chicago, Michael Reese Hospital and is board certified in Internal Medicine.

Panelists

Daniel Wolfson

Executive Vice President and Chief Operating Officer, ABIM Foundation



Mr. Wolfson, a leader in health care administration, is the Executive Vice President and Chief Operating Officer of the ABIM Foundation, which seeks to advance medical professionalism and physician leadership in quality. Under his leadership, ABIM Foundation works to complement the goals of the American Board of Internal Medicine, its founding organization, by advancing professionalism by convening health care leaders, conducting research and sponsoring program grants. He joined the Foundation in August 2001.

Mr. Wolfson served for nearly two decades as the founding president and CEO of the Alliance of Community Health Plans (formerly The HMO Group), the nation's leading association of not-for-profit and provider-sponsored health plans. During his tenure, Mr. Wolfson earned national recognition for spearheading the development of the Health Plan Employer Data and Information Set (HEDIS), convening the RxHealthValue coalition to provide independent information on the pharmaceutical industry, and co-sponsoring the journal *Effective Clinical Practice* with American College of Physicians.

Prior to that, Mr. Wolfson was the Director of Planning and Research at the Fallon Community Health Plan, where he led the product development team that launched the nation's first Medicare risk contract with the Health Care Financing Administration.

Mr. Wolfson received a bachelor's degree in Sociology from Boston University and his master's degree in Health Sciences Administration from the University of Michigan, School of Public Health.

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