



THE HARVARD CONFERENCE ON STRATEGIC ISSUES IN AMERICAN HEALTH CARE

Final Brochure

Conference Overview on page 3 Registration Information on the back cover

Consumerism —Patients' Bill of Rights, public quality reporting, the role of the Web

Quality of Care —Outcomes research, medical errors, legal issues

Technology —e-Health, privacy, security

Government —Bush-era health care policies, HIPAA

New Science —Genomics, pharmaceuticals, biotechnology

Branding and Positioning —Building brand equity and trust

Featuring

- ❖ **Arnold Epstein • Public Quality Reporting**
- ❖ **Jeff Goldsmith • Rise of Consumerism**
- ❖ **Bill Braithwaite • Current and Future HIPAA Regulations**
- ❖ **Susan Pauker • Genetics and the Practice of Medicine**
- ❖ **Russell Coile • The “Long Boom” Scenario**
- ❖ **John Kenagy • Disruptive Innovations**
- ❖ **Socratic Dialog moderated by Marc Roberts**

HARVARD SCHOOL OF PUBLIC HEALTH

CENTER FOR CONTINUING PROFESSIONAL EDUCATION

Where theory informs practice and practice informs theory®

October 30 to 31, 2001

Pre-Conference Workshops: October 29 • Post-Conference Seminars: November 1

Boston, Massachusetts

The Harvard Conference on Strategic Issues in American Health Care

CONFERENCE CO-CHAIRS

Marc J. Roberts, PhD

Professor of Political Economy

Department of Health Policy and Management, Harvard School of Public Health

Peter Grant, JD, PhD

Instructor, Harvard School of Public Health

Partner, Davis Wright Tremaine, LLP

Genomics, pharmaceuticals and biotechnology are evolving at a furious pace. HIPAA and e-health raise important questions about privacy and security. Research breakthroughs and new technologies hold tremendous promise for treatment advances. But who will provide the funds? And what about the ethical and moral implications?

The Bush administration is beginning to place its own stamp on health care policy. Government introduces legislation to protect patients. But organizations are left to figure out how to comply with the new rules—and pay for the changes they need to make.

Perhaps the most significant development in the industry is the rise of consumerism. As America grays, older, more enlightened patients demand access to information and want to have active roles in decisions about their care.

Critical issues that call for critical thinking. The 2001 *Harvard Conference on Strategic Issues in American Health Care*, scheduled for October 30 and 31, will bring together a distinguished faculty and industry leaders to examine the current state and emerging trends in American health care, and find solutions to the challenges ahead.

Harvard's Marc Roberts will begin the conference by taking the general pulse of American health care. Arnold Epstein will discuss the problems and prospects of public quality reporting. Jeff Goldsmith will explore the impact of consumerism on the industry. John Kenagy will consider the role disruptive innovations may play in transforming organizations into industry leaders. Futurist Russell Coile will explain why he predicts we are on the cusp of a "long boom" period for the health care industry and Dennis Streveler will offer his perspective on what has gone right and wrong with e-health. A Socratic dialog will conclude the Conference with an exploration of where the industry is heading.

Participants will have the opportunity to learn more about HIPAA, governance and outcomes research at optional pre-conference workshops. Optional post-conference workshops will examine brand building and cybermedicine.

We look forward to welcoming you in the fall for what promises to be a lively and engaging Conference.

Why attend this conference?

CRITICAL ISSUES

Conference faculty members, drawn from Harvard's affiliated hospitals and Schools of Public Health, Business and Medicine along with industry leaders and policy shapers, will bring their informed perspectives to lively panels and sessions. You will learn new insights, strategies and trends as you explore the theories, policy initiatives and practical concerns driving some of today's—and tomorrow's—most critical health care issues.

INTERACTIVE FORMAT

The Conference's interactive format encourages participants and presenters to share ideas, concepts, information, resources and prescriptions for the future.

