

## Conference Agenda

8.30 a.m.	Registration and Coffee
9:00 a.m.	Introduction and Welcome Pauline Ippolito (FTC BE)  Presentation: <i>Introduction to Economics of Pharmaceuticals</i> Ernie Berndt (MIT Sloan)
9:30 a.m.	Presentations: <i>Incentives for New Drug Development</i> Chair: Chris Adams (FTC BE)  1. <i>The Short Run and Long-Run Impact of HIV Antiretroviral Treatments: Evidence from California's Medicaid Population</i> Mark Duggan (Maryland) Discussant: Bapu Jena (RAND)  2. <i>Surplus Appropriation from R&amp;D and Health Care Technology Assessment Procedures</i> Tomas Philipson (Chicago Harris) Discussant: Dave Vanness (Wisconsin Medical School)
10:30 a.m.	Break
10:45 a.m.	Panel: Policy and New Drug Development Moderator: Chris Adams (FTC BE) 1. Joe DiMasi (Tufts CSDD) 2. Una Ryan (AVANT Immunotherapeutics, Inc.) 3. Randy Lutter (FDA) 4. David Ridley (Duke Fuqua)
12:00 p.m.	Lunch Keynote Speaker: <i>Incentives to Develop Vaccines</i> Michael Kremer (Harvard) Introduction by Ernie Berndt (MIT Sloan)

1:15 p.m.	<p>Presentations: <i>Pharmaceutical R&amp;D and Biotech Development</i>  Chair: Laura Hosken (FTC BE)</p> <ol style="list-style-type: none"> <li>1. <i>Does Financing Have A Real Effect on Biotech Drug Development?</i>  Sean Nicholson (Cornell)  Discussant: Pierre Azoulay (MIT Sloan)</li> <li>2. <i>Do Formal Intellectual Property Rights Hinder the Free Flow of Scientific Knowledge? An Empirical Test of the Anti-Commons Hypothesis</i>  Scott Stern (Northwestern Kellogg)  Discussant: Loren Smith (FTC BE)</li> </ol>
2:15 p.m.	<p>Panel: Pharmaceutical R&amp;D and Biotech Development  Moderator: Laura Hosken (FTC BE)</p> <ol style="list-style-type: none"> <li>1. Suzanne Majewski (DOJ)</li> <li>2. Jim Barrett (NEA)</li> <li>3. Gerald Quirk (Infinity Pharmaceuticals, Inc.)</li> <li>4. Peter Rankin (CRA)</li> </ol>
3:00 p.m.	Break
3:15 p.m.	<p>Presentations: <i>Economics of DTC Advertising</i>  Chair: Maureen Ohlhausen (FTC OPP)</p> <ol style="list-style-type: none"> <li>1. <i>Patient Learning and Advertising in the Diffusion of Cox-2 Inhibitors</i>  Ginger Jin (Maryland)  Discussant: Jayani Jayawardhana (MUSC)</li> <li>2. <i>The Effect of Direct-to-Consumer Advertising on the Timing of Treatment</i>  David Bradford (MUSC)  Discussant: Jeffrey Yau (FTC BE)</li> </ol>
4:15 p.m.	<p>Panel: DTC Advertising  Moderator: Maureen Ohlhausen (FTC OPP)</p> <ol style="list-style-type: none"> <li>1. Bill Encinosa (AHRQ)</li> <li>2. Richard Manning (Pfizer)</li> <li>3. Jack Calfee (AEI)</li> <li>4. Marta Wosinska (HBS)</li> </ol>
5:00 p.m.	Close