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THE SECOND ANNUAL NATIONAL CONGRESS ON THE FUTURE OF GENOMICS, BIOTECHNOLOGY AND PHARMACEUTICALS IN MEDICAL CARE

INNOVATION AND COST MANAGEMENT

NOVEMBER 15 – 17, 2000

HYATT REGENCY CRYSTAL CITY

ARLINGTON, VIRGINIA

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Continuing Education Credit

ABA - MCLE Credit. Required sponsor documentation has been forwarded to and credit requested from most MCLE states with general requirements for all lawyers. We have requested a total of 17 CLE hours from most MCLE states. Lawyers seeking credit in Pennsylvania must pay fees of \$1.50 per credit hour directly to the PA CLE Board. Medical Education Collaborative pays applicable fees in other states where the sponsor is required to do so and in states where a late fee may become applicable. Please be aware that each state has its own rules regulations, including its definition of CLE; therefore, certain programs may not receive credit in some states. For information on approved credit hours for your state, please contact Medical Education Collaborative at (303) 278-1900 ext. 151 starting two to three weeks prior to the program date.

ACHE Credit. Medical Education Collaborative is authorized to award 17 hours of pre-approved Category II (non-ACHE) continuing education credits for this program toward advancement, re-certification, or re-appointment in the American College of Healthcare Executives. Participants of this program wishing to have the continuing education hours applied toward Category II credit should list their attendance when applying for advancement, re-certification, or re-appointment in ACHE.

ACMPE Credit. This program may qualify for continuing education credit in the American College of Medical Practice Executives (ACMPE). To apply for ACMPE credit, submit a generic credit hour form with a copy of the brochure to ACMPE. Forms will be available on-site.

CME Credit. This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of Medical Education Collaborative and The National Congress on the Future of Pharmaceuticals in Medical Care. Medical Education Collaborative, a nonprofit education organization, is accredited by the ACCME to provide continuing medical education for physicians and takes responsibility for the content, quality and scientific integrity of this CME activity. Medical Education Collaborative designates this educational activity for a maximum of 17 hours in category 1 credit towards the AMA Physician's Recognition Award. Each physician should claim only those hours of credit that he/she actually spent in the educational activity.

CNA (Nursing) Credit. This educational activity for 20.3 hours is provided by Medical Education Collaborative. Medical Education Collaborative is approved as a provider of continuing education in nursing by the Colorado Nurses Association, which is accredited as an approver of continuing education in nursing by the American Nurses Credentialing Center's Commission on Accreditation.

NASBA Credit. Registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Nashville, TN 37219-2417. Telephone: (615) 880-4200. (A maximum of 20 credits based on a 50-minute hour will be granted. Program Level: Intermediate to Advanced.)

Pharmacy CEU Credit. Medical Education Collaborative, Inc. is approved by the American Council on Pharmaceutical Education as a provider of continuing pharmaceutical education. Medical Education Collaborative, Inc. has assigned 17 contact hours/1.7 CEUs of continuing pharmaceutical education credit. ACPE provider number 815-999-00-081-L04. Participants will be required to sign in daily and complete an evaluation form for credit. Registration fee includes a certificate, which will be mailed within six weeks after the meeting.

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Congress Overview

The New Science—genomics and biotechnology—and the New Technology—supercomputing, robotics, nanotechnology and the Internet—are transforming American society. No sector of American culture and economics has been more profoundly impacted by the confluence of these developments than the nation's healthcare system. Supercomputing is driving the sequencing of the humane genome. Genomics and biotechnology are transforming the pharmaceutical enterprise. Pharmaceutical costs and quality are of paramount concern to America's employers, health plans, health systems and physicians. The Internet is fundamentally changing the manner by which pharmaceuticals are marketed and distributed, and the ways that healthcare providers communicate and seek to manage pharmaceutical costs. Pharmaceutical coverage and the regulation of patient privacy are defining issues in the nation's presidential campaign.

The Second Annual National Congress on the Future of Genomics, Biotechnology and Pharmaceuticals in Medical Care convenes a faculty of the nation's preeminent leaders in the field to identify and analyze the trends that will transform the nation and its health system in the coming years.

