

Originally Processed With FOIA(s):
2005-0336-F

FOIA Number:
2005-0336-F

FOIA MARKER

**This is not a textual record. This is used as an
administrative marker by the George Bush Presidential
Library Staff.**

Record Group/Collection: George H.W. Bush Presidential Records
Collection/Office of Origin: Science and Technology Policy, Office of (OSTP)
Series: Bromley, D. Allan, Files
Subseries: Correspondence Files

OA/ID Number: 62014
Folder ID Number: 62014-004

Folder Title:
Invitation: General (4) [4 of 5] [1992]

Stack:

Row:

Section:

Shelf:

Position:

0

0

0

0

"INVITATION FOR DR. BROMLEY"

TYPE: INVITATION

DOCUMENT NUMBER: 9200888

ORIGINATOR: 02

SPEECH: YES NO

FROM: GOODWIN, Mary Margaret: SIMON NEWCOMB DAYS

DATE OF EVENT: 09/25/92 THRU: 09/28/92
TENTATIVE DATES:

LOCATION OF EVENT:

TIME OF EVENT:

SUBJECT: AN INVITATION TO ATTEND THEIR SCIENCE TEACHING
EVENT.

RSVP: 04/01/92

CONTACT PERSON:

CONTACT NUMBER:

INVITATION ACCEPTED? YES

NO

COPIES TO: INTERNATIONAL/POL

REMARKS: 3/27/92 - Regretted to Mary Margaret Goodwin.
mr

DATE OF LETTER: 03/18/92

DATE RECEIVED: 03/18/92

FILE: P-INVITATION



0888 INV

Simon Newcomb Days In Sudlersville

RECEIVED

Dr. Alan Bromley, Director
Office of Science and Technology Policy
The White House
Washington D.C.

02 MAR 18 P4:56

Dear Dr. Bromley,

OSIP
MAIL ROOM

On November 8, 1990, your associate director for industrial policy told President Bush's science & technology advisory council that your US Technology Policy document is the Magna Carta of technology policy. That document, and all President Bush's other efforts as the Education President, emphasized the need for improved science education not only for students in the k-12 grades, but the general public as well. I do not mean to take away from your memory capacity when I include the quote from your document here in this letter...it is just that it is so fine a goal that it merits repeating:

re the policy goal of revitalizing education at all levels-
"not only the training of scientists, engineers and the technical work force, but also educating our population to be sufficiently literate in science and technology to deal with the social issues arising from rapid scientific and technical change."

This coming September 25-28 a unique event will take place just on Washington's doorstep which precisely and decisively will bring that policy to life. In the process of presentation there will also be an attempt to show what one person can do in setting out to make a difference in improving science teaching in the U.S.

Enclosed in this package are copies of all the papers being sent out to companies as well as information about the exhibits which are designed with the philosophy of Simon Newcomb in mind. After you have read all the material, I hope you will put the date of September 25th, a Friday evening on your calendar, in order to be one of our Simon Newcomb Star Guests. If you are available to attend, your formal invitation will be sent in June. Guests should arrive by 5:45 P.M. for the dedication ceremony which will last approximately one hour. A private tour of the exhibits in our "museum under tents", and evening supper will be provided for our special guests. If you need to know more about me, you may call my former husband, Irwin Goodwin, at PHYSICS TODAY, who I believe you know.

A Project Of:
The Off 'N' Running Foundation Inc.
P.O. Box 248
Centreville, MD 21617
Tel: 410-758-2285

I think science literacy is a responsibility of not only the schools (at all levels), (and certainly not only the government's responsibility), but a community responsibility: schools, business, research institutions (government & private), government agencies, and the individual scientist. If we are to be a scientifically literate country, we all must make science information accessible to everyone by making it comprehensible to everyone...and that may mean stretching the boundaries of what scientists think is "scientifically correct", without sacrificing accuracy or complexity. A tall order, but Simon Newcomb devoted at least a quarter of his professional life towards making science information, especially math and astronomy, available to the majority of the public. Our people's need to know is so much greater now, and the science-based public policy issues so much more complex, that surely we cannot afford to be any less diligent in reaching out to the public than was Simon Newcomb.

In the true spirit of Simon Newcomb, won't you join us and be one of our honored guests? I look forward to your answer.

Sincerely yours,


Mary Margaret Goodwin

Simon Newcomb Days In Sudlersville

AN INVITATION

If you could imagine the best science "party" of the decade, some of the best scientists, and some of the best companies doing some of the best scientific work, and ask them to join together for four days to present their work and some of the paths to the next century, and show it to the children whose futures will be affected and to the adults who help pay for science through taxes, what would you have? The best science event of the last decade of the century: Simon Newcomb Days in Sudlersville.

This is an invitation to participate in a one time only event in celebration of International Space Year and of one of the unrecognized giants in science who helped make our presence in space possible: Simon Newcomb. He was the foremost astronomer of the 19th century, his main body of work being the calculation of the motions of the bodies of the Solar System. He worked with his British counterpart in the British Nautical Almanac office to establish the universal standard system of astronomical constants. Called a "computer" in the days when that meant math done in the head, not on a machine, his work stands up still today for its accuracy.

This event is not only a tribute to his work and the U. S. accomplishments in space, but it is a celebration of a man who believed deeply in the necessity to inform the public about all matters scientific, and who helped craft public science policy at every opportunity. There are few major American scientific bodies over which he did not preside at one time or another in his career, and almost no major astronomy award, national or international, which he did not garner. Fellow scientists of great capability could count on Simon Newcomb's help if they needed it. A case in point was that of the Hungarian Jesuit astronomer, Father Hell, whom Newcomb rescued by proving one of his controversial findings correct. Newcomb fought for better pay for his fellow scientists often with no more success than today's appeals. Witness his failure to gain a pay raise for a member of his staff when he requested it from his lifelong employer, the Secretary of the Navy. It was turned down; some things have always been the same.

The enclosed papers provide details of the four days' events and exhibition, as well as important reasons why you should participate. Please note the paper which discusses the major differences between our "museum under tent" and other science presentations. This is a vital and important celebration coming at a time when science literacy and public information is critical to the U.S. global business position as well as our own American scientific pursuits. Your presence in this celebration sends an important message to government, the American people and America's schoolchildren--all. It certainly is one opportunity for you to demonstrate your own position regarding the importance of science and scientific advancement to American life. The site of the event is Sudlersville, on the Eastern Shore of Maryland, where Simon Newcomb was a school teacher. At 19 years old, and while in that position, he made his decision to become an astronomer, proving that great things can happen in small places in America.

It is our hope that you will join us in the celebration of Simon Newcomb and science in American life for the 25th through the 28th of September this year. Participants must be in place by the 24th; we hope you will be there.

Sincerely,

Mary Margaret Goodwin
Mary Margaret Goodwin

A Project Of
The Off DC Running Foundation Inc.
P.O. Box 248
Centerville, MD 21617
Tel: 410-758-2285

**SIMON NEWCOMB DAYS IN
SUDLERSVILLE
schedule**

**thursday-S. 24: SET-UP
TENTS/EXHIBITS**

**friday---S. 25: CLOSED TO PUBLIC
CHILDREN ONLY-
SCHOOLS-8--4:30**

**6p.m. DEDICATION
CEREMONIES
7:30p.m. :
CLOSED RECEPTION/
EXHIBIT OPENING**

**saturday-S. 26: OPEN TO PUBLIC
9a.m. : PARADE
10a.m. : EXHIBITION
OPEN TO PUBLIC TO
9P.M. -----
SPECIAL, BY-INVITE
ONLY RECEPTION 7-9pm**

**sunday---S. 27: OPEN TO PUBLIC ALL
DAY 9a.m.-9p.m.**

**monday---S. 28: CLOSED TO PUBLIC
CHILDREN ONLY-
SCHOOLS-8--4:30***

SIMON NEWCOMB

It is difficult to sum up Simon Newcomb in one page. To say that he was the foremost astronomer of his day, (throughout the world), does not do the title justice. It fails to explain the state of knowledge at the time and his massive contribution towards the expansion of that body of knowledge. It also places him in too small a slot regarding both his interests and his contributions, since he was a teacher, a writer (of science, economics, and math), an economist, a leader of many professional organizations, a source of help for scientists all over the world, and a devoted husband and father. He was a man who believed in the brainpower of women and sought to encourage them in the sciences. His eldest daughter, Anita Newcomb McGee was Acting Assistant Surgeon, United States Army, in charge of the Army Nurse Corps in the Spanish War and until 1901. He was an immigrant who gave this country a rich scientific treasure of work and data which aided in no small measure the later work of NASA, yet began his career while a teacher in the little town of Sudlersville, Md. He was the chief scientist at the U.S. Naval Observatory for the greater part of his professional life, but he knew the paths to the Congressional Halls and the Office of the Secretary of the Navy.