NETWORKING OPPORTUNITIES

The Conference provides opportunities to network among the best and the brightest of the industry. You will be able to discover shared concerns, learn about innovative solutions from other organizations and develop new contacts with colleagues and professional leaders from health care organizations, academia and government.

CONFERENCE eFORUM

Meet faculty and participants and explore issues before and after the Conference through our exclusive eForum online community.

OTHER CONFERENCE FEATURES

All participants will receive a comprehensive Conference workbook with charts, checklists, examples, models, action plans and key presentation points. Attendees will also receive a Certificate of Participation from the Harvard School of Public Health. Specially priced session audiotapes will be available.

AUTUMN IN NEW ENGLAND

You will want to take time to visit some of Boston's many cultural and historical sights and experience the delights of autumn in New England.

To register, call (617) 720-9545 or fax the form on the back cover to (617) 720-9507

Team Discount: For every three participants, a fourth attends at no charge

Conference overview

PRE-CONFERENCE WORKSHOPS

Monday, October 29

9:00 a.m. to 12:15 p.m.	USING OUTCOMES RESEARCH TO EVALUATE AND MANAGE QUALITY AND COST-EFFECTIVENESS IN HEALTH CARE	HEALTH CARE PRIVACY, DATA SECURITY & HIPAA	GOVERNANCE—TRUSTEES, TRUST & TECHNOLOGY
12:15 p.m. to 1:15 p.m.	Networking luncheon		
1:15 p.m. to 5:00 p.m.	USING OUTCOMES RESEARCH <i>Continues</i>	HEALTH CARE PRIVACY, DATA SECURITY & HIPAA <i>Continues</i>	THE CASE FOR CONSUMER-DRIVEN HEALTH CARE
5:00 p.m. to 6:30 p.m.	Networking reception		

CONFERENCE PROGRAM

Tuesday, October 30

8:00 a.m. to 8:15 a.m.	Welcome and opening remarks, Marc J. Roberts, PhD		
8:15 a.m. to 9:00 a.m.	THE STATE OF AMERICAN HEALTH CARE, Marc J. Roberts, PhD		
9:00 a.m. to 10:00 a.m.	CONSUMERISM IN HEALTH CARE: IS IT THE NEW, NEW THING?, Jeff Goldsmith, PhD		
10:00 a.m. to 10:30 a.m.	Refreshment break		
10:30 a.m. to 12:00 p.m.	HEALTH CARE PRIVACY AND SECURITY: NAVIGATING THE HIPAA CHALLENGE Keith Korenchuk, Esq	DEFINED CONTRIBUTION: OBSTACLES AND OPPORTUNITIES Greg Scandlen	CLINICAL INFORMATION SYSTEMS: IS THERE AN ROI? John P. Glaser, PhD
12:00 p.m. to 1:00 p.m.	Networking luncheon		
1:00 p.m. to 2:00 p.m.	HIPAA, PRIVACY AND SECURITY, Bill Braithwaite, MD, PhD		
2:00 p.m. to 3:30 p.m.	CURRENT ISSUES IN HEALTH CARE COMPLIANCE AND WHY REGULATIONS ARE A GOOD THING Roy Snell, CHC	AMERICAN HEALTH CARE 2010: THE “LONG BOOM” SCENARIO Russell Coile	EMPOWERING HEALTH CARE CONSUMERS Grace-Marie Turner
3:30 p.m. to 4:00 p.m.	Refreshment break		
4:00 p.m. to 5:15 p.m.	GENETICS AND THE PRACTICE OF MEDICINE: STEM CELLS AND THE TREE OF LIFE, Susan Pauker, MD		
5:15 p.m. to 6:30 p.m.	Networking reception		