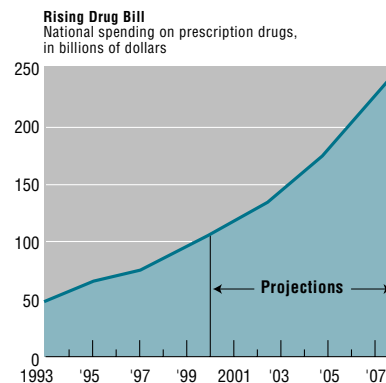
Congress Learning Objectives

- An Overview of the Status of the Mapping of the Human Genome and Likely Resulting Biotech and Pharmaceutical Products
- An Understanding of the Role of Super Computing and the Internet in Pharmaceutical Research, Development and Marketing
- Strategies Employed to Ensure Quality and Avoid Medical Errors and to Implement Effective Cost Containment Initiatives
- A Review of the Regulatory Setting for Genomics, Biotechnology and Pharmaceuticals
- The Role of Wall Street and the Silicon Valley in Financing Biotech and Pharmaceutical Ventures
- Pharmaceutical Policy Alternatives for the New Administration and Congress

Target Audience

The Congress will be attended by the following individuals and institutional representatives:

- Health Care Executives and Board Members
- Health Plan, Health Systems and Physician Organization Medical Directors
- Physicians
- Pharmacists
- Registered Nurses
- Purchasers, including Private Employers and Public Purchasers
- Pharmaceutical Manufacturers
- Generic Pharmaceutical Manufacturers
- Site Management Organizations
- Clinical Research Organizations
- Pharmacy Benefit Management Companies
- Health Plans and Health Insurers
- Wholesale, Retail, Mail Order and Internet Pharmacies
- Health Care Attorneys and In-House Counsel
- Pharmaceutical Consultants
- Investment Brokers and Venture Capitalists
- Members of Congress and Staff
- Health Care Regulators and Policy Makers
- Health Services Researchers and Academics



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PROGRAM

Wednesday, November 15, 2000

3:00 – 7:00 P.M. Early Registration

5:00 p.m. The Economic and Political Context of
Genomics, Biotechnology and Pharmaceutical
Policy Development

Robert D. Reischauer, Ph.D.

President
The Urban Institute
Washington, D.C.

Responsive Panel:

Stephen B. Soumerai, Sc.D.

Professor of Ambulatory Care & Prevention and
Director, Drug Policy Research Group, Harvard
Medical School and Harvard Pilgrim Health Care
Boston, MA

Karen Williams

President
National Pharmaceutical Council
Reston, VA

6:45 p.m. Adjournment



Thursday, November 16, 2000

7:00 a.m. Registration and Continental Breakfast

8:00 a.m. Welcome and Introductions

Molly Joel Coye, M.D., M.P.H., M.A.

President
The Health Technology Center, and
PricewaterhouseCoopers Senior Fellow
Institute for the Future
San Francisco, CA

Peter N. Grant, J.D., Ph.D.

Partner
Davis Wright Tremaine LLP
Seattle, WA and San Francisco, CA
(Congress Co-Chairs)

8:05 a.m. The Mapping of the Human Genome

Francis S. Collins, M.D., Ph.D.

Director
National Human Genome Research Institute
Bethesda, MD

8:45 a.m. How and By Whom Will the New Genetic Data
Be Used in the Future?

Samuel Broder, M.D.

Executive Vice President and
Chief Medical Officer
Celera Genomics
Rockville, MD

9:30 a.m. Turning the Knowledge of the Human
Genome Into Effective Therapeutic Advances

William A. Haseltine, Ph.D.

Chairman and CEO
Human Genome Sciences
Rockville, MD

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Save
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Date

October 24-26, 2001

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PROGRAM

Thursday, November 16, 2000 (cont'd)

10:15 a.m. Panel Response to Questions

10:45 a.m. Break

**11:15 a.m. The Future Challenges and Opportunities
Emerging From the Mapping of the
Human Genome**

Clement Bezold, Ph.D.

President
Institute for Alternative Futures
Alexandria, VA

NOON Luncheon and Presentations

**12:30 p.m. Genomics, Hypercapitalism and the
Biotech Century**

Jeremy Rifkin

President, The Foundation on Economic Trends
Fellow, Wharton School of Business, University of
Pennsylvania and author, *The End of Work*,
The Biotech Century and *The Age of Access*
Washington, D.C.

1:45 p.m. Break

**2:00 p.m. Genomics: The Perception of the Public
and the Press**

Alan H. McGowan

President
The Gene Media Forum
New York, NY

**2:45 p.m. The Transformational Power of the Internet
and Super Computing**

Caroline A. Kovac, Ph.D.

Vice President, Life Sciences Solutions
IBM Corporation
Somers, NY

Russell J. Ricci, M.D.

General Manager, Healthcare Industry
IBM Corporation
Waltham, MA

3:45 p.m. Break

**4:15 p.m. "To Err is Human": Assuring Quality
and Avoiding Medical Errors**

Julie Louise Gerberding, M.D., M.P.H.