Accorded many honors in his lifetime and at his death in 1909, he has been largely ignored or overlooked ever since, except of course by astronomers and mathematicians. Even his prediction that flight was not a possibility has been mis-understood and played up as his main contribution. The fact is, that he was a genius, a giant of his time, and a scientist who actively worked to bring science alive to the public as well as to fellow scientists. He was a primary force in the initial shaping of science and society policy in the United States. He served as secretary and/or president of most every major scientific-professional society of his time, and often worked to boost the careers of many other scientists. A workaholic, he drove his own ponycart around D.C. so that he could get to work more quickly and easily. He kept two offices going while at the Observatory. He traveled to most all the eclipses during his adult life, as an official representative of the U.S. He also was the official U.S. representative to all the international astronomical and ephemeris conferences. He was the first president of the Astronomical and Astrophysical Society of America, reelected each year until 1905. He had to request not to be elected again. He and Benjamin Franklin were the only two native Americans to be elected to the eight foreign associates of the Paris Academy of Sciences. As a result of assisting Russia obtain her first telescope, the Czar of Russia commissioned Newcomb's portrait for the Observatory in St. Petersburg, where it was placed. Newcomb was presented the most prestigious Bruce gold medal for astronomy, the undisputed choice as the first recipient of this major international award.

Prof. Newcomb is buried in Arlington National Cemetery.

Simon Newcomb Days In Sudlersville

SPECTACULAR EXHIBITS PLANNED FOR SPACE SCIENCE FAIR

How did the dinosaurs really become extinct? How much of the cause was from space versus problems here on earth? What did the sky look like on Columbus's first night out? Is there life in outer space? What would that life be like? If you were one of those unknown creatures living in "Outer Space", and looking at our solar system, what would we look like? What do the oceans on our planet look like from space? What special new information has come to light from amazing pictures from space of the polar areas of earth?

What is life like in NASA's kid's space camp? Could you major in space studies in college? What will Space Station Freedom look like? What will people do out there in space while working in the spacelab? How will it affect your life? Could you become an astronomer? What kinds of careers are available in astronomy, space science, or the study of Planet Earth using space capabilities?

How sick is our planet? How can we diagnose the earth's health? What are the solutions for protecting our planet? What are the major processes of our planet which we need to know and understand in order to protect our planet and make wise decisions for its future?

What kinds of sounds come from space; can we listen to them? If there is really life out there, how can we determine its existence for sure? How far out does space go? Is space violent? What do maps of the universe look like, and what are they helping us discover?

Can you meet a real astronomer? Can you meet a real astronaut? Where are we going in space? When will we get there? What is your own personal future in space?

Answers to all these, and many more questions will be presented in the hundreds of exhibits to be presented in the Space Science Fair during Simon Newcomb Days in Sudlersville in late September (25, 26, 27) this year. This is a call for amateur astronomers and other volunteers, caterers and vendors and other interested parties.

More than 20,000 visitors are expected for the ceremonies, parade and space science fair, which will be the largest public celebration of International Space Year on the East Coast outside of the Smithsonian's Air & Space Museum. Call 758-2285 or contact the Off 'N' Running Foundation Inc. in Centreville to volunteer or for further information. Admission to the Space and Technology Fair will be free.

PRESS RELEASE

*A Project Of:
The Off 'N' Running Foundation Inc.
P.O. Box 248
Centreville, MD 21617
Tel: 410-758-2285*

DRAFT/DRAFT/DRAFT/DRAFT: WELCOME PAGE FOR EXHIBIT BOOKLET

Welcome to the exhibition in celebration of Simon Newcomb Days and International Space Year. We hope you will enjoy your visit to Sudlersville.

We have planned these exhibits not to give you answers, but to suggest ways in which to look at your present and your future world. Even as you walk through the exhibits and view the latest information about projects which will seriously affect your immediate as well as your long term future, we advise you that the speed of technological advances is such that what you see here now is only the beginning of a quest equal to any which Christopher Columbus undertook just 500 years ago next month, with the consequences just as tremendous as those wrought by his explorations. We think, indeed we hope you will have more questions at the end of your visit than at the beginning, and that you will take away from here a new perspective on the possibilities of our individual futures, that of our own planet and our universe.

Here you will learn about things which will deeply affect the lives of each and every one of you in ways which we cannot even now imagine: the Human Genome Project, Space Station Freedom, Engineering and Technology Advances, Significant (perhaps even large scale) Changes Ongoing on Planet Earth, Living on Mars, and many more exciting and important developments.

In your lifetime perhaps, but certainly in that of your child's, the global village will change dramatically in outlook and emphasis. The hope of meeting all the challenges to come, the possibilities for making wise decisions with new discoveries in hand, and the best use of the new information will all depend on one thing: education.

The kind of education necessary to successfully cope in the future is one that is beyond functional literacy. It must include an understanding of global as well as local geography, some knowledge of the forces of our world beyond basic physics and chemistry, and a clear comprehension of human biology. We must discover where we came from and the processes which brought us to this point in order that we may find our way into the future.

This exhibit is a small attempt to open a door and a window to the coming century. Welcome.

Mary Margaret Goodwin, President
and the
Board of Directors of the
OFF 'N' RUNNING FOUNDATION INC.

OFF 'N' RUNNING FOUNDATION

ONLY ONE AND A HALF YEARS OLD, THE FOUNDATION HAS BOTH A NATIONAL AND A LOCAL FOCUS. IT IS COMMUNITY-BASED, PARTICULARLY WITH ITS BOARD OF DIRECTORS, MANY OF WHOM ARE INVOLVED AS PARENTS AND PTA MEMBERS. ALL BELIEVE THAT EVEN WITH NATIONAL PROGRAMS, AND ADOPTION OF SCHOOLS AND SCHOOL SYSTEMS, THE FOUNDATION SHOULD BE ANCHORED IN THE COMMUNITY. AN ORGANIZATION DEDICATED TO THE ENRICHMENT OF THE LEARNING PROCESS, SEARCHING FOR BETTER OR ALTERNATIVE MEANS OF CATCHING CHILDREN WHO ARE ECONOMICALLY DISADVANTAGED, WHO HAVE GIVEN UP ON LEARNING, OR WHO HAVE LITTLE INTEREST IN LEARNING, SHOULD BE CENTERED AS CLOSE TO THE COMMUNITY IT MEANS TO SERVE AS POSSIBLE, AND THE FOUNDATION IS SO CENTERED.

THE FOUNDATION DOES NOT SEEK TO REPLACE THE SCHOOL PROCESS OR CHANGE ANYTHING ABOUT SCHOOL SYSTEMS. IT OFFERS ANOTHER PATH, INSIDE AND OUTSIDE THE SCHOOL SYSTEM. THE FOCUS OF THIS PATH IS ON FOUR CO-EQUAL PRIORITIES: MATH, SCIENCE, GEOGRAPHY AND HISTORY/SOCIAL SCIENCE. THE PRESENTATION IS BASED ON ADVENTURE LEARNING, THROUGH VIDEOS, WORK PROGRAMS AND IN-HAND MATERIALS, USING A TEAM APPROACH. HOME VIDEOS ARE STRUCTURED SO THAT PARENTS AND CHILDREN CAN ENJOY THE PROCESS TOGETHER.

LOCALLY THE FOUNDATION HAS ONE LONG-TERM COMMUNITY PROGRAM, THE ESTABLISHMENT OF A SCIENCE CENTER TO FACILITATE THE TEACHING OF ALL SCIENCES [biology, zoology, astronomy, the chemistry of cooking, botany, hydroponics and fish farming]. THE FACILITIES WILL BE USED FOR CHILDREN IN ELEMENTARY AND MIDDLE SCHOOL, AS WELL AS HIGH SCHOOL. ALREADY A SMALL TEACHING POND HAS BEEN PUT IN, WITH SPECIMEN ROCKS FROM AROUND THE COUNTRY SLOWLY COMING IN, AND A VERY SMALL START TO THE BOTANICAL GARDEN UNDERWAY. THERE WILL BE AN ASTRONOMY THEATRE BY LATE SPRING AND A COMPUTER HOOK-UP TO NASA AS WELL.

