

Conference on Comparative Effectiveness Comprehensive Management Systems: Ensuring High Quality of Care

Date and Time:

Wednesday, September 15, 2010

Program: 1:00 pm - 6:00 pm

Networking Reception: 6:00 pm - 7:00 pm

Place:

GTRI Conference Center, 250 14th Street, NW
Atlanta, GA 30318

Registration:

\$35 - GaBio Members | \$45 Non-Members | \$35 GAHE Members
at www.gabio.org

This conference will bring together all the players in the health care industry to discuss their perceptions of the role of comparative effectiveness, how it should be integrated into the health care system, and what the ultimate benefit will be. The goal is for the half-day conference to lead to continued discussions among the players as comparative effectiveness becomes part of the health care system.

Program

1:00 pm - 2:00 Keynote

Scott R. Smith, M.S.P.H., Ph.D., Senior Service Fellow, Center for Outcomes and Evidence, Agency for Healthcare Research and Quality, US Department of Health and Human Services

2:10 – 2:40 Health Care IT overview

Mark Braunstein, MD, Professor of the Practice, College of Computing, Associate Director, Health Systems Institute, Georgia Institute of Technology



Conference on Comparative Effectiveness

2:45 – 4:00: Payer sector panel

Moderator: **Tanisha Carino**, Ph.D., Senior Vice President of Avalere Health's Center on Evidence-Based Medicine and Health Information Technology

Panelists: **Melissa Butler, PharmD, MPH, Ph.D.**, BCPC, Research Associate
Center for Health Research Southeast, Kaiser Permanente of Georgia

Gia Compton, Esq., Deputy Chief Medicaid Division,
Georgia Department of Community Health

Margaret Offermann, MD, Ph.D., Vice President-Elect
Federation of American Societies of Experimental Biology

4:05 - 5:20: Provider sector panel

Moderator: **William A. Bornstein**, MD, Ph.D., Emory Healthcare's Chief Quality Officer

Panelists: **Mark Cohen, MD, Physician, Cardiac Electrophysiology, Cardiology, Internal Medicine**, Piedmont Heart Institute

Robert Donnelly, Senior Director, Health Policy, Johnson & Johnson,
Government Affairs and Policy

Nancy M. Paris, MS, FACHE, President and CEO, Georgia Center for Oncology
Research and Education

George Rust, MD, Professor of Family Medicine and Director of the National
Center for Primary Care, Morehouse School of Medicine

5:30 - 6:00: Wrap-up Q&A

Clay Fowler, FACHE, Vice President & Administrator, DeKalb Medical Center Hillendale

6:00 - 7:30 Networking reception at GTRI Conference Center

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