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The Transformation of Health Care and the Role of the University

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

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Generous sponsors of this event include
Wisconsin Partnership Fund for a Healthy Future
and the
UW Medical Foundation



Schedule

THURSDAY, NOVEMBER 17

Pre-Conference: Wisconsin Partnership Program

8:30 – 11:45

*Presenter/Facilitator: Ellen Taylor-Powell, PhD,
Evaluation Specialist, UW Extension*

12:00

Convening & Welcoming:

Jeff Grossman, MD, President & CEO, UW Medical Foundation

12:15 – 1:30

Opening Keynote and Luncheon
**Public Accountability & Health Sector
Transformation Trends**

*Troyen A. Brennan, MD, JD, MPH
Harvard School of Medicine and School of Public Health*

1:45 – 3:15

Panel 1
Current Issues and Initiatives in Healthcare Reform

*Facilitator - Troy Brennan, MD, JD, MPH;
Jay Fulkerson, MD; Michael Parkinson, MD;
Patricia E. Powers, MA; John Toussaint, MD*

3:15 – 3:30

break

3:30 – 5:00

Panel 2
**Challenging the University: External Perspectives from
Industry, Advocacy, & State Government**

*Facilitator - Susan Skochelak, MD, MPH;
Meg Gaines, JD; Representative Curt Gielow;
David Riemer, JD; Secretary Helene Nelson;
Susan Turney, MD, MS; William Clarke, MD*

5:00 – 7:30

Reception and Speaker

Host: Jeff Grossman, MD, President & CEO, UWMF

The Future of the Academic Health Center

*Steven Wartman, MD, PhD
President, Association of Academic Health Centers*

FRIDAY, NOVEMBER 18

7:45 – 8:30

Continental Breakfast

8:30 – 10:00

Panel 3
**The University and Community
- Emerging Partnerships in Health**

*Facilitator - Susan Goelzer, MD, MS
Greg Nycz
Cheryl Maurana, PhD
David Slautterback, PhD
Tim Size, MBA*

10:00 – 10:15

break

10:15 – 12:00

Panel 4
**Challenging the University: Internal Perspectives from
School, Department, and Program Leaders**

*Facilitator - Philip Farrell, MD, PhD
Barbara Bowers, RN, PhD
John Frey, MD
Don Nichols, PhD
Pilar Ossorio, JD
Paul Peercy, PhD
Mark Suchman, PhD
Bobbi Wolfe, PhD*

12:00 – 1:30

Closing Plenary Luncheon and Speaker
**Private Industry, Academia, and Public Goods:
Is there a shared mission in health care?**

*William R. Clarke, MD
Executive Vice President, Chief Technology & Medical Officer
GE Healthcare at General Electric Company*

Transformation of Health Care and the Role of the University

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

CONCEPT

Academic Health Centers and their Universities have a critical role in research, education, and health care delivery toward improving health and health care. This conference will focus on the changing health care system and the University's current and potential role.

PARTICIPANTS

This conference will bring together many sectors in a dialogue to consider contributions the University can make toward transforming the healthcare system and the University. Participants will include public and private industry leaders, policy makers, public agency officials, and faculty from multiple healthcare disciplines.

GOALS

1. To consider the role and potential impact of the UW in current health system challenges at the state and national level -- 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's transformation into a School of Medicine and Public Health and its impact on the health of the public.
4. To bring together faculty members from a variety of disciplines to interact, 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 Wisconsin through the Wisconsin Partnership Program.

FORMAT

The conference will be organized around the 4 concept "buckets" identified below:

1. Current Issues and Initiatives: Review trends and the University's role and response, including reducing variation in medical care; public reporting and data transparency; financial incentives such as "pay for performance" and "consumer-driven purchasing."
2. Challenging the University: Leaders present perspectives from various sectors - industry, government, community, patient advocacy - on how the University might actively contribute to system change.
3. Community Partnerships: Describe the evolution, philosophy and structure of the UW Medical School, the Wisconsin Partnership Program, and other University-Community endeavors in Service, Education, and Research.
4. The University Role and discussion of Multi/Inter-disciplinary approaches to change.