1992 IS INTERNATIONAL SPACE YEAR, AND OUR CELEBRATION IS CALLED SIMON NEWCOMB DAYS IN SUDLERSVILLE. THE LARGEST ISY PUBLIC CELEBRATION ON THE EAST COAST, OUTSIDE OF THE SMITHSONIAN'S AIR & SPACE MUSEUM, THE SCIENCE AND TECHNOLOGY FAIR IS DEDICATED TO THE MEMORY OF A FORMER SCHOOLTEACHER FROM QUEEN ANNE'S COUNTY WHO BECAME THE GREATEST ASTRONOMER OF THE 19TH CENTURY. A MODEL FOR TODAY'S STUDENTS, HE DEMONSTRATED THAT EVEN FROM HUMBLE BEGINNINGS GREATNESS CAN COME WITH HARD WORK.

THE FOUNDATION HAS A PUBLIC EDUCATION PROGRAM IN CELEBRATION OF THE 1992 500TH ANNIVERSARY OF THE COLUMBUS DISCOVERIES, CALLED "SAIL COLUMBUS", WHICH OFFERS ALL PARTICIPATING REGIONAL BUSINESSES THE OPPORTUNITY TO HELP REDRESS SOME OF THE PROBLEMS CAUSED BY THE COLUMBUS DISCOVERIES: ENVIRONMENTAL DEGRADATION, AND INDIAN AND AFRICAN-AMERICAN CULTURAL NEGATION. THE PARTICIPANTS MUST SAIL ONE COLUMBUS LEAGUE IN A "SHIP" OF THEIR OWN DESIGN, DONE IN AT LEAST ONE OF THE FORGOING THEMES. THIS EVENT IS ALSO A TREMENDOUS OPPORTUNITY FOR AMERICAN BUSINESS TO DEMONSTRATE THE CREATIVITY WHICH THEY WISH TO SEE IN AMERICAN SCHOOLCHILDREN.

Simon Newcomb Days In Sudlersville

AN INVITATION

If you could imagine the best science "party" of the decade, some of the best scientists, and some of the best companies doing some of the best scientific work, and ask them to join together for four days to present their work and some of the paths to the next century, and show it to the children whose futures will be affected and to the adults who help pay for science through taxes, what would you have? The best science event of the last decade of the century: Simon Newcomb Days in Sudlersville.

This is an invitation to participate in a one time only event in celebration of International Space Year and of one of the unrecognized giants in science who helped make our presence in space possible: Simon Newcomb. He was the foremost astronomer of the 19th century, his main body of work being the calculation of the motions of the bodies of the Solar System. He worked with his British counterpart in the British Nautical Almanac office to establish the universal standard system of astronomical constants. Called a "computer" in the days when that meant math done in the head, not on a machine, his work stands up still today for its accuracy.

This event is not only a tribute to his work and the U. S. accomplishments in space, but it is a celebration of a man who believed deeply in the necessity to inform the public about all matters scientific, and who helped craft public science policy at every opportunity. There are few major American scientific bodies over which he did not preside at one time or another in his career, and almost no major astronomy award, national or international, which he did not garner. Fellow scientists of great capability could count on Simon Newcomb's help if they needed it. A case in point was that of the Hungarian Jesuit astronomer, Father Hell, whom Newcomb rescued by proving one of his controversial findings correct. Newcomb fought for better pay for his fellow scientists often with no more success than today's appeals. Witness his failure to gain a pay raise for a member of his staff when he requested it from his lifelong employer, the Secretary of the Navy. It was turned down; some things have always been the same.

The enclosed papers provide details of the four days' events and exhibition, as well as important reasons why you should participate. Please note the paper which discusses the major differences between our "museum under tent" and other science presentations. This is a vital and important celebration coming at a time when science literacy and public information is critical to the U.S. global business position as well as our own American scientific pursuits. Your presence in this celebration sends an important message to government, the American people and America's schoolchildren--all. It certainly is one opportunity for you to demonstrate your own position regarding the importance of science and scientific advancement to American life. The site of the event is Sudlersville, on the Eastern Shore of Maryland, where Simon Newcomb was a school teacher. At 19 years old, and while in that position, he made his decision to become an astronomer, proving that great things can happen in small places in America.

It is our hope that you will join us in the celebration of Simon Newcomb and science in American life for the 25th through the 28th of September this year. Participants must be in place by the 24th; we hope you will be there.

Sincerely,

Mary Margaret Goodwin
Mary Margaret Goodwin

*A Project Of:
The Off N Running Foundation Inc.
P.O. Box 248
Centreville, MD 21617
Tel: 410-758-2285*

SOME SPECIFIC GOALS
FOR THE
SIMON NEWCOMB DAYS EXPOSITION
^^

*****AN INTRODUCTION TO THE
COMING CENTURY

*****A PRIMER FOR PUBLIC
SCIENTIFIC LITERACY

*****A SHOW OF THE NEW RANGE
OF TECHNICAL & SCIENTIFIC
CAREERS AVAILABLE FOR
CHILDREN & A DEMONSTRATION
OF THE EDUCATION PATHWAYS
FOR THOSE CAREERS

*****A NEW & UNIQUE PARTNERSHIP
DEMONSTRATION OF BUSINESS &
EDUCATION IN A MUSEUM KIND
OF SETTING

*****A HIGHLIGHTING OF SOME OF
THE MARYLAND POSSIBILITIES
IN THE SCIENTIFIC FIELDS
(BOTH ACADEMIC & BUSINESS)
ACADEMIC AND

**SOME DEPARTURES FROM THE NORM
IN THE PRESENTATIONS
OF THE
SIMON NEWCOMB SPACE AND TECHNOLOGY
SCIENCE FAIR**

+++++THERE WILL BE A UNIQUE MARRIAGE OF BUSINESS AND EDUCATION IN THE MUSEUM SETTING PRESENTATIONS.

We speak often of the necessity to incorporate business in the process of education, and while the concept takes several forms, it generally involves business paying for its logo or personnel to be present in a school setting. It seldom involves explaining the relationship between learning and the application of that knowledge in a particular business or scientific field. In our presentations we will attempt to portray the relationship between the science or the facts or the data and some of the businesses and careers which use the knowledge. Often the company or the business will be a specific part of the science exhibit. This represents a significant departure from the normal scientific exhibit.

+++++LEARNING PATHS FROM PRIMARY SCHOOL THROUGH COLLEGE WILL BE IDENTIFIED FOR MOST IF NOT ALL EXHIBITS SO THAT EVERY CHILD AND EVERY PARENT WILL UNDERSTAND WHAT IT WILL REQUIRE TO REACH THAT SPECIFIC GOAL.

So often a child will tell you what he or she dreams of becoming, yet cannot make the connection between the goal and their school studies. We hope to portray the studies necessary at all levels, including primary school, to reach the specific sciences presented in the exhibit. We also hope to offer materials, advice from experts, and other assistance to parents through our presentations in the parent/teacher/child resource exhibits.

+++++FACES AND LIVES WILL BE INCLUDED WITH THE SCIENTIFIC PRESENTATIONS; HOPEFULLY OFFERING ROLE MODELS, HEROINES AND HEROS IN SCIENCE FIELDS, SO THAT ALL THE PUBLIC MAY UNDERSTAND THAT SCIENCE IS ACCOMPLISHED BY REAL PERSONS AS HUMAN AS WE ALL ARE.

Sadly scientists are too often names beneath the titles of scientific papers, whose academic credentials may be the only thing we ever know about them unless their work captures media attention. Even then, with their names getting public attention, the fact that they have faces and families and work very hard still escapes notice. Not in this show. We can't inspire children to a career in science if we don't show them living role models in all fields of science.

++++WE ASSUME NO SCIENTIFIC LITERACY ON THE PART OF THE VISITOR, BUT WE WON'T COMPROMISE ON THE MATERIAL PRESENTED, NO MATTER HOW DIFFICULT. WHERE NECESSARY THE EXHIBIT WILL PRESENT BASICS TO ASSIST IN UNDERSTANDING THE MATERIAL BEING PRESENTED.