CONFERENCE PROGRAM**Wednesday, October 31**8:00 a.m. to
8:05 a.m.**Introduction, Peter Grant, JD, PhD**8:05 a.m. to
9:15 a.m.**PUBLIC QUALITY REPORTING: PROTOTYPES, PROBLEMS & PROSPECTS, Arnold Epstein, MD, MA**9:15 a.m. to
10:30 a.m.**WHY NOBODY LIKES THE HEALTH CARE SYSTEM WE'VE GOT—AND WHAT TO DO ABOUT IT**
James Reinersten, MD**CONTROLLING COSTS AND ENHANCING BENEFITS OF PHARMACEUTICALS**
Richard Dixon, MD, FACP**PREVENTION OF MEDICAL ERRORS: PRACTICAL APPROACHES TO INFORMATION SYSTEMS AND OTHER STRATEGIES**
Jonathan Marc Teich, MD, PhD10:30 a.m. to
11:00 a.m.**Refreshment break**11:00 a.m. to
12:00 p.m.**WILL DISRUPTIVE INNOVATIONS TRANSFORM HEALTH CARE?, John W. Kenagy, MD, MPA**12:00 p.m. to
1:00 p.m.**Networking luncheon**1:00 p.m. to
2:30 p.m.**THE RE-INVENTION OF HARVARD PILGRIM HEALTH CARE**
Bob Trombly**LEGAL ISSUES IN QUALITY**
Michelle Mello, JD, PhD**e-HEALTH, A PERSPECTIVE ON INNING ONE**
Dennis Streveler, PhD2:30 p.m. to
4:00 p.m.**CURRENT STATUS AND FUTURE EVOLUTION OF THE AMERICAN HEALTH SYSTEM**
A Socratic dialog moderated by Marc J. Roberts, PhD

4:00 p.m.

Conference adjourns**POST-CONFERENCE WORKSHOPS****Thursday, November 1**8:30 a.m. to
12:00 p.m.**CREATING HEALTH CARE BRANDS PEOPLE KNOW AND TRUST**
David A. Shore, PhD**CYBERMEDICINE: HOW COMPUTING EMPOWERS DOCTORS AND PATIENTS FOR BETTER HEALTH CARE**
Warner V. Slack, MD

12:00 p.m.

Post-Conference adjourns**Conference location:** Boston Marriott Copley Place, 110 Huntington Avenue, Boston**To register:** Call (617) 720-9545 or fax the form on the back cover to (617) 720-9507**Team discount:** For every three participants, a fourth may attend at no charge

9:00 a.m. to
5:00 p.m.

Using Outcomes Research to Evaluate and Manage Quality and Cost-Effectiveness in Health Care

Outcomes research broadens the exploration of the effects of health care practices and interventions by including assessments of physical, mental and social health functioning in addition to the usual clinical and laboratory evaluations. By expanding the boundaries of the impact of health care, the quality and costs of care can be more optimally balanced. This workshop sets the foundation, surveys the techniques of measurement, design and analysis, and provides practical guidance for using outcomes information to make health care management decisions.

Marcia A. Testa, MPH, M.Phil, PhD

Senior Lecturer on Biostatistics, Harvard School of Public Health

Donald C. Simonson, MD, MBA, MPH, ScM

Associate Professor, Harvard Medical School

Ralph Turner, MS, PhD

Senior Research Investigator, Phase V Technologies, Inc.

Lunch served from 12:15 to 1:15 p.m.

There will be morning and afternoon breaks at the discretion of the speakers

9:00 a.m. to
5:00 p.m.

Health Care Privacy, Data Security and HIPAA

The Health Insurance Portability and Accountability Act has been designed to protect the security and confidentiality of electronic health information. All health care organizations that maintain or transmit electronic data must comply with HIPAA's privacy requirements. In this comprehensive, all-day workshop, sessions will cover HIPAA regulations, including how to develop a compliance plan and the nuts and bolts of HIPAA transactions and code sets. We will also examine the ethics of health care privacy and explore the other privacy law, the Gramm-Leach-Bliley Act.

9:00 a.m. to
9:45 a.m.

An Overview of International, Federal and State Privacy Regulation, including European Union Data Protection, eSign, Gramm-Leach-Bliley and HIPAA

Alan S. Goldberg, JD, LL.M.

