

*An Evidence-Based Health Policy Project Symposium on*

# *Health Care Purchasing & Utilization Decisions: Challenges Facing Consumers and Employers*

*How & When? What Tools & Data are Available? What else is Needed?*

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Wednesday, October 3<sup>rd</sup>  
1pm- 3pm  
411 South, State Capitol

## **Agenda**

- 1:00 pm Welcome and Introduction  
Presentation by Dr. Judith Hibbard
- 1:30 pm Presentation by Mr. François de Brantes
- 2:00 pm Presentation by Mr. Christopher Queram
- 2:30 pm Question/ Answer
- 3:00pm Closing Remarks, Adjourn

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*Sponsored by*

### **The Evidence-Based Health Policy Project**

*The UW Population Health Institute, the UW La Follette School of Public Affairs, and the Wisconsin Legislative Council*

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*Translating Research into Policy and Practice*

## Speaker Biographies:

**Dr. Judith Hibbard** is a Professor of Health Policy at the University of Oregon. Over the last 25 years she has focused her research on consumer choices and behavior in health care. She has a particular interest in testing approaches that give consumers and patients more knowledge and control over their health and health care. Her studies examine such topics as: how consumers understand and use health care information, how health literacy affects choices, enrollee behavior within consumer driven health plans, and assessments of patient and consumer activation. Dr. Hibbard is the lead author of the Patient Activation Measure (PAM). The PAM measures an individual's knowledge and skill for self-management. It is being used by researchers and practitioners nationally and internationally to more effectively tailor support for patient self-management.

Her research is supported by The Robert Wood Johnson Foundation, The Agency for Health Care Research and Quality, The Centers for Medicare and Medicaid, The Health Care Industry Forum, and the AARP Public Policy Institute.

Dr. Hibbard advises many health care organizations, foundations, and initiatives. She serves on several advisory panels and commissions, including the National Advisory Counsel for AHRQ, the National Health Care Quality Forum, United Health Group Advisory Panel, The Research Advisory board for NCQA, and a National Advisory Council for the Robert Wood Johnson Foundation.

She is the author of over 90 peer reviewed publications. Her recent work appears in issues of: *Health Affairs*, *Medical Care*, and *Health Services Research*. Dr. Hibbard holds a masters degree in Public Health from UCLA and her doctoral degree is from the School of Public Health at the University of California at Berkeley. She is recognized as an international expert on consumerism in health care and is frequently invited to speak at national and international health conferences.

**Mr. François de Brantes** is the National Coordinator for Bridges To Excellence (BTE), a national program focused on rewarding physicians for better quality care. In that capacity, Mr. de Brantes is responsible for supervising the implementation of BTE programs in different regions in the country. He is also responsible for creating and developing new programs for BTE such as the emerging Internal Medicine Care Link in collaboration with the American Board of Internal Medicine and the Spine Care Link in collaboration with the National Committee for Quality Assurance.

Mr. de Brantes is also the National Coordinator for Prometheus Payment, Inc., a multi-stakeholder effort to implement a reformed payment model anchored in Evidence-based Case Rates. In his capacity, he coordinates the activities of the Prometheus Design Team, the Clinical Working Groups and supervises the pilot sites.

Prior to that, Mr. de Brantes was Program Leader for healthcare initiatives at GE Corporate Health Care, responsible for developing and implementing GE's Active Consumer strategy.

He is currently serving as a Director of the Massachusetts Quality Improvement Organization, MassPRO, the American Health Quality Association, and Connecticut's new regional health information organization, eHealthConnecticut. He lectures at Harvard, Wharton and the University of Connecticut.

Mr. de Brantes earned a Masters in Finance and Taxation at the University of Paris IX - Dauphine, and he earned an MBA at the Tuck School of Business Administration at Dartmouth College.

**Mr. Christopher Queram** has been President/CEO of the Wisconsin Collaborative for Healthcare Quality of Madison, Wisconsin, since November 2005. The Collaborative is a voluntary consortium of organizations working to improve the quality of health care in Wisconsin through the public reporting of comparative performance information. In addition to his responsibilities at the Collaborative, Mr. Queram is a member of the Board of Commissioners of the Joint Commission on Accreditation of Healthcare Organizations (JCAHO) and Delta Dental of Wisconsin, the "Principals" for the Hospital Quality Alliance, and the Quality Alliance Steering Committee.

He served as a member of the Institute of Medicine's Committee on Redesigning Health Insurance Benefits, Payment and Performance Improvement Programs (2004 - 2006), the chair of the Purchaser Council and board member of the National Quality Forum (2000 - 2005), as the Treasurer of the Leapfrog Group (2002 - 2005), and chair of the board of the National Business Coalition on Health (1998 - 2000). He also served as a member of the Institute of Medicine's Committee on the Consequences of Un-insurance and as a member of President Clinton's Advisory Commission on Consumer Protection and Quality in the Health Care Industry.

Prior to his current position, Mr. Queram was the CEO of the Employer Health Care Alliance Cooperative in Madison and prior to that, as a hospital executive in Madison and Milwaukee, Wisconsin. Mr. Queram holds a Master of Arts degree in health services administration from the University of Wisconsin at Madison and is a fellow in the American College of Healthcare Executives.