Understanding the complexities of research such as mapping the human genome, or mapping the universe may require some prior knowledge of scientific concepts not known to much of the general public. We will attempt to portray those details as part of the exhibits. We will offer visitors a glossary of terms for each exhibit where appropriate.

++++WE WILL OFFER OPPORTUNITIES FOR CONTINUED LEARNING THROUGH A VARIETY OF EDUCATIONAL, ORGANIZATIONAL AND PUBLICATION PRESENTATIONS, AGAIN WITHIN THE MUSEUM SETTING.

All visitors will be able to find organizations within the museum exhibits to provide continued learning opportunities and exciting programs for public participation in such areas as amateur astronomy, "eco-tourism" where individuals from the public sector may assist scientists with their research in the field, or take part in issue-oriented or public policy efforts.

++++IF THERE IS A CONFLICT OR A CONTROVERSY IN MATTERS OR DATA INVOLVING THE SUBJECT OF THE EXHIBIT, THE CONTROVERSY OR CONFLICT WILL ALSO BE PRESENTED.

In many cases there is controversy over some aspect of the data being presented. Most often it is a fundamental disagreement between two scientists (or more), regarding the gathering of, or interpretation of data. But in some cases it goes way beyond, and in these instances it may have a very important impact on public policy. Such a case involves the controversy among the NIH, the Watson group doing the Human Genome mapping project, and the U.S. Office of Patents. This particular controversy is a major public science policy controversy and the public should be made fully aware of all sides. This is a typical example of the controversy we will be presenting.

*****SIMON NEWCOMB WAS A GREAT ASTRONOMER AND A GREAT MATHEMATICIAN. IN FACT HE WAS A MATHEMATICAL GENIUS. BUT MUCH OF HIS PROFESSIONAL LIFE WAS ALSO SPENT IN MAKING CONTRIBUTIONS TOWARDS PUBLIC SCIENCE POLICY AND SCIENCE LITERACY FOR THE PUBLIC. HIS BOOKS AND ARTICLES ON ASTRONOMY FOR THE PUBLIC WERE TRANSLATED IN MANY LANGUAGES AND AT LEAST ONE OF HIS BOOKS WENT TO THREE PRINTINGS. THE PRESENTATIONS IN THIS EXHIBIT ARE TRUE TO THE SIMON NEWCOMB SPIRIT AND HIS PHILOSOPHY HAS GUIDED US IN OUR PRESENTATIONS.

SOME SPECIAL FEATURES
OF THE
SIMON NEWCOMB DAYS EXPOSITION
^^

=====A GLOSSARY GUIDE TO THE
EXPOSITION

=====A TAPE RECORDED GUIDE TO THE
EXPOSITION FOR THOSE WHO MAY
NOT BE ABLE TO READ OR ARE
SIGHTLESS

=====AN EXPLANATION OF THE
SCIENTIFIC DISCIPLINES FOR
EACH AREA OF EXHIBITS & THE
EDUCATION PATH TO REACH THAT
CAREER

=====PRESENTATION OF BUSINESSES
WITHIN A SETTING WHICH
EDUCATES THE VIEWER/VISITOR
REGARDING THE SCIENTIFIC
ELEMENTS OF THAT BUSINESS

=====THE EXPOSITION WILL BE
HANDICAP ACCESSIBLE

=====RESOURCES FOR LEARNING,
FACILITIES FOR EDUCATION &
MATERIALS TO ENCOURAGE
LEARNING WILL ALL BE AVAIL-
ABLE IN THE SAME EXPOSITION
AS THE EXHIBITS

COSMIC WINDOW

PORTRAITS OF THE UNIVERSE

HOW MUCH DO WE KNOW ABOUT THE UNIVERSE?

- Facts & Theories

- Main Points of Argument or Debate

- How Do We Know For Sure What Is Out There?

- Is Any Body Out There?

MAPPING THE UNIVERSE

- Who--How--When--Problems of Mapping

- What Does It Look Like Out There?

- Computer Print-outs of Maps

WHERE ARE WE IN THE UNIVERSE?

- How Many Galaxies Are There?

- Where Is Our Galaxy?

- Where Are We In The Galaxy?

- What Else Is In Our Galaxy?

HOW DO WE CONNECT TO THE UNIVERSE FROM EARTH

- What Kind Of Instruments Are Used?

- What Does The Information Look/Sound Like Which
Comes Back From Space?

- Who Studies the Universe?

TIME AND THE UNIVERSE

- "In The Beginning..." Which Was When?

- And According to Whom?

PLANET EARTH'S MISSION TO SPACE from competition to cooperation

HOW THE U.S. ARRIVED IN SPACE:

The U.S. Program vs. The Russian Space Program--
Sputniks versus Apollos

THE WHOLE EARTH SPACE PROGRAM

Who Is Out There and What Are They Doing Out There?
US/Russia/ China/France/Japan

ACCOMPLISHMENTS: A SOLAR ATLAS BEGINS TO FORM

u.s.: ISEE

RANGER
PIONEER
SURVEYOR
APOLLO
VIKING
GALILEO
MAGELLAN
ULYSSES

russia: SPUTNIKS

VEGA
LUNA
VENERA
COSMOS
ZOND

MIR SPACE STATION

japan: MUSES-A

PLUS:: a host of new platforms & satellites

LOST IN SPACE: not all attempts are successful

THE NINE NASA RESEARCH CENTERS--what do they do for all that money?

WHAT THE REST OF THE WORLD IS DOING::: EUR/JAPAN/CHINA

DREAMS OF THE FUTURE!!HOW FAR CAN WE GO IN SPACE?

MISSION TO PLANET EARTH

FROM THE INSIDE OUT

- ++At The Core Of Planet Earth
Deep inside the Earth planet
Below the surface--what are the Forces?
- ++On The Surface--The Wonder Of Our Shapes
May the forces be with us
Haven't they always? Why?
What else has carved our shape?
- ++Mapping The Globe In New Ways
- ++Atmospheric Forces
Winds, Solar, Water, Transported Matter

THE EARTH'S GEOLOGIC CLOCK WITH SPECIAL FEATURES

- ++Dinosaurs
- ++Meteorites
- ++Neanderthals (calling someone one may now be a complement)
- ++Lucy's People
- ++Endangered Species
- ++Lost Species
- ++International Plant Treasury
- ++Fossils

MAJOR EARTH HEALTH ISSUES

- ++Ozone Depletion
- ++Greenhouse Effect
- ++Acid Rain
- ++Major Rain Forest Loss//World Effects-Local Causes
- ++Desertification
- ++Marine/Freshwater Pollution
- ++Hazardous Materials

GLOBAL GEOGRAPHY

- ++Best Loved Features of the Earth
- ++Lesser Known Features
- ++Neanderthals
- ++Finding Answers to Earth's & Civilization's
Mysteries From Space

MISSION TO PLANET EARTH

- ++Launches & Each Launch's Goals
- ++Data Return & Format & Use
- ++Value to YOU & YOU & YOU

YOUR OWN SPACE
THE EARTH, TECHNOLOGY & YOU

- ### DRUGS FROM THE SEA
- ### DRUGS FROM THE RAIN FOREST
- ### SURGERY FROM CORAL REEFS
- ### HUMAN GENOME PROJECT
- ### MEDICINE FROM THE ENVIRONMENT
- ### BIONIC SURGERY
- ### NEURAL NETWORKS/APPLIED & ARTIFICIAL INTELLIGENCE

THE INFORMATION SUPERHIGHWAY

- +++ WHAT IS SUPER COMPUTING?
- +++ WHAT DOES IT DO/WHAT WILL IT DO?
- +++ HOW WILL IT AFFECT YOUR LIFE/
- +++ HOW DID IT BEGIN/WHAT STAGE IS IT AT NOW?
public law #102-194, signed Dec. 10, 1991
- +++ WHEN WILL IT GO INTO EFFECT?

also: Parallel processing, electronic switching, multi-channel optical interconnects

4 programs mandated by law: computer hardware & systems, software technology & algorithms, NREN, Basic research & human resources

VISION & PERCEPTION

#####LIFE IN A GOLDFISH BOWL

#####HOW WE SEE: STRUCTURE OF THE EYE
PATHS TO THE BRAIN

#####HOW WE PERCEIVE THE WORLD: ARE YOU SURE OF WHAT YOU SEE?

#####VISUALIZATION & VIRTUAL REALITY: New ways to see or something
very different? How can this
help you learn? How will it
affect your life?