Session Chair

Partner, Goulston & Storrs and

Adjunct Professor of Law, Suffolk University Law School

9:45 a.m. to
10:30 a.m.

The HIPAA Transactions and Code Sets, Privacy and Security Regulations

Donna Eden, Esq

Senior Attorney, Office of General Counsel

Department of Health and Human Services

10:30 a.m. to
10:45 a.m.

Refreshment break

Health Care Privacy, Data Security and HIPAA (workshop continued)

- 10:45 a.m. to
11:30 a.m. **Gramm-Leach-Bliley**
- Reece Hirsch, Esq*
Partner, Davis Wright Tremaine
- 11:30 a.m. to
12:15 p.m. **The Ethics of Health Care Privacy and Security**
- Bette-Jane Crigger, PhD*
Associate for Cultural Studies and Editor,
IRB: Ethics and Human Research
The Hastings Center
- 12:15 p.m. to
1:15 p.m. **Networking luncheon**
- 1:15 p.m. to
2:00 p.m. **Transition to Health Care EDI: Practical Approaches to Implementing
the HIPAA Standard Transactions and Code Sets**
- Gary A. Beatty*
President, Washington Publishing Company and
Chair, ANSI X12 Insurance Subcommittee
- 2:00 p.m. to
2:45 p.m. **Complying with the HIPAA Privacy Regulation**
- John Bentivoglio, Esq*
Partner, Arnold and Porter
Former Chief Privacy Officer and
Special Counsel for Healthcare Fraud
United States Department of Justice
- 2:45 p.m. to
3:30 p.m. **The Devil is in the Details: Implementing a HIPAA Security Compliance Plan**
- Tom Walsh, CISSP*
Practice Manager, Enterprise Security,
Healthcare Computing Strategies, Inc.
- 3:30 p.m. to
3:45 p.m. **Refreshment break**
- 3:45 p.m. to
4:30 p.m. **Projecting and Budgeting Costs and Savings of HIPAA Compliance**
- Steven S. Lazarus, PhD, FHIMSS*
President, Boundary Information Group and
Chair, WEDI
- 4:30 p.m. to
5:00 p.m. **Faculty Comments and Questions**

9:00 a.m. to
12:15 p.m.

Trustees, Trust & Technology: How Can Great Governance Help Earn Employee, Patient and Physician Loyalty in an Era of Unforgiving Markets, Consumer Activism and Political Accountabilities?

There are approximately 200 countries in the world. All are dissatisfied with the performance of their health sectors. The US has chosen to encourage, through its tax and legal systems, a pluralistic system of governance for a largely non-governmental sector of about 5000 hospitals and health systems. This embrace of non-governmental enterprises for our health care is also linked with a reliance on volunteer community leaders serving as trustees. A maze of internal tensions, including medical staff competition and constrained financial stability, is belaboring our system of governance. External challenges from government regulators, state attorneys general, third party payers and assertive consumers along with exploding needs for modern medical and information technologies add to the stress. How can executives and board leaders address these governance challenges while enhancing the economic vitality of the enterprise and rekindling a fresh sense of trust among the multiple stakeholders of the contemporary hospital and health system? Come prepared to engage in a lively discussion about street-smart ways to develop governance leaders' effectiveness and facilitate faster and sharper decision-making.

James Rice, PhD
President, Governance Institute

There will be a morning break at the discretion of the speaker

12:15 p.m. to
1:15 p.m.

Networking luncheon

1:15 p.m. to
5:00 p.m.

The Case for Consumer-Driven Health Care

Will the consumer-driven health care model revolutionize medical benefit programs? The defined contribution alternative has a win-win-win potential: Consumers get greater freedom to make decisions about their care; employers can better manage insurance plan costs; and practitioners take back control of their practices. But, can the reality live up to the hype? We will explore these and other consumer-driven health care issues as we examine new insurance products and HR solutions.

