



American
Clinical Laboratory
Association

ACLA'S **LABLINE**

KEEPING YOU CURRENT

**LABORATORY MEDICINE AND COMPARATIVE
EFFECTIVENESS RESEARCH: WHAT DOES IT MEAN FOR YOU?**

**Get the Most Timely and Up-To-Date Information on this
Important Topic and ACLA's Experts!"**

Program Overview:

You no doubt have heard the term "comparative effectiveness research" (CER) as an emerging tool to reshape the evaluation of health care technology in the United States. CER offers distinct challenges to the laboratory sector, as well as opportunities for those that demonstrate the value of laboratory tests in the CER paradigm. But what exactly is CER, how will it be applied to improve efficiency of health care spending, and what are the implications for laboratory testing?

This ACLA LABline will provide expert insight into the laboratory implications of CER for innovation, regulation, payment, access, quality, and costs. You will hear from the head of the Lewin Group's Center for Comparative Effectiveness Research, and lead author of the new report "Laboratory Medicine and Comparative Effectiveness Research". He will communicate how clinical laboratories should be preparing for possible new testing evidence requirements and how CER evidence is considered in relation to FDA and CLIA requirements. Our other presenter is a member of the Agency for Healthcare Research and Quality (AHRQ) CER Stakeholder Panel. He will provide a primer on AHRQ's CER program and insight into its current priorities and focus.

This program is applicable to all clinical laboratory personnel, health policy makers and all others with an interest in this important new approach to the development and use of evidence in healthcare treatment and funding. Registration for this LABline includes receipt of the new Lewin Group report "Laboratory Medicine and Comparative Effectiveness Research".

Attend this Audio Conference and Learn:

- What is CER and what is its significance for laboratory medicine?
- How much and to which agencies has funding been provided for CER?
- What types of evidence is generated by CER and how does it compare with the evidence usually generated for regulatory purposes?
- What is the role of laboratory testing in the national agenda for CER?
- What are the unique study designs that can be applied for laboratory medicine and why?

When:

Tuesday, March 30, 2010
2:00 - 3:30 pm Eastern Time

Format:

90-minute audio conference

Registration is **FREE** for ACLA and Associate Members, AdvaMed Members, and Media.

All Others: \$99.00

-more-

The Speakers:

Welcome and Moderator:

Alan Mertz, President ACLA

Presenters:

- Clifford Goodman, Ph.D., Senior Vice President, The Lewin Group
- G. Gregory Raab, Ph.D., Health Policy Consultant, Raab & Associates, Inc.

How It Works: It's easy. Sign-up using the following registration form. The registration fee entitles each site to one phone line with as many participants at the site as interested. So please, share this information packed program with your colleagues. Your reservation will also include receipt of the new report "Laboratory Medicine and Comparative Effectiveness Research".

Prior to the audio conference, we will provide you with instructions on how to sign-in and participate. Program materials will be made available in advance of the program to all registered participants.

Audio Conference Registration

(LABORATORY MEDICINE AND COMPARATIVE EFFECTIVENESS RESEARCH)

5 Ways to Register:

> **CALL**

202-637-9466

> **FAX** this form to:

202-637-2050

> **MAIL** this form to:

1100 NEW YORK AVE., NW
SUITE 725 WEST
WASHINGTON, DC 20005

> **EMAIL**

chawk@clinical-labs.org

> **ONLINE**

www.clinical-labs.org

NAME _____ TITLE _____

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CITY* _____ STATE* _____ ZIP* _____

PHONE* _____ FAX* _____

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SIGNATURE _____

ACCOUNT NO. _____ EXP. DATE _____ SEC. CODE _____

Registration is **FREE** for ACLA and Associate Members, AdvaMed Members, and Media.

The cost for all others is **\$99.00**.

Everyone must register for this audio conference.

Charge \$ _____ to my credit card. (Please sign at left.)

- VISA
 MasterCard
 AmEx

* By providing your mail, phone, fax and email address, you agree to receive communications from ACLA via mail, phone, fax, and email.