



SPRING TERM 2001 CLASS

15.141, "Economics of the Health Care Industries"

Prof. Ernst R. Berndt
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Tuesdays, 3:00 – 6:00 pm

Room E51-151

February 6

Introduction

"Lean Health Care" – Is it Possible? Is it Inevitable?

Guest: Jerome H. Grossman, M.D.
Lion Gate Management Corporation
Former Chief Executive Officer
New England Medical Center

February 13

Medical Care as a Determinant of Health

Guest: Randall Stafford, M.D.
Assistant Professor of Medicine
Massachusetts General Hospital
Institute of Health Policy

February 20

No Class - Monday Schedule of Classes due to the Presidents Holiday

February 27

Managing Medical R&D

Guests: Iain M. Cockburn, Ph.D., Professor
Finance & Economics, School of Management
Boston University
and
David J. Wierz, Economist
Wyeth-Ayerst Pharmaceuticals

March 6

Establishing Efficacy

Guest: Glenn Pransky, MD, MOccH
Director, Liberty Mutual Center
for Disability Research

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- March 13 **Outsourcing Clinical Studies**
Guests: Pierre Azoulay, Doctoral Candidate
 MIT Sloan School of Management
 and
 James Breimeyer, M.D., Ph.D. *
 Director, Harvard Clinical Research Institute
- March 20 **Establishing Effectiveness and Cost-Effectiveness**
Guest: Marc Berger, M.D.
 Vice President, Outcomes
 Merck & Company, Inc.
- March 27 No Class - Spring Vacation
- April 3 **Switching from Rx to Over-the Counter**
Guest: Michael Weintraub
 Former Senior Official, Food and Drug Administration
- April 10 **Managing Global Pricing and Product Launch Strategies**
Guests: Brian Healy, Ph.D. *
 Merck & Company, Inc.
 and
 Stephen Soumerai, Ph.D. *
 Harvard University
- April 17 No Class - Patriots Day Holiday
- April 24 **Information Technology and the Analysis of Retrospective
Medical Claims Data**
Guests: William Crown, Ph.D.
 Vice President, Outcomes & Econometrics
 The Medstat Group
 and
 Timothy Hylan, Ph.D.
 Director / Team Leader
 Pfizer Inc.
- May 1 **Pharmaceutical Marketing and the New Economy**
Guest: Richard Manning, Ph.D.
 Director, Economic Analysis
 Pfizer, Inc.

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May 8

Direct to Consumer Pharmaceutical Advertising

Guest: Nancy Ostrove
Food and Drug Administration
Division of Drug Marketing, Advertising &
Communications
and
Len Tacconi
Merck & Company, Inc.

May 15

Where Next? The Medicare Prescription Drug Benefit?

Guest: Richard G. Frank, Ph.D.
Professor of Health Care Policy
Harvard Medical School

** Not yet confirmed*

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