Howard Wizig
Chairman, Vivius

There will be an afternoon break at the discretion of the speaker

5:00 p.m. to
6:00 p.m.

Networking reception

8:00 a.m to
8:15 a.m.

Welcome and Opening Remarks

Marc J. Roberts, PhD
Conference Co-chair

8:15 a.m to
9:00 a.m.
PLENARY SESSION

The State of American Health Care

Harvard's Marc Roberts will give us his informed perspective on the state of the nation's health care industry. Setting the stage for the conference, Professor Roberts will analyze the key issues and influences that are driving the national agenda and confronting health care management.

Marc J. Roberts, PhD
Professor of Political Economy,
Department of Health Policy and Management
Harvard School of Public Health

9:00 a.m to
10:00 a.m.
PLENARY SESSION

Consumerism in Health Care: Is It the New, New Thing?

This presentation will explore what the consumer is telling us about the health care experience and how Internet connectivity is changing the flow of information in the health system. Goldsmith will discuss the potential for defined contribution health benefits and the political consequences of a consumer backlash against rising health costs.

Jeff Goldsmith, PhD
President, Health Futures, Inc.

10:00 a.m to
10:30 a.m.

Refreshment break

10:30 a.m to
12:00 p.m.
CONCURRENT
SESSIONS

Health Care Privacy and Security: Navigating the HIPAA Challenge

The security and privacy of health care information has become a major issue for the industry through the adoption and implementation of HIPAA. This session will focus on providing a comprehensive analysis of HIPAA's requirements for senior management team members and will incorporate an assessment of the latest regulations and regulatory guidance. Mr. Korenchuk will present a framework for the successful preparation of a work plan and compliance system that will enable health care organizations to undertake the significant changes which this law and its related regulations will require.

Keith M. Korenchuk, Esq.
Co-Chair, Health Law Section, Davis Wright Tremaine LLP

The 10:30 a.m. concurrent sessions continue on the next page

10:30 a.m. to
12:00 p.m.
CONCURRENT
SESSIONS

(continued)

Defined Contribution: Obstacles and Opportunities

Now that the managed care experiment has petered out, what is next in health benefits? This session will look at the underlying dynamics of health care financing and argue that the cause of health care inflation is third-party payment. Inevitably, third-party payment leads to third-party rationing. Unless we begin to move away from reliance on third-party payment, we will never be able to manage our health care costs. Medical savings accounts have been a small step in that direction. The next step is “defined contribution” approaches to employer-sponsored coverage. This session will look at some of the models being developed to implement defined contribution in the marketplace.

Greg Scandlen

Senior Fellow in Health Policy, National Center for Policy Analysis

Clinical Information Systems: Is there an ROI?

Health care provider organizations expend tens and hundreds of millions of dollars on clinical information systems such as the computerized medical record, provider order entry systems and imaging systems. Do these investments result in financial, care quality and efficiency returns? This session will discuss the value that organizations can achieve with these systems and the strategies they need to improve the likelihood and magnitude of returns.

John P. Glaser, PhD

VP and CIO, Partners HealthCare System, Inc.

12:00 p.m. to
1:00 p.m.

Networking luncheon

1:00 p.m. to
2:00 p.m.
PLENARY SESSION

HIPAA, Privacy and Security

From his unique perspective as one of the most prominent and involved figures in the field, Dr. Braithwaite will provide an overview of the development of HIPAA Administrative Simplification and discuss the requirements of final transactions, code sets and privacy regulations and guidance, as well any other rules which are issued before the conference date.

Bill Braithwaite, MD, PhD

Senior Health Information Advisor, DHHS

2:00 p.m. to
3:30 p.m.
CONCURRENT
SESSIONS

Current Issues in Health Care Compliance & Why Regulations are a Good Thing

This session will cover information about current settlements, enforcement activities, compliance trends and ways to measure the effectiveness of compliance programs. Mr. Snell will also court controversy when he discusses the benefits of health care regulations.