Director, Hospital Infections Program
Centers for Disease Control and Prevention
Atlanta, GA

Kenneth W. Kizer, M.D., M.P.H.

President and CDO
National Quality Forum
Washington, D.C.

Kenneth I. Shine, M.D.

President
Institute of Medicine
National Academy of Sciences
Washington, D.C.

Molly Joel Coye, M.D., M.P.H., M.A.

President
The Health Technology Center, and
PricewaterhouseCoopers Senior Fellow
Institute for the Future
San Francisco, CA
(Moderator)

5:30 p.m. Adjournment and Networking Reception

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PROGRAM

Friday, November 17, 2000

7:00 a.m. Continental Breakfast

8:00 a.m. Pharmaceutical Research, Development and Manufacturing — The State of the Industry

Raymond Gilmartin

Chairman, President and CEO
Merck & Co., Inc.
Whitehouse Station, NJ

8:45 a.m. Pharmaceutical Benefit Managers — The State of The Industry

Barrett A. Toan

President and CEO
Express Scripts, Inc.
Maryland Heights, MO

9:30 a.m. The Biotechnology Enterprise — The State of the Industry

Edward Penhoet, Ph.D.

Dean, School of Public Health
University of California at Berkeley, and
Former CEO, Chiron
Berkeley, CA

10:15 a.m. The Role of Health Insurers and Health Plans

Charles N. (Chip) Kahn, III

President
Health Insurance Association of America
Washington, D.C.

11:00 a.m. Break

11:15 p.m. The Role of Silicon Valley and Wall Street in the Finance and Structure of the New Science and Technology

Geoffrey E. Harris, C.F.A.

Managing Director
Health Care Services
Equity Research
UBS Warburg Dillon & Read
New York, NY

NOON Lunch and Presentations

12:30 p.m. Regulating the Pharmaceutical Enterprise

Janet Woodcock, M.D.

Director
Center for Drug Evaluation and Research
Food and Drug Administration
Rockville, MD

1:30 p.m. Spending More on Pharmaceuticals: Good News, Bad News or the Wrong Question?

Robert DuBois, M.D., Ph.D.

CEO
Protocare Sciences
Santa Monica, CA

2:00 p.m. Purchasers, Health Plans and Providers: Managing Pharmaceutical Quality and Costs

David Lorber, M.D.

Assistant Vice President
PCS Health Systems, Inc.
Scottsdale, AZ

Craig S. Stern, Pharm.D., M.B.A.

President
Pro Pharma Pharmaceutical Consultants
Northridge, CA

Nicholas Vasilopoulos

Principal
William M. Mercer, Inc.
New York, NY

Richard E. Dixon, M.D., F.A.C.P.
(Moderator)

3:00 p.m. Break

3:15 p.m. Science and Technology Policy Alternatives for the New Administration and Congress

Judy Feder, Ph. D.

Dean of Policy Studies
Georgetown University
Georgetown Public Policy Institute
Washington, D.C.

Gail Wilensky, Ph. D.

Chair
The Medicare Payment Advisory Commission
Bethesda, MD

John K. Iglehart

Founding Editor
Health Affairs Journal, Project Hope
Washington, D.C.
(Moderator)

4:30 p.m. Adjournment

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GENERAL INFORMATION

Hotel Accommodations

The official hotel for the conference is the Hyatt Regency Crystal City, adjacent to the Ronald Reagan National Airport where you will find unsurpassed comfort and convenience in the newly renovated deluxe guest rooms. The hotel overlooks the Potomac River and is just a bridge away from all that matters in the nation's Capital. To make reservations, call the Hyatt Regency Crystal City directly at 1 (800) 233-1234.

Be sure to make your reservations by **October 24, 2000** and identify the meeting as "The Second Annual National Congress on the Future of Genomics, Biotechnology and Pharmaceuticals" to get the special conference rate of \$165 (plus tax) for a single or double room, per night. After the cut-off date, reservations will be accepted on a space and rate availability basis only. You will be required to guarantee the reservation with a major credit card. There is a limited number of rooms available at the special rate, so call early to ensure availability.

Travel Partners

United Airlines

If you or your travel agent call United's Special Meeting Desk at **1 (800) 521-4041** (7 days a week from 7:00 AM to 10:00 PM Eastern Standard Time) to book your reservations you will receive an additional 5% discount off the lowest applicable discount fare, including First Class, or a 10% discount off the unrestricted mid-week coach fares, purchased 0 days in advance. United is also offering an additional 5% off tickets purchased at least 60 days in advance. Discounts also apply on Shuttle by United and United Express. Make sure you refer to Meeting ID **597QE**. Book early to take advantage of promotional fares that will give you the greatest discount. Mileage Plus members receive full credit for all miles flown to this meeting.