KEYNOTE SPEAKERS

TROYEN BRENNAN, MD, JD, MPH

Professor of Law and Public Health, Harvard School of Public Health

Professor of Medicine, Harvard Medical School

President of Brigham and Women's Hospital Physician's Organization

Dr. Troyen Brennan's research interests concern legal and ethical 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 Woman's Hospital in 1988. His books include:

- *Just Doctoring: Medical Ethics in the Liberal State,*
- *Health Care Law and Policy: Readings, Notes, and Questions,*
- *Health Care Law and Policy 2003: Readings, Notes, and Questions - Looseleaf,*
- *New Rules: Regulation, Markets and the Quality of American Health Care, and*
- *Adjusting Physician Payment for Malpractice Risk.*

WILLIAM R CLARKE, MD

Executive Vice President, Chief Technology & Medical Officer

GE Healthcare at the General Electric Company

William R. (Bill) Clarke, is Vice President, Chief Technology & Medical Officer, GE Healthcare. Previously, Dr. Clarke was Executive Vice President, Research & Development, Amersham Health, from 2000-2004 and served as Director, Disease Science Research for Glaxo Welcome from 1997-2000. Dr. Clarke received his M.D. and M.S. in Physiology and Pharmacology from Duke University in 1979. He was a practicing academic physician for 15 years specializing in pediatric critical care and pediatric anesthesiology and with a research interest in pulmonary pharmacology and genetics. Dr. Clarke is Board Certified in Pediatrics, Anesthesiology, Pediatric Critical Care and Adult Critical Care.

STEVEN WARTMAN, MD, PHD

President, Association of Academic Health Centers

Dr. Steven Wartman is widely recognized for his research and writings on innovative change and research in health professions education, medical ethics, and primary care delivery. He is an internist and sociologist.

On July 1, 2005, Dr. Wartman assumed the role as President of the Association of Academic Health Centers. The AHC is a national, non-profit organization dedicated to improving the health of the people by advancing the leadership of academic health centers in health professions education, biomedical and health services research, and health care delivery. The association represents more than 100 institutions that are the health complexes of the nation's major universities.

From 2000-2004 Dr. Wartman served as executive vice president for academic and health affairs, dean of the medical school, and professor of medicine at the University of Texas Health Science Center at San Antonio.

PANELIST AFFILIATIONS

(listed in alphabetical order)

Barbara Bowers, RN, PhD, Associate Dean,
UW School of Nursing

Paul DeLuca, PhD
UW Medical School Vice Dean

Philip Farrell, MD, PhD, Dean,
UW Medical School

John Frey, MD, Chair,
UW Department of Family Medicine

Jay Fulkerson, MD, President,
United Healthcare

Meg Gaines, JD, Director,
Center for Patient Advocacy, UW Law School

Susan Goelzer, MD, MS, Professor and Chair
UW Medical School Department of
Anesthesiology

Cheryl Maurana, PhD, Senior Associate
Dean, Medical College of Wisconsin

Helene Nelson, Secretary, Wisconsin
Department of Health and Family Services

Don Nichols, PhD, Professor and Director
LaFollette School of Public Affairs

Greg Nycz, Director,
Health Policy, Marshfield Clinic

Pilar Ossorio, JD, Assistant Professor,
UW Law School

Michael Parkinson, MD, EVP/ Chief Health
& Medical Officer, Lumenos/Wellpoint

Paul Peercy, PhD, Dean,
UW School of Engineering

Patricia E. Powers, MA, President and CEO,
Center for Health Improvement

David Riemer, JD, Director,
Wisconsin Health Project

Tim Size, MBA, Executive Director,
Rural Wisconsin Health Cooperative

Susan Skochelak, MD, MPH, Senior
Associate Dean, UW Medical School

David Slautterback, PhD, Emeritus
Professor, Consumer Advocate

Mark Suchman, PhD, Professor,
UW Department of Sociology

John Toussaint, MD, Chair, Wisconsin
Collaborative for Healthcare Quality

Susan Turney, MD, MS, CEO,
Wisconsin Medical Society

Bobbi Wolfe, PhD, Professor,
Department of Population Health Sciences

ACCOMMODATIONS



The meeting site is the Monona Terrace® Community and Convention Center
One John Nolen Drive, Madison,
Wisconsin 53703 • (608) 261-4000

Information can be found at: <http://www.mononaterrace.com>.
And conference hotel: <http://hiltonmadison.com/>

For more conference details, please check the UW Population Health Institute (WPHI) website at <http://www.pophealth.wisc.edu/uwphi/>

REGISTRATION

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Before October 10 Early Bird Registration Fee: \$45

After October 10 Registration Fee: \$70

(Fee includes breaks, lunches, reception, and conference materials.)

- 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 & payment to:

Judy Knutson
UW Population Health Institute
610 Walnut Street, Suite 760, Madison, WI 53726-2397

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