

The Alliance for Health Reform  
20<sup>th</sup> Anniversary Series

**AGENDA**

**Session 3: “The High and Rising Costs Of Health Care: What Can Be Done?”**

The Barbara Jordan Conference Center, Washington, DC  
June 12, 2012

- 1:00 – 1:15 p.m.      Welcome and Introductions  
                                 **Ed Howard**  
                                 *Alliance for Health Reform*
- Overview of Proceedings  
                                 **Susan Dentzer**  
                                 *Health Affairs*  
                                 (moderator)
- 1:15 – 1:40 p.m.      Efforts Promoting Good Health, Good Care, Lower Costs  
                                 **Marilyn Tavenner**  
                                 *Acting CMS Administrator*
- Brief Q&A
- 1:40 – 2:00 p.m.      What’s Working – Evidence from the Field  
                                 ■ **Karen Davis**, *The Commonwealth Fund*  
                                 ■ **Scott Serota**, *Blue Cross Blue Shield Association*
- 2:00 – 2:15 p.m.      Policy Strategies to Help Change the Cost Trajectory  
                                 **Paul Ginsburg**
- 2:15 – 3:10 p.m.      Reactor Panel  
                                 ■ **Jim Guest**, *Consumer Reports*  
                                 ■ **David Pryor**, *Ascension Health*  
                                 ■ **Gerry Shea**, *AFL-CIO*  
                                 ■ **Anne Weiss**, *Robert Wood Johnson Foundation*  
                                 ■ **Stuart Butler**, *Heritage Foundation*
- 3:10 – 4:05 p.m.      Discussion
- 4:05 – 4:15 p.m.      Final Remarks  
                                 Summary of series and call for next steps
- 4:15 p.m.              Reception

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