

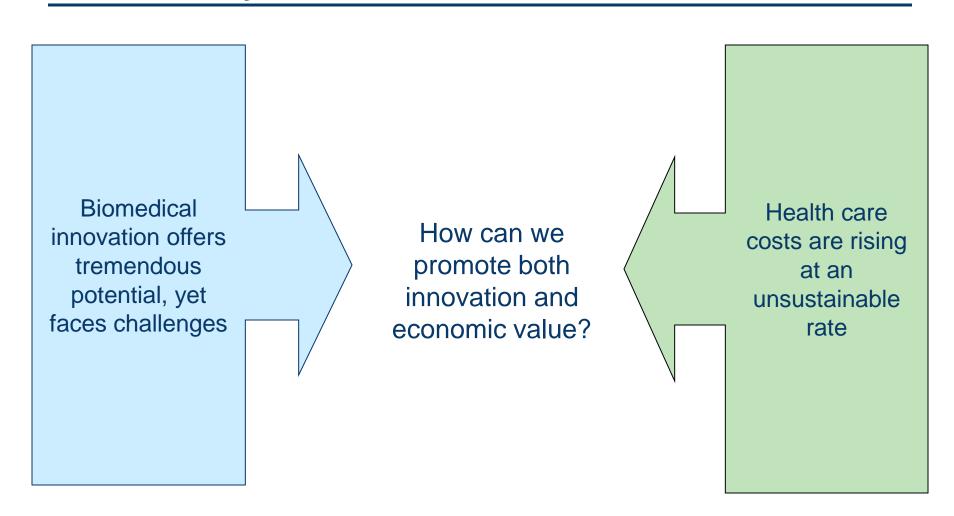
Promoting Biomedical Innovation and Economic Value: New Models for Reimbursement and Evidence Development

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Outlook for Biomedical Innovation and Affordability of Health Care





Implications of Failing to Address these Imperatives

- Tighter regulation of prices
- Coverage that does not reflect current evidence and is not supportive of promising new approaches
- Greater uncertainty regarding returns on biomedical investments
- Slower and less productive biomedical innovation

Opportunities for Promoting Value and Innovation

- Information Infrastructure
 - HITECH Act, Beacon Community Cooperative Agreement Program
- Better Evidence
 - Comparative effectiveness research, post-market surveillance
- Payment Reforms
 - Accountable care organizations, Center for Medicare and Medicaid Innovation
- Benefit Reforms
 - Value-based insurance design

Today's Event

- Panel I: Impact of Different Reimbursement Systems on Innovation
- Panel II: Opportunities to Drive Innovation with New Payment Policies
- Panel III: Issues in Measuring Innovation and Value