

Agenda

9:00 - 9:15 a.m. **Introductory Remarks**

Moderator:
Joshua Cohen, PhD
Senior Research Fellow & Assistant Professor, Tufts Center for the Study for Drug Development

9:15 - 10:15 a.m. **Comparative Effectiveness Research (CER) in Perspective**

Speaker:
Kavita Patel, MD
Managing Director for Clinical Transformation and Delivery, Engelberg Center for Health Care Reform, Brookings Institution

10:15 - 10:30 a.m. Break

10:30 - 11:30 a.m. **CER and Biopharmaceutical Development: Whither Innovation?**

Speaker:
Jennifer Graff, PharmD
Research Director of Methods, Evidence & Coverage, National Pharmaceuticals Council

11:30 - 12:30 p.m. Lunch

12:30 - 1:30 p.m. **CER and Patient Access: Coverage and Reimbursement**

Speaker:
John Fallon, MD
Senior Vice President & Chief Physician Executive, Blue Cross Blue Shield of Massachusetts

1:30 - 2:30 p.m. **CER and Patient Access: Enhancing the Practice of Medicine**

Speaker:
Jerry Avorn, MD
Professor of Medicine, Harvard Medical School

2:30 - 2:45 p.m. Break

2:45 - 3:45 p.m. **Panel Discussion: Bridging the Divide**

Moderator:
Joshua Cohen, PhD
Senior Research Fellow & Assistant Professor, Tufts Center for the Study for Drug Development

3:45 - 4:00 p.m. **Concluding Remarks**