INNER SPACE

WORLD MARINE HABITATS

- ++Deep Sea Habitats--Mountain ranges, Trenches, Hot Springs
- ++Shallow Water Habitats--Estuaries, Reefs, Tidal Pools
- ++Marine Oil Deposits...On-line & Proposed
- ++Marine Geologic Resources...What kind & Where
- ++Major Oil Spill Sites--Global Map & Pictures & Costs
- ++Marine Pollution--Map Presentation & Efforts to Control
- ++Women & Blacks In Marine Science Careers

MAPPING MARINE HABITATS FROM SPACE

- ++The Platforms
- ++The Instruments
- ++How It Works
- ++What Is Mapped
- ++What The Information Can Tell Us--How We Will Use It
- ++Where/How To Get The Information You Want

SIMON NEWCOMB EXHIBIT

^^*^^BIRTHPLACE AND EARLY LIFE IN NOVA SCOTIA

^^*^^TEACHING LIFE IN MARYLAND--HOW A GREAT ASTRONOMY
CAREER BEGINS

^^*^^EARLY CAREER AS A COMPUTER

^^*^^A LIFE OF ACHIEVEMENT--HONORS & WORK

ASTRONOMERS & ASTRONOMY

====WHAT IS AN ASTRONOMER? WHO ARE THEY? HOW DO THEY WORK?

====WHAT ARE THE VARIOUS KINDS OF ASTRONOMY, HOW ARE THEY
DIFFERENT, HOW ARE THEY LINKED?

====HOW CAN I BECOME AN ASTRONOMER--SHOULD I?

====WHAT OTHER KINDS OF SPACE SCIENCE CAREERS ARE AVAILABLE?

====AMATEUR ASTRONOMERS--THE BACKBONE OF THE EYES ON THE SKIES
CONTRIBUTIONS AND WATCHERS

====MAJOR PROBLEMS STILL CHALLENGING ASTRONOMY: WHERE CAN A CHILD
THINK ABOUT GOING IN SPACE

TEACHER/PARENT/CHILD RESOURCE TENT

American Space School

Young Astronauts

NASA Programs

Teacher's Resources

Satellite Receiving Stations for Classrooms

Chesapeake Community College

University of Maryland

Astronaut Camp

Professional organizations

The Planetary Society & Other Amateur Astronomy Organizations

Books, Periodicals, Information Sources

Other schools, courses, etc

Bank of computers with software demonstrations of learning programs for children from 3 to 60 years old.

*We now have another 6 colleges or universities who will be here at least with representatives for recruitment, but in some cases with course demonstrations.

Robot Tent--We don't yet know all the robots we will be displaying, but some will be fun robots, some will be work robots

Rocket Launchings--we will have rocket launching demonstrations, but we will also have mock ups and miniatures of rockets used for launching satellites

Balloon rides--Hot air type, and we may be able to organize a small race. We will also have organized boomerang contests.

"INVITATION FOR DR. BROMLEY"

TYPE: INVITATION

DOCUMENT NUMBER: 9200930

ORIGINATOR: 02

SPEECH: YES NO

FROM: HUNT, RAY L.: NATIONAL PETROLEUM COUNCIL

DATE OF EVENT: 04/08/92

THRU:

TENTATIVE DATES:

LOCATION OF EVENT: DIPLOMATIC RECEPTION ROOMS, DEPT. OF STATE

TIME OF EVENT: 6:00-8:00PM

SUBJECT: INVITATION TO ATTEND AN INFORMAL RECEPTION THAT THE
COUNCIL IS HOSTING IN CONJUNCTION WITH ITS 99TH
MEETING.

RSVP: 03/30/92

CONTACT PERSON: MARSHALL NICHOLS

CONTACT NUMBER: 202/393-6100

INVITATION ACCEPTED?

YES

(NO)

COPIES TO: PHYSICAL SCIENCES

REMARKS:

DATE OF LETTER: 03/18/92

DATE RECEIVED: 03/20/92

FILE: P-INVITATION



930 INV

RECEIVED

92 MAR 20 P 4: 45

OSTP
MAIL ROOM

NATIONAL PETROLEUM COUNCIL
1625 K Street, N.W., Washington, D.C. 20006 (202) 393-6100

March 18, 1992

The Honorable
D. Allan Bromley
Assistant to the President
for Science and Technology
Old Executive Office Building
Suite 358
Washington, D.C. 20506

Dear Dr. Bromley:

On behalf of the officers and members of the National Petroleum Council, I would like to extend to you a cordial invitation to attend an informal reception on Wednesday, April 8, 1992. The Council is hosting this reception in conjunction with its 99th meeting, which will be held the following morning at The Mayflower Hotel.

The reception will be held in the Diplomatic Reception Rooms of the Department of State, 2201 C Street, N.W., Washington, D.C., from 6:00 to 8:00 p.m.

I hope that your schedule will permit you to be with us the evening of April 8. Please advise Marshall Nichols, Executive Director of the Council, of your attendance plans and please provide your social security number and date of birth in compliance with State Department Security requirements.

Sincerely,



Ray L. Hunt
Chairman

"INVITATION FOR DR. BROMLEY"

TYPE: INVITATION

DOCUMENT NUMBER: 9200887

ORIGINATOR: 02

SPEECH: YES NO

FROM: CATTO, Henry E. et al: USIA

DATE OF EVENT: 04/02/92 THRU:
TENTATIVE DATES:

LOCATION OF EVENT: MOTION PICTURE ASSOCIATION

TIME OF EVENT: 7:00 P.M.- 9:00 P.M.

SUBJECT: AN INVITATION TO A COCKTAIL BUFFET AND THE WORLD
PREMIER OF "WORLD SONG".

RSVP: 03/25/92

CONTACT PERSON:

CONTACT NUMBER: 202-636-8734

INVITATION ACCEPTED? YES NO

COPIES TO:

REMARKS: 3/25/92 Regretted to Mickey

DATE OF LETTER: 03/17/92

DATE RECEIVED: 03/18/92

FILE: P-INVITATION





Henry E. Catto
Director, United States Information Agency

Frederick M. Bush
United States Commissioner General, Expo '92

Jack J. Valenti
President and CEO,
Motion Picture Association of America

request the pleasure of your company
at a cocktail buffet
and the world premiere
of

World Song

the feature film of the United States Pavilion
at Expo '92, Seville, Spain
made possible by General Motors Corporation

Thursday, April 2, 1992
7:00 p.m. to 9:00 p.m.

Motion Picture Association of America
1600 Eye Street, N.W.

R.s.v.p.
202/636-8743

Parking available adjacent
to the entrance



RECEIVED
APR 18 11 41 AM '76

The Honorable
D. Allen Bromley
Assistant to the President for Senior
Ed Technology
The White House
Washington, D.C. 20500

111 Quincy Place, N.E.
Washington, D.C. 20002

111
1887

"INVITATION FOR DR. BROMLEY"

TYPE: INVITATION

DOCUMENT NUMBER: 9200933

ORIGINATOR: 02

SPEECH: YES NO

FROM: LOZANSKY, EDWARD: INDEPENDENT UNIVERSITY

DATE OF EVENT: 05/27/92 THRU: 05/31/92
TENTATIVE DATES:

LOCATION OF EVENT: DUBNA AND MOSCOW

TIME OF EVENT:

SUBJECT: REQUEST FOR SOMEONE FROM OSTP TO ATTEND THE FIRST
ANNUAL INTERNATIONAL CONFERENCE FOR COOPERATION IN
PHYSICS TO EXPLORE HOW RUSSIAN-AMERICAN SCIENCE
COOPERATION CAN BE BENEFICIAL TO ALL PARTIES.

RSVP: 04/02/92

CONTACT PERSON:

CONTACT NUMBER:

INVITATION ACCEPTED?

~~YES~~

NO

COPIES TO: INTERNATIONAL/POL
John O'Neil

Regretted to

REMARKS: 3/27/92 - Linda!
mr

DATE OF LETTER: 03/17/92

DATE RECEIVED: 03/19/92

FILE: P-INVITATION



INDEPENDENT UNIVERSITY

Washington • Paris • Moscow

March 17, 1992

02 MAR 19 P 4



The Honorable D. Allan Bromley
Assistant to the President for Science and Technology
Old Executive Office Building
17th & Pennsylvania Ave, NW Rm. 358
Washington, DC 20506

Dear Dr. Bromley:

Enclosed please find some information regarding the first annual International Conference for Cooperation in Physics in Dubna and Moscow from May 27 - May 31, 1992.