Roy Snell, CHC

CEO, Health Care Compliance Association

The 2:00 p.m. concurrent sessions continue on the next page

2:00 p.m to
3:30 p.m.
CONCURRENT
SESSIONS

(continued)

American Health Care 2010: The “Long Boom” Scenario

Will the Millennium usher in a new era of growth for America’s \$1.3 trillion health system? Coile, the author of *New Century Healthcare: Strategies for Providers, Plans and Purchasers*, predicts that converging trends like aging Baby Boomers, labor shortages and the push for quality will create a “long boom” scenario for health services in the 21st century.

Russell Coile

Vice President, National Strategy Advisor
Superior Consultant

Empowering Health Care Consumers

Consumer frustration with the health care system is growing as public policy structures lag behind changes in health care information and technology. Emerging companies, industries and concepts give consumers more power and choice. Tax credits for the uninsured, defined contributions for employment-based health insurance, Medical Savings Accounts, Medicare premium support, individual Prescription Drug Spending accounts and other policy ideas are rising to the top of the national agenda and will facilitate the consumer revolution in health care.

Grace-Marie Turner

President, Galen Institute

3:30 p.m to
4:00 p.m.

Refreshment break

4:00 p.m. to
5:15 p.m.
PLENARY SESSION

Genetics and the Practice of Medicine: Stem Cells and the Tree of Life

The recent political and commercial flurry on the issue of stem cell genetic research highlights one aspect of the application of genetic knowledge to the improvement of medical care. Ethical, legal, financial, societal, and personal aspects in the genomics/proteomics era are the critical domain of clinicians and medical managers in an effort to improve care and, first, do no harm. Stemming the tide of confusion, Dr. Pauker will provide a simple model for viewing some very complex genetic issues.

Susan Pauker, MD

Chief, Genetics Department, Harvard Vanguard Medical Associates
Associate Professor of Pediatrics, Harvard Medical School

5:15 p.m to
6:30 p.m.

Networking reception

8:00 a.m to
8:05 a.m.

Introduction

Peter Grant, JD, PhD
Conference Co-chair
Partner, Davis Wright Tremaine, LLP

8:05 a.m to
9:15 a.m.
PLENARY SESSION

Public Quality Reporting: Prototypes, Problems & Prospects

Public performance reporting on the quality of care provided by hospitals and health plans has become common—but remains extremely controversial. Many major payors now provide financial incentives for better quality of care as measured by enrollees' or patients' satisfaction with care, HEDIS scores or performance on other metrics of quality. Dr. Epstein will review the changes in the medical landscape that have fostered these trends and focus on public policy concerns. He will discuss quality report card prototypes, responses to quality reporting by various members of the delivery system, criticisms of the approach and likely trends.

Arnold Epstein, MD, MA
Harvard School of Public Health and Harvard Medical School

9:15 a.m to
10:30 a.m.
CONCURRENT
SESSIONS

Why Nobody Likes the Health Care System We've Got—and What to Do About It

Dr. Reinersten will describe the primary purpose of health care systems and how the US system has drifted away from some of the core functions that the public expects. The result has been widespread disaffection on the part of consumers, regulators, providers and payers. He will also suggest some strategies to address this problem.

James Reinersten, MD
Professor of Medicine, Harvard Medical School

Controlling Costs and Enhancing Benefits of Pharmaceuticals

New drugs and medical devices have become a dominant factor affecting health care cost and quality. It is difficult to sort out the claims and counter-claims about their costs and proper use, however. Do they substitute for other less effective approaches to care or just add expense? Is their technology so compelling that they will sweep aside other highly beneficial but less exciting approaches to care? Will they fundamentally change traditional relationships among patients, physicians, and hospitals? This session will explore the facts and controversies roiling these burgeoning technologies.

Richard Dixon, MD, FACP
President, RLA Technologies, Inc.

