## The Transformation of Health Care and the Role of the University

### November 17-18, 2005
Monona Terrace®, Madison Wisconsin

### ThruSDAY, NOVEMBER 17

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:45 – 8:30</td>
<td>Continental Breakfast</td>
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<tr>
<td>8:30 – 10:00</td>
<td>Panel 3: The University and Community - Emerging Partnerships in Health</td>
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<td>10:00 – 10:15</td>
<td>break</td>
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<td>10:15 – 12:00</td>
<td>Panel 4: Challenging the University: Internal Perspectives from School, Department, and Program Leaders</td>
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<td>Panel 5: Challenging the University: External Perspectives from School, Department, and Program Leaders</td>
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<tr>
<td>12:00 – 1:30</td>
<td>Closing Plenary Luncheon and Speaker</td>
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**Generous sponsors of this event include**
- Wisconsin Partnership Fund for a Healthy Future and the UW Medical Foundation

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**Schedule**

- **Pre-Conference: Wisconsin Partnership Program**
  - 8:30 – 11:45
- **Opening Keynote and Luncheon**
  - 12:15 – 1:30
- **Panel 1**
  - 1:45 – 3:15
  - Current Issues and Initiatives in Healthcare Reform
- **Panel 2**
  - 3:30 – 5:00
  - Challenging the University: External Perspectives from Industry, Advocacy, & State Government
- **Panel 3**
  - 7:45 – 8:30
- **Panel 4**
  - 10:15 – 12:00
  - Challenging the University: Internal Perspectives from School, Department, and Program Leaders
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GOALS
1. To consider the role and potential of the UW in current health system challenges and opportunities — toward higher quality, lower cost health care and improved health outcomes.
2. To provide a venue where academic, government, industry, and community representatives, define their respective roles in healthcare reform, and challenge each other to achieve real change in health care.
3. To consider the UW Medical School offer its Medical Education into a School of Medicine and Public Health and in impact on the health of the public.
4. To bring together faculty members from a variety of disciplines to interface and find common ground for future work in healthcare transformation.
5. To highlight the commitment of the UW Medical School to improve the health of the people of the Wisconsin through the Wisconsin Partnership Program.

FORMAT
The conference will be organized around the 4 concept "buckets" identified below:
1. Current Issues and Intrarules: Innovative models and the UW's role and outcome, including reducing variation in medical care; public reporting and data transparency; financial incentives such as "pay for performance" and "consumer-driven purchasing."
2. Stepping into Multi/Inter-disciplinary approaches to change.
3. Community Partnerships: Describe the evolution, philosophy and structure of the UW Medical School, the Wisconsin Partnership Program, and other University–industry, government, community, patient advocacy – on how the University might participate in healthcare reform, and challenge each other to achieve real change in health care.
4. University and role: faculty, students, and the department in multidisciplinary approaches to change.

KEYNOTE SPEAKERS

TROYEN BRENNAN, MD, JD, MPH
Professor of Law and Public Health, Harvard School of Public Health
President of Brigham and Women's Hospital (PHQI's) Organization
Dr. Brennan's research concerns central legal issues in medicine and public health. Brennan has written more than 200 peer-reviewed articles and four books since joining the staff of Brigham and Women's Hospital in 1989. His books include:
- Just Doing: Medical Ethics in the United States
- Health Care Law and Policy
- Health Care Law and Policy: 2003: Readings, Notes, and Questions
- Just Doctoring: Medical Ethics in the Liberal State

WILLIAM C. CLARKE, MD
Executive Vice President, Chief Technology & Medical Officer
GE Healthcare
William R. (Bill) Clarke, PhD, a Vice President, Chief Technology & Medical Officer, GE Healthcare. Dr. Clarke has been CEO of Watsco since 1980 and serves as Director of the University of Georgia. His research interests include:
- Pediatric care
- Medical ethics
- Health professions education
- Health care policy

STEVEN WARTMAN, MD, PHD
Professor of Law and Public Health, Harvard School of Public Health
President of Brigham and Women's Hospital (PHQI's) Organization
Dr. Wartman is widely recognized for his research and writings on innovative change in medicine and health professions education, biomedical and health services research, and health care delivery. He is an internist and sociologist.

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ACCOMMODATIONS

REGISTRATION
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Registration
Belles October 10 Early Bird Registration Fee: $45
After October 10 Registration Fee: $70
Check (include check, twcrows, or faculty & staff categories) / Purchase order / Internal requisition (UW system employees only)
TOTAL FEE PAID:

Please check here if you would like more information about registering for the Wisconsin Partnership Program. 8:30 am Pre-Conference on Thursday November 17

Please print or type and return form by:

Judy Knitzen
UW Population Health Institute
615 Walnut Street, Suite 700, Madison, Wisconsin 53706-2397

Name:
Title:
Organization:
Address:
City, State, Zip:
Phone (office):
Fax (office):
E-mail:
Payment Method:
Check is enclosed
Check: 1. UW Population Health Institute
Purchase Order
Internal requisition (UW system employees only)

TOTAL FEE PAID:

*Please write your name, title and organization exactly as you would like it to appear on your name badge

For conference details, please check http://uw.phi.edu or visit http://www.pophealth.wisc.edu/