

B | ENGELBERG CENTER for
Health Care Reform
at BROOKINGS

Innovative Technologies and Nonprescription Medications: Addressing Undertreated Diseases and Conditions through Technology Enabled Self-Care

The Brookings Institution • Washington, DC

Thursday, May 9, 2013

Agenda

- 9:00 a.m. Welcome, Introduction, and Expert Workshop Objectives**
Mark McClellan, Engelberg Center for Health Care Reform at Brookings
Greg Daniel, Engelberg Center for Health Care Reform at Brookings
- 9:15 a.m. Opening Remarks**
Rachel Sherman, U.S. Food and Drug Administration
- 9:30 a.m. Role of Technology in Facilitating the Safe and Effective Use of Nonprescription Drugs**
R. William Soller, University of California, San Francisco
- 10:00 a.m. Break**
- 10:15 a.m. Session I: Using Innovative Technologies as a Condition of Safe Use**
Mark McClellan – *Moderator*
David Schiffkovitz, GlaxoSmithKline Consumer Healthcare
Erin Oliver, GlaxoSmithKline Consumer Healthcare
Lannie Richardson, Central Control, Inc.
Malay Gandhi, Rock Health
Donald Reitberg, Farmacia Electronica, Inc.
- 11:45 a.m. Lunch**
- 1:00 p.m. Session II: Perspectives on the Role of Technologies as a Condition of Safe Use**
Mark McClellan – *Moderator*
Julie Aker, Concentrics Research, LLC
Edwin Hemwall, Merck Consumer Care
Eric Brass, University of California, Los Angeles
Mark Gelbert, Pfizer Consumer Healthcare
Doris Peter, Consumer Reports Health Ratings Center
- 2:30 p.m. Break**
- 2:45 p.m. Session III: Integrating Technologies as a Condition of Safe Use into Nonprescription Health Care Delivery Systems**
Mark McClellan – *Moderator*
James Owen, American Pharmacists Association
Shelly Spiro, Pharmacy e-Health Information Technology Collaborative
Ed Fotsch, PDR Network
Dan Luce, Walgreens
- 3:45 p.m. Closing Remarks**
Mark McClellan
- 4:00 p.m. Adjournment**

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