Comparative Effectiveness and Personalized Medicine: An Essential Interface

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Masur Auditorium, National Institutes of Health
Bethesda, Maryland


Organized by:
ECRI Institute
Kaiser Permanente Institute for Health Policy
Leonard Davis Institute of Health Economics at the University of Pennsylvania
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In cooperation with:
Health Affairs

A conference on the status of comparative effectiveness research and its use in policy and practice.
While comparative effectiveness and personalized medicine evolved separately, these significant trends interface, increasingly, in the healthcare system. Both reflect significant scientific advances and present a variety of new demands in public and private policy making and in practice. In this conference, we will explore this interface in the search for complementary ways in which they can benefit our rapidly-changing healthcare system.

The conference is organized by ECRI Institute, the Agency for Healthcare Research and Quality (AHRQ) and the National Institutes of Health (NIH). Together with senior leaders from our private-sector cosponsors, we have designed a program that we trust will be of singular value to the healthcare community.

Distinguished speakers from the public and private sectors, including confirmed keynote presenters, Drs. Francis Collins, Director of NIH, and Carolyn Clancy, Director of AHRQ, were selected for both their expertise and for their ability to communicate effectively to an audience that spans multiple constituencies.

**Methodology, Regulation, and Societal Implications**

Conference sessions cover the methods and data sources that the fields of comparative effectiveness research and personalized medicine draw upon, especially as they interface. Case studies will be used to illustrate the approach to a specific disease category (cancer), the technologies used for a variety of other disease conditions, and the healthcare delivery challenges and approaches in hospitals and integrated delivery systems. Speakers will examine regulation and coverage and the interplay between these influences on health and safety and the technology innovation so prized by the public. They will also address the societal implications of comparative effectiveness and personalized medicine.

**A Free Conference with Interactive Audience Participation**

Session moderators, who themselves are experts, will engage the panelists in answering questions posed by the audience and from one speaker to another. In-person attendance is encouraged so that you can take advantage of the opportunity to interact with speakers, pose your questions, network with participants, and apply for continuing education credits. There is no fee to attend, but early registration is recommended. The conference will be Webcast for those who cannot travel.

ECRI Institute is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. Please check the conference Web site for details on continuing medical education, nursing, and legal credits.

Press credentials are available from NIH for those wishing to interview presenters.

1 Participants can consult ECRI Institute's Comparative Effectiveness Resource Center at [www.ecri.org/ce](http://www.ecri.org/ce) for supplementary information on this and previous conferences and comparative effectiveness more generally.