

## The Impact of Comparative Effectiveness on Laboratory Testing

WEDNESDAY, MAY 21, 2008 | 2:00 – 3:30 PM | EASTERN TIME

Congress is considering various policy options that may significantly increase federal funding for comparative effectiveness research (CER). This could have significant ramifications for laboratory testing.

CER is an evidenced-based research tool, which compares different health services or treatment options for the same condition, so that health care professionals can personalize patient care.

The good news is that an increase in CER studies may provide laboratories with important information for assessing tests and improving test selection. In addition, these studies may provide needed data for new guideline development.

However, there also a number of potential pitfalls associated with CER, such as how payers use the data. Will they use it to restrict coverage or reduce payments for certain tests? If insurers choose this route, what will it mean for clinical laboratories and test developers?

Join us for a 90-minute, information-packed program and learn the answers to these questions and more.

Also, as a bonus, you'll get the latest on congressional efforts in this area.

This is a must attend event for clinical laboratories and manufacturers!

### ATTEND THIS AUDIOCONFERENCE AND LEARN:

- About ongoing government initiatives regarding CER
- How labs can use CER to improve lab operations
- What role CER may play in guidance development
- How health care payers may use CER data
- The latest on congressional efforts regarding CER



### THE SPEAKERS:

**Moderator:** Robert Murray, JD, PhD, Midwest Diagnostic Pathology, Chicago, IL

#### Presenters:

Beth A. Collins Sharp, PhD, RN, Director, Evidence-based Practice Centers Program, Center for Outcomes and Evidence, AHRQ, Rockville, MD

Robert Christenson, PhD, Professor of Pathology and Professor of Medical & Research Technology at the University of Maryland, School of Medicine, Baltimore, Maryland.

Charles Root, PhD, CEO, CodeMap, Chicago

Vince Stine, PhD, Director, Government Affairs, AACC, Washington, DC

### YES! Register me for "The Impact of Comparative Effectiveness on Laboratory Testing" (PID 4756)

FULL payment of all fees must accompany this form for registration to be processed. (We do not accept purchase orders.)

#### Registrants are entitled to one phone line at one site.

If additional sites in your institution will be participating, you must purchase a registration for each site.

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- **MAIL** payment and registration form to:  
AACC, P.O. Box 630623, Baltimore, MD 21263-0623
- **FAX** registration form to 202/887-5093 (credit cards only)
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- I cannot attend, but don't want to miss out! Please send me information on purchasing a CD-ROM of the program.

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