The 9:15 a.m. concurrent sessions continue on the next page

9:15 a.m. to
10:30 a.m.
CONCURRENT
SESSIONS

(continued)

Prevention of Medical Errors: Practical Approaches to Information Systems and Other Strategies

The 2000 Institute of Medicine report and its successors have generated extraordinary media coverage and public interest over medical errors. Government, regulatory, and industry positions have shifted significantly, providing both carrots and sticks to promote error reduction. More and more health care organizations are establishing patient safety programs and investigating possible solutions, including information technologies such as computerized physician order entry. However, there is more to preventing errors than simply implementing a new system. This session will focus on the practical aspects of implementing error reduction programs, including how to get clinicians to buy into them. Dr. Teich will explore successful examples from clinical information systems such as order entry, alerting systems, electronic medical records, and patient computing. He will also discuss essential steps in planning, designing, sequencing, managing and monitoring such programs, along with important pitfalls.

Jonathan Marc Teich, MD, PhD
Assistant Professor of Medicine,
Harvard University (Brigham and Women's Hospital)
Vice President and Chief Medical Officer, HEALTHvision

10:30 a.m. to
11:00 a.m.

Refreshment break

11:00 a.m. to
12:00 p.m.
PLENARY SESSION

Will Disruptive Innovations Transform Health Care?

Disruptive innovations are less expensive, more accessible, simpler technologies, products and services, which industry leaders typically ignore or oppose. But they improve at a rapid rate to meet mainstream needs. When industries "transform," it is usually through disruptive innovation; missing the opportunity has proven fatal to many leading companies and diverse institutions. This presentation will help the audience answer: What sorts of innovations are leading health care institutions likely to achieve, which will be extraordinarily difficult, why, what opportunities are thereby created and, finally, will disruptive innovations transform health care?

John W. Kenagy, MD, MPA
Visiting Scholar, Harvard Business School

12:00 p.m. to
1:00 p.m.

Networking luncheon

1:00 p.m. to
2:30 p.m.
CONCURRENT
SESSIONS

The rE-invention of Harvard Pilgrim Health Care

Harvard Pilgrim seeks to rE-invent itself as a “digital health plan” by supporting and promoting electronic transactions in general and Internet self-service opportunities in particular. To improve service and reduce administrative costs, Harvard Pilgrim is planning to provide swift, accurate communications and service transactions to members, providers, employers and brokers. Through this rE-invention, Harvard Pilgrim hopes to differentiate itself in the marketplace as the premier service provider.

Bob Trombly

Deputy Chief Technology Officer, Harvard Pilgrim Health Care

Legal Issues in Quality

Health care providers are caught between the push for “patient safety” and concerns about medical malpractice. The Institute of Medicine’s report, “To Err Is Human,” urged wider use of adverse event reporting systems as a means of tracking hospital errors. However, many providers fear that self-reports of medical errors may come back to haunt them in malpractice litigation. Recent media stories about errors have compounded their fears. This session examines practitioners’ concerns in detail and explores whether the two current approaches to medical error reduction—the “systems-oriented” patient safety movement and the tort liability system—are on a collision course or can successfully coexist.

Michelle Mello, JD, PhD

Assistant Professor of Health Policy and Law
Harvard School of Public Health

e-Health, a Perspective on Inning One

It has been an amazing few years for e-health. Some argue it is health care’s single greatest hope to reform itself, to defragment itself and to become a modern, information-intense industry. What has happened? What went wrong? What went right? Where is e-health going? This highly personal perspective of someone near the vortex of the early years of e-health will explore some of these fascinating questions.

Dennis Streveler, PhD

Consultant, Future Technologies in Healthcare

2:30 p.m. to
4:00 p.m.
SOCRATIC PANEL

Current Status and Future Evolution of the American Health System

Conference faculty discuss and debate where health care is heading using the provocative and entertaining Socratic Dialog method.