The goals of the conference, organized by the newly established International Institute for Physics, are much the same as the goals set out in the Jim Baker initiative which appropriates \$25 million to the founding of a international clearing house to employ Russian scientists. The difference is that we expect this institute to be supported mainly through the private sector.

Sheldon Lee Glashow, Nobel Laureate of Harvard, is the American Co-President of the International Institute of Physics and together with Academician Yuri Ossipyan of the Russian Academy of Sciences is the co - chairman of the conference.

It would be greatly appreciated if you would take a moment to familiarize yourself with this project. Perhaps someone from your office would want to attend the conference to explore how we can make Russian - American science cooperation to be beneficial to all parties involved.

Thank you for your time and attention. I look forward to hearing from you. We would be grateful for any ideas with regard to publicizing and promoting the institute and the conference.

Sincerely,

Edward Lozansky
President

INTERNATIONAL CONFERENCE ON COOPERATION IN PHYSICS
MAY 27 - MAY 31, 1992
DUBNA and MOSCOW, RUSSIA

The purpose of the conference is to bring together Russian, American and European scientists, educators and executives from university, research, industry and government sectors interested in forming mutually beneficial partnerships in the field of physics.

The conference is sponsored by:

The Russian Academy of Sciences , Moscow, Russia

Independent University, Washington, DC

The Joint Institute for Nuclear Research, Dubna, Russia

Moscow State University, Moscow, Russia

Areas of discussion at the conference will include both educational and research projects in the fields of: solid state physics, superconductivity, composite materials, elementary particles, lasers, laser fusion, atomic energy, nuclear physics, the destruction of chemical and nuclear weapons, nuclear waste management, biophysics, physical chemistry, gas and fluid dynamics, aerodynamics, space research, automatic control, accelerators and other areas.

The conference will be held at the Joint Institute for Nuclear Research in Dubna, located 50 kilometers outside of Moscow. Western participants will present their ideas for cooperation, hear proposals from Russian physicists, tour research facilities at Dubna, and discuss projects of mutual interest.

Following the Dubna conference, there will be an opportunity for smaller "satellite meetings" in specific narrow fields with the appropriate department of the Russian Academy of Sciences, Moscow State University Physics Department, applied research laboratory or military institution ready for conversion.

There is a section on the registration form in which to indicate your interest in participating in the satellite conferences in Moscow. Please note that we would like to know the name of any institutes or individuals that you have had or would like to have contact with.

For more information, or to register for the conference, please write to:

Dr. Edward Lozansky, President
Independent University
3001 Veazey Terrace, NW
Washington, DC 20008
phone 202-362-7855 fax 202-364-0200



МОСКВА

М Э Р

103032, Москва, ул. Тверская, 13

Телефон _____

Телеграф: Москва-Моссовет

March 5, 1992

Dr. Edward Lozansky
President
Independent University
3001 Veazey Terrace NW
Washington, DC 20008

Dear Edward:

I wish to express my full support for the work of the International Institute for Physics. I offer any assistance necessary to assure the success of the International Conference on Cooperation in Physics planned to take place in Dubna and Moscow from May 27 - May 31, 1992.

I have appointed a team from my office to help organize the satellite conferences in Moscow after the Dubna portion of the program. Moscow's many leading research institutes and military plants and factories ready for conversion are eager to work with the I.I.P.

I look forward to hearing from you.

Sincerely,

Gavriil Popov
Mayor of Moscow

**PROPOSAL TO ORGANIZE
A CONFERENCE
ON**

**INTERNATIONAL COOPERATION
IN THE FIELD OF
PHYSICS**

For more information, please contact:

Dr. Edward D. Lozansky
Independent University
3001 Veazey Terrace., N.W.
Washington, D.C. 20008
Phone: (202) 362-7855
Fax: (202) 364-0200

INTRODUCTION

As the former Soviet Union splinters apart, the whole world worries: what will become of the vast Soviet scientific complex, formerly funded by the military industrial complex. Even more dangerous is the threat that Russian scientists and those of other former republics will, in economic desperation, allow dissemination of their expertise and equipment, including nuclear arms, to other countries in exchange for badly needed hard currency.

For the time being, these threats seem to be under control. The countries of the Commonwealth of Independent States have agreed to keep at least the nuclear arsenal under a unified and strict command. It is hoped that with time and effective treaties, these arms can be reduced, guaranteeing the world greater safety.

Yet the monstrous and sprawling apparatus of the former Soviet nuclear arms industrial complex remains at large. Ten secret Soviet cities, which design and produce nuclear arms, have recently become known. Federal intelligence reports estimate that nearly 1,000,000 people are employed by the complex, and as many as 5,000 individuals have the knowledge to make nuclear arms.

Among the innumerable problems facing the Commonwealth of Independent States, the fate of physicists previously employed by the military industrial complex is of the highest concern. People, unlike nuclear weapons, cannot be kept under a strict and unified command, nor can they be kept under lock, key and barbed wire as they were during the Soviet regime. These physicists are now free to share their knowledge, and in the current economic crisis it is not surprising that some are considering selling their skills to foreign countries, such as Libya and Iraq.

It is believed that to date no Russian scientists have been induced to work on nuclear programs in Libya and Iraq, although offers have been made. Russians are a proud and patriotic people; if able to pursue fulfilling work and maintain a decent standard of living, the scientists will choose to remain in Russia, rebuilding their country.

It is the inability of post-Soviet Russian society at this time to provide fulfilling work and a decent standard of living that raises the terrifying specter of dissemination of scientific know-how with military application. On the positive side, the breakdown of the Soviet Union also offers unprecedented opportunities for international cooperation. Russia and the West, by working together in areas of mutual interest, can realize huge peace dividends, which will certainly benefit the entire world.

ESTABLISHMENT OF INTERNATIONAL INSTITUTE OF PHYSICS

A group of concerned physicists have seized the initiative in establishing cooperative relations by founding the International Institute of Physics in December of 1991. The goal of the Institute, based in Moscow, is to promote international cooperation in physics education, research and commercial applications. The founders of the Institute are, of Russia: the Russian Academy of Sciences, the Institute of Physics Problems, the Joint Institute for Nuclear Research in Dubna, Moscow State University, Independent University of Washington, D.C.

The International Institute of Physics is in the early stage of development, and currently consists of 25 physicists from the founding organizations, as well as from the Kurchatov Institute of Atomic Energy, the Moscow Physical Technical Institute and the Moscow Physical Engineering Institute. The physicists continue to work for their primary institutes, while receiving a stipend, paid by Independent University, to recruit exceptionally talented Russian physicists and develop project proposals for the International Institute of Physics.

The I.I.P. will be operated in Moscow by International University, established by a joint mandate by Gorbachev and Yeltsin, of which Mayor Gavriil Popov is President and Edward Lozansky Vice President.

INTERNATIONAL PHYSICS CONFERENCE

The formative stage of the Institute's development will culminate in a International Physics Conference, to be held in Dubna May 27 - May 31 1992. The Conference will host international university, corporate and government officials interested in forming partnerships with Russians in the field of physics. Russian physicists will have the opportunity to present project proposals. Areas of cooperation already under consideration include the following: solid-state physics, superconductivity, lasers, laser fusion, atomic energy, nuclear physics, biophysics, physical chemistry, gas and fluid dynamics, aerodynamics, automatic control, accelerators, destruction of chemical and nuclear weapons, and nuclear waste cleanup. Other areas can be considered according to mutual interest; the possibilities are vast.

The Conference will establish substantial contacts and, it is hoped lead to Western contracts for the International Physics Institute. The continuing development of the Institute will depend on such contacts and contracts. The goal of the Institute is to employ at least 200 Russian physicists full time by June, 1993 to work on projects of benefit to both Russia and the West.

INTERNATIONAL SUPPORT

Western Europe and the U.S. are eager to prevent the spread of nuclear know-how beyond the borders of the former Soviet Union and pursue physics research with peaceful uses. Economic disintegration may leave Russian scientists little choice but to

accept work in other countries. But given a choice, scientists would prefer to remain in Russia, working on projects of interest and utility to both Russia and the West. One leading Russian scientist described the ideal solution as the marriage of western capital to Russian brains. Many Russians have pleaded specifically for support in science.

