



The 19th Annual General Assembly of New York Pharma Forum

DECEMBER 5, 2008

TOPIC: **Patient Value: Impact on the Future of U.S. Health Care**

SPEAKERS: **Jeffrey Kelman, MD**, Chief Medical Officer of the Center for Beneficiary Choices at the Centers for Medicare and Medicaid Services (CMS), U.S. Department of Health and Human Services

David Kendall, Democratic Leadership Council

Marilyn Moon, Ph.D., Vice President and Director, Health Program, American Institutes for Research

Rick Smith, Senior Vice President, Policy, Research, and Strategic Planning
Pharmaceutical Research and Manufacturers Association (PhRMA)

MODERATOR: **Rick Smith**, Senior Vice President, Policy, Research, and Strategic Planning
Pharmaceutical Research and Manufacturers Association (PhRMA)