Moderator: Marc J. Roberts, PhD

Conference Co-Chair
Professor of Political Economy
Department of Health Policy and Management
Harvard School of Public Health

Panelists recruited from Conference faculty

8:30 a.m. to
12:00 p.m.
CONCURRENT
SEMINARS

Creating Health Care Brands People Know and Trust

A powerful brand consistently delivers excellent programs, products, and services that are perceived by stakeholders to be both relevant and distinctive. The essential ingredient in moving your organization toward power brand status is trust. The highest form of brand dependency is based on trust. Health care organizations especially benefit from trust branding owing to the unique nature of the provider/patient relationship. This workshop will define trust and explore ways to achieve it, including models for trust building, trust cues, and assessing the various levels of brand trust. Shore will examine the key building blocks of branding and discuss how to integrate them into a more effective service strategy for your organization. Special attention will be given to an analysis of the Brand Equity Hierarchy.

NOTE: The pace of the program will be guided by the participants and therefore may not cover all topics. To ensure that the program is responsive to your specific needs, after registering you are invited to submit your branding questions and issues to David Shore at dshore@hsph.harvard.edu

David A. Shore, PhD

Associate Dean and PricewaterhouseCoopers Director
Center for Continuing Professional Education
Harvard School of Public Health

Cybermedicine: How Computing Empowers Doctors and Patients for Better Health Care

e-Health moves information instead of people and allows organizations to be better stewards of its resources. Dr. Slack will discuss cybermedicine systems developed by the Center for Clinical Computing, which have been in operation in Beth Israel Deaconess and Brigham and Women's hospitals for over 15 years. Designed to directly benefit doctors, nurses and other clinicians in the care of their patients, these systems are among the most heavily used in the world. This session will focus on why cybermedicine applications are so compelling for practitioners and consumers.

Warner V. Slack, MD

Professor of Medicine and Psychiatry, Harvard Medical School
Co-President, Center for Clinical Computing

Conference Information

Conference location

Boston Marriott Copley Place, 110 Huntington Avenue, Boston

Accommodations

The Boston Marriott Copley Place has reserved a block of rooms for the convenience of Harvard Conference participants at the preferred conference rate of \$230 per night (single or double occupancy). To guarantee accommodations, please make your reservations by October 12, 2001.

Hotel reservations: (800) 228-9290 or (617) 236-5800

Hotel fax: (617) 678-0685

Conference travel

For assistance with travel arrangements, please call Harvard Travel, (617) 496-8000 or visit www.travel.harvard.edu

Registration



PHONE (617) 720-9545 Laura Davis



FAX (617) 720-9507 Laura Davis



MAIL Harvard Conference on Strategic Issues in American Health Care, 126 State Street, Boston, MA 02109

Please confirm my/our reservation(s) for the following:

	NUMBER ATTENDING	FEE per person
<input type="checkbox"/> Conference <i>October 30 to 31, 2001</i>	<input type="text"/>	\$975
<input type="checkbox"/> Conference & Pre-Conference <i>October 29 to 31, 2001</i>	<input type="text"/>	\$1450
<input type="checkbox"/> Conference & Post-Conference <i>October 30 to November 1, 2001</i>	<input type="text"/>	\$1375
<input type="checkbox"/> Conference, Pre- & Post-Conferences <i>October 29 to November 1, 2001</i>	<input type="text"/>	\$1675

(TEAM DISCOUNT: For every three participants, a fourth may attend at no charge.)

Organization

Address

City State Zip

Phone () Fax ()

1. Name
 Title Email

2. Name
 Title Email

3. Name
 Title Email

4. Name
 Title Email

Payment Information

Check or money order enclosed (Payable to Harvard Health Care Conference) Please bill me. Purchase order # (optional)
 (Enclose copy of PO)

Please charge to my credit card Visa MasterCard American Express

Card # Exp. Date

Cardholder name Signature



HARVARD SCHOOL OF PUBLIC HEALTH

CENTER FOR CONTINUING PROFESSIONAL EDUCATION

Where theory informs practice and practice informs theory®