Supporting the Institute is a major step in the right direction for meaningful international aid to Russia. Such support is not a hand out, but an investment in the future of peaceful relations. Although it is not possible to employ all scientists in the former republics, it is extremely worthwhile to provide support for the International Institute of Physics, which will soon be able to generate its own income. With a small amount of initial funding, the Institute can become a most effective way to keep Russian physicists in Russia. The physicists will feel pride and satisfaction working on worthwhile projects in their own country. This is certainly a desirable alternative to the growing sense of loss, uselessness and near desperation that threatens to drive some scientists into the arms of potentially unpredictable nations.

Fred Charles Ikle, former Undersecretary of Defense for Policy under Reagan, has made a strong case for the need to establish institutional links between Russia and the West. Institutions take root and develop; they provide a framework for sharing and utilizing knowledge. Institutions outlive people, and therefore can serve as strong and stable elements of society. It is in Western Europe and the United States' interests to ensure that the International Institute of Physics takes root.

THE ROLE OF INDEPENDENT UNIVERSITY

Independent University, headed by Dr. Edward Lozansky, is in a unique position to facilitate the early development of the International Institute of Physics. Independent University has extensive experience in coordinating international cooperative efforts, including many seminars, conferences, and the founding of the first independent International University. A full description of Independent University follows this proposal.

Dr. Lozansky's extraordinary background qualifies him to act as an intermediary in establishing beneficial relations, particularly in the area of physics, between the United States and Russia. Born in the Soviet Union, Dr. Lozansky graduated from the Moscow Institute of Physical Engineering and received his PhD in theoretical and mathematical physics from the well-known Kurchatov Institute of Atomic Energy. After graduation he worked as a nuclear physicist in leading research institutions in Moscow, and was a Professor of Physics at the Military Tank Academy.

In 1976, because of his opposition to Soviet foreign and domestic policies, Dr. Lozansky emigrated to the United States. Since then he has committed his efforts to promoting democracy and a free market in Russia. Events of the past few years have enabled Dr. Lozansky to make major contributions to these ends. Through his intensive involvement in assisting reform in Russia, Dr. Lozansky has strengthened and expanded his network of contacts in Russia. Contacts are especially strong with prominent Russian scientists, political leaders, and high-ranking military officers.

A NOTE ON FUNDING

This proposal seeks to describe the establishment, benefits and enormous future potential of the International Institute of Physics. Funding is sought only for the Conference to be held in June. Until that time, Independent University is willing to spend the small yet necessary amount of hard currency to support the Institute's initial activities: generating interest among exceptionally talented Russian physicists and developing project proposals. As explained above, 25 top scientists are already at work on this early stage of the Institute's development.

A successful conference, will provide the Institute with the necessary contacts and contracts to carry on with important work on joint physics projects. Solid establishment of the Institute will gainfully employ many Russian physicists, while establishing vital institutional links.

INTERNATIONAL CONFERENCE ON PHYSICS

Dubna, Russia
May 27 - May 31, 1992

PRELIMINARY BUDGET

GUESTS' CONFERENCE EXPENSES

(Hotels, meals, translators, activities)

50 guests x \$1,500

(Representatives from: Universities,
government and private sector)

\$75,000

International Airfare

50 guests x \$1,500

75,000

\$150,000

U.S. RECRUITMENT STAFF

Conference Coordinator

\$10,000

Administrative Staff

10,000

Office Expenses

5,000

Moscow Office Coordination

10,000

Coordinator's/Staff Travel

10,000

Total

\$195,000

"INVITATION FOR DR. BROMLEY"

TYPE: INVITATION

DOCUMENT NUMBER: 9200884

ORIGINATOR: 02

SPEECH: YES NO

FROM: VANDER JAGT, Guy and GRAMM, Phil: U.S. CONGRESS

DATE OF EVENT: 04/28/92

THRU:
TENTATIVE DATES:

LOCATION OF EVENT:

TIME OF EVENT:

SUBJECT: A LETTER INFORMING DR. BROMLEY OF THE RESCHEDULING
OF THE PRESIDENT'S DINNER AND ASKING FOR A REPLY IF
HE HAS NOT ALREADY DONE SO.

RSVP: 04/01/92

CONTACT PERSON: KAEGI, Brian

CONTACT NUMBER: 202-659-1771

INVITATION ACCEPTED?

YES

NO

COPIES TO:

REMARKS:

DATE OF LETTER: 03/17/92

DATE RECEIVED: 03/18/92

FILE: P-INVITATION

Guy Vander Jagt
Chairman
National Republican
Congressional Committee

GEORGE BUSH

THE PRESIDENT'S DINNER

Phil Gramm
Chairman
National Republican
Senatorial Committee

Robert H. Michel
Republican Leader of the House

Howard H. Baker, Jr.
Dinner Chairman

RECEIVED

Bob Dole
Republican Leader of the Senate

James R. Thompson

Tom Loeffler

Deputy Chairmen
Robert A. Day

William A. Schreyer

Jack McDonald

March 17, 1992

The Honorable D. Allan Bromley
Assistant to the President
for Science and Technology
The White House
1600 Pennsylvania Avenue
Washington, D.C. 20500

OSTP
MAIL ROOM

Dear Allan:

We are very happy to announce some good news regarding The 1992 President's Dinner. An alternative date for The 1992 President's Dinner at the Washington Convention Center has come available and The Dinner will now be held on Tuesday, April 28, 1992, one week later than it was previously scheduled.

As you know, the formerly scheduled date for The Dinner fell during the Congressional recess. Although the date was inconvenient for some Members, it was the only available date at the time of scheduling. The good news is that the alternative date of Tuesday, April 28, 1992, has now come available for the Convention Center and The President's schedule.

Dinner Chairman Senator Howard H. Baker, the Republican Leadership, and The President's Dinner Committee are working to make The 1992 President's Dinner a truly spectacular kick-off to the '92 elections. Your presence as a designated VIP guest at The Dinner is an important fundraising incentive to tablebuyers who participate. Your attendance at The Dinner is imperative to the success of the entire fundraising campaign. We believe this new date for The Dinner will contribute to a more successful event by allowing all Members of the House and Senate to attend.

If you have not already done so, we ask that you make the commitment to us now to attend The 1992 President's Dinner on the 28th of April. Please let us know of your committed participation by calling Bryan Kaegi at (202) 659-1771.

Sincerely,


Guy Vander Jagt
Chairman
National Republican
Congressional Committee


Phil Gramm
Chairman
National Republican
Senatorial Committee

cc: Howard H. Baker, Jr.

1101 17th Street, N.W. • Suite 808 • Washington, D.C. 20036 • (202) 659-1771 • (202) 833-2491 (Fax)

Paid for by The President's Dinner Committee. Proceeds will be divided evenly between the National Republican Senatorial Committee and the National Republican Congressional Committee for the benefit of Republican candidates. Donations may be designated or reallocated in order to comply with federal limits on political contributions. Contributions to The President's Dinner are not deductible for federal income tax purposes.

"INVITATION FOR DR. BROMLEY"

TYPE: INVITATION

DOCUMENT NUMBER: 9200855

ORIGINATOR: 02

SPEECH: YES NO

FROM: KING, Kenneth M.: NATIONAL NET '92

DATE OF EVENT: 03/25/92 THRU: 03/27/92
TENTATIVE DATES:

LOCATION OF EVENT: LOEW'S L'ENFANT PLAZA HOTEL

TIME OF EVENT:

SUBJECT: AN INVITATION TO ATTEND SOME OF THE INFORMATIVE
SESSIONS OF THEIR CONFERENCE.

RSVP:

CONTACT PERSON: BARNHART, Elizabeth

CONTACT NUMBER: 872-4200

INVITATION ACCEPTED? YES

NO

COPIES TO: INDUSTRIAL

REMARKS: 3/20/92 Regretted to Eliz Barnhart.
jnn

DATE OF LETTER: 03/16/92

DATE RECEIVED: 03/17/92

FILE: P-INVITATION



0955 INV
March 25-27, 1992, Loews L'enfant Plaza Hotel, Washington, DC

NATIONAL NET'92



RECEIVED

92 MAR 17 P 4: 16

OSTP
MAIL ROOM

16 March 1992

Dr. D. Allan Bromley
Science Advisor to the President
Office of Science and Technology Policy
Old Executive Office Building, Suite 358
Washington, DC 20506

Dear Dr. Bromley,

I am writing to extend a complimentary invitation for you to attend the National Net'92 Conference, being held March 25-27 at the Loews L'enfant Plaza hotel. We are bringing together several hundred people from higher education, federal research sponsoring agencies, industrial research organizations, and related associations to review progress toward the implementation of the national research and education computer network.