Car Rental

Special meeting rates are available through Avis Rent A Car's Meeting Reservation and Information Desk at 1 (800) 331-1600. The Avis Worldwide Discount (AWD) number for the group is **J097758**. Please mention this number when making reservations in order to receive the special meeting rates.

Arrival

The Hyatt Regency Crystal City offers complimentary shuttle service to and from Ronald Reagan National Airport. Stop by the information booth by baggage claim and use the touch-pad to call the Hyatt.

If flying into Dulles International, the Washington Flyer, which leaves every hour on the hour takes 45 minutes and costs approximately \$15-20 one way and \$25-30 round trip. Cab fare is approximately \$45.00. If driving from the Dulles Airport, take I-66 East. Take Exit 75 (Rt. 110 South). Rt. 110 South for 4 miles, turns into Rt.1 South. Rt.1 South to 4th stop light (27th Street). Turn left onto 27th Street. The hotel is on the left.

If coming from Union Station on Amtrak, cab fare is estimated at \$10-15 one way. Metro service runs out of Union Station on the Blue or Yellow line to the Crystal City Metro Stop. By calling 1 (888) HYATT-12 from the Metro Stop in Crystal City, the hotel's complimentary shuttle will be happy to pick you up.

Check-In Service

The Hyatt Regency Crystal City is pleased to offer the attendees of the conference a designated area for their check-in. Their bell staff will be happy to assist you in luggage storage.

Special Needs

If you need assistance with special arrangements, such as dietary restrictions or accessibility, call 1 (800) 229-2416.

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REGISTRATION FORM

Program and Schedule subject to change

1 Complete the Following

Name _____

Title _____ Department _____

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Organization _____

Address _____

City/State/Zip _____

Telephone _____ Fax _____

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→ Please advise if you will need interpretive services or other reasonable accommodations.

2 Pricing

Congress (November 15-17)

Before October 16

First organization registrant \$1,195.00 \$ _____

Each additional organization registrant \$1,095.00 \$ _____

After October 16

First organization registrant \$1,295.00 \$ _____

Each additional organization registrant \$1,195.00 \$ _____

Total \$ _____

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On-site Tape Sales

Congress Conference Set (Tapes Only, approx. 18) \$216.00

I cannot attend but wish to purchase:

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The following can be purchased individually:

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To Order Call 800-229-2416

How to Register

Fully complete steps 1-3 (one form per registrant, photocopies acceptable). Payment must accompany each order.

By fax: 425-883-9647 **By phone:** 800-229-2416

By email: julieknox@email.msn.com

By mail: The Second Annual National Congress on the Future of Genomics, Biotechnology and Pharmaceuticals in Medical Care
attn: Julie Knox
13626 179th Avenue N.E., Redmond, WA 98052

Conference Hotel Information

A special rate of \$165 (plus tax) per single or double, per night, has been arranged for 11/14 through 11/18. Please make your reservations directly with the hotel and mention the Future of Genomics, Biotechnology and Pharmaceuticals Conference to receive the reduced rate. Reservations will be accepted until October 24, 2000. After that cut-off date, reservations will be accepted on a rate and space availability basis only.

Hyatt Regency Crystal City

2799 Jefferson Davis Highway

Arlington, VA 22202

Reservations: 800-233-1234

(Please reference The Second Annual National Congress on the Future of Genomics, Biotechnology and Pharmaceuticals to receive the reduced rate.)

3 Payment Options

Please enclose payment with your registration and return it to the conference registrar at the above address, or fax your credit card payment to 425-883-9647.

Check/money order enclosed (checks payable to The Second Annual National Congress on the Future of Genomics, Biotechnology and Pharmaceuticals).

Payment to be made by check/money order. Credit card must be given to hold registration. If payment is not received by date of conference, credit card payment will be processed.

American Express Visa Mastercard

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Signature of Cardholder _____

All registrations require faxed or original signature on this form.

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Registration fees are not refundable or transferable.

Fee does not cover lodging or dinners.

Please advise us if you will need interpretive services or other special accommodations.



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MEC CME Credit
17 hours
Category 1 Credit

CNA (Nursing) Credit
20.3 hours

NASBA Credit
20 hours

ACPE Pharmacy
17 hours
1.7 CEU Credit

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