This year, we are fortunate to have distinguished speakers that are working together for the national network, including Congressman Rick Boucher, Chairman, House Subcommittee on Science, Bert Roberts, Chief Executive Officer, MCI and James Duderstadt, President, University of Michigan.

Applications designed for the network will be demonstrated throughout the conference. Programs to be demonstrated are from Concert, Cornell Theory Center, Merit, FARNET, the National Center for Supercomputing Applications and University of California.

A copy of the conference program is enclosed for your information.

We hope that you will be able attend at least some of the informative sessions at Net'92. Please contact Elizabeth Barnhart at 872-4200 if you would like to attend so a complimentary registration may be provided for you at the conference registration desk.

Sincerely,

Kenneth M. King
President, EDUCOM

Enclosure

DRAFT Program

NATIONAL NET'92
March 25-27, 1992
Loews L'enfant Plaza Hotel
Washington, DC

ADVANCING THE LEADING EDGE

Wednesday, March 25, 1992

Registration 1:00pm-8:00pm
(Outside Ballroom)

Opening Reception 6:00pm-8:00pm
(Solarium)

Thursday, March 26, 1992

Registration 7:30am-5:30pm

Continental Breakfast 8:00am-9:00am
(Solarium)

Welcome 9:00-am-10:00am

Kenneth M. King, President, EDUCOM

Keynote Speaker

Representative Rick Boucher,
Chairman, Subcommittee on Science
United States House of Representatives
(Ballroom)

Parallel Sessions 10:30-12:00

Applications on the Gigabit Network Testbeds

Scientific and networking challenges involved in developing and implementing applications that require gigabit networks will be presented by this panel.

Darlene Fisher, National Science Foundation (Moderator)

Larry Bergman, High-Speed Optical Systems, Jet Propulsion Laboratory

Warren Gifford, Executive Director, Broadband Services Research, BELLCORE

Jeff Terstriep, Project Leader, National Center for Supercomputer Applications

(Monet I)

NREN Implementation

Representatives of major federal agency backbone networks will describe current plans for implementing the gigabit NREN.

Robert Aiken, NREN Program Manager, National Science Foundation

Jim Leighton, Manager of Networking & Distributed Computing, ESnet, DoE

Milo Medin, Deputy Project Manager, NSI/NASA

George Strawn, Program Director, NSFNET

(Monet II)

Standards & Protocols

This session will provide an overview of current standards and protocols and how they function within the context of networked information.

Art St. George, CIRT, University of New Mexico (moderator)

Clifford Lynch, Director, Library Automation, University of California

Sally McCallum, Chief, Network Development, Library of Congress

Chris Weider, Staff Software Engineer, Advanced Network & Services, Inc.

(Degas)

Luncheon Address 12:15pm-1:30pm
Bert Roberts
 President and Chief Executive Officer
 MCI Telecommunications Inc.
 (Ballroom)

Report on International Connectivity 1:30pm-1:45pm
 The burgeoning international Internet now reaches over 100 countries. The prospects for expanded international connectivity will be discussed.

Larry Landweber, Professor, Computer Science, University of Wisconsin-Madison
 Juergen Harms, Centre Universitaire d'Informatique, Switzerland
 (Ballroom)

Evolution of the NREN--Invited Panel 1:45pm-2:30pm
 Members of the Federal Networking Council will briefly present their views on how the NREN will evolve and the role that will be played by their agencies in this evolution. The audience will be given a chance to direct questions to the panel members.

Ken King, President, EDUCOM (moderator)
 John Cavallini, Acting Director, Scientific Computing Staff, Department of Energy
 Bruce McConnell, Chief, Information Policy Branch, Office of Management and Budget
 Steve Wolff, Director, DNCRI, NSF
 (Ballroom)

Extended Break/Demonstrations 2:30pm-3:30pm
 Several leading edge applications demonstrating the power of the NSFnet T3 backbone will be demonstrated in the LaSalle and Lafayette Salons.

Parallel Plenary Session 3:30pm-5:00pm
Scaling Up the Internet
 A panel of experts will describe recent IAB, IRTF and IETF deliberations and likely developments in the next two or three years.

Vinton Cerf, Vice President, Corporation for National Research Initiatives
 Vince Fuller, Associate Director of Technology, BARRNet, Stanford University
 Phill Gross, Vice President, Network Technologies, ANS
 Robert Hinden, Manager, Internet Engineering, SunSoft
 Martha Steenstrup, Senior Scientist, Bolt Beranek and Newman
 (Ballroom A&B)

Access to Network Resources

This session will present three major network tools for the NREN/Internet community: the Wide Area Information Server (WAIS), the Archie Server, and the Knowbot projects.

George Brett, Manager for Networked Information, MCNC (moderator)
 Peter Deutsch, Manager-UNIX Systems, McGill University
 Brewster Kahle, WAIS Project Leader, Thinking Machines Corporation
 Craig Summerhill, Systems Coordinator, Coalition for Networked Information
 (Monet I & II)

Reception Honoring the Formation of the Internet Society 5:00pm-6:30pm
 The evening is open for you to explore the many neighborhood restaurants in Washington, DC.

Friday, March 27

Continental Breakfast
(Solarium)

7:30-am-8:30am

Registration
(Outside Ballroom)

7:30am-Noon

Plenary Session

8:30am-10:00

New Constituencies for the NREN

This session will present perspectives from leaders of new constituencies for the National Research and Education Network, featuring K-12, Public Libraries and Humanities.

Ava Michelson, Archival Research and Evaluation Staff, National Archives and Records Administration

Gwen Solomon, Director, School of the Future

Peter Young, Executive Director, National Commission on Libraries & Information Services

(Ballroom)

Parallel Sessions

10:30am-11:30am

Network Information Services

This session will focus how to meet the needs of the user, drawing on the experience of user services staff from the NSF, NASA, DOE, and DARPA networks.

Jack Pope, Director, Academic Computing, University of San Diego (moderator)

Susan Calcari, Director, Network Information Services, CERFnet

Carol Lambert, Assistant Director, Resource Services, Cornell Information Technologies

John Martin, Science Network Planning Manager, NASA

Sandy Merola, Deputy Division Director, Lawrence Berkeley Laboratory

John Rugo, Business Manager, NEARnet/BBN

(Monet I)

Campus Networking Partnerships

This session will present individual cases that illustrate how services and information technologies can converge.

J Neal, University of Indiana

Jim Williams, Assistant Director, University Computing, Indiana University

Anne Woodsworth, Dean, Palmer School, Long Island University

(Monet II)

A Broader Vision of the NREN

A representative of the Computer Systems Policy Project will present CSPP views on what the NREN should be and whom it should serve.

Michael Leibhold, Manager, Media Architecture Research, Apple Computer

(Monet III)

Packet Video

This panel will discuss video services on the NREN for conferencing, research collaboration, education and distance learning.

Alan Blatecky, Vice President, Center of Communications, MCNC

Paul Bosco, Technical Advisor, IBM

Lee McKnight, Center for Technology, Policy & Industrial Development, MIT

Dan Winkelstein, Communications Research Engineer, MCNC

(Degas)

Parallel Sessions 11:45am--12:45pm

End Users & Their Needs

M. Eisenberg, University of Syracuse

Jean Polly, Assistant Director for Public Services, Livermore Public Library

Joyce Reynolds, University of Southern California

(Monet I)

Legislative Update

Our annual session will present up-to-date information on plans for congressional networking legislation in 1992.

Susan Fratkin, Principal, Fratkin & Associates (moderator)

Bob Gillespie, Principal, Robert Gillespie Associates (moderator)

F. Brett Berlin, Vice President, Government Affairs and Strategy, Kendall Square Research

David Nelson, Executive Director, Scientific Computing Staff, Department of Energy

Michael Nelson, Committee on Commerce, Science and Transportation, United States Senate

(Monet III)

K-12/University Partnership

This session will examine collaborations in networking between universities and K-12 teachers, schools and school districts.

Jim Lockett, Executive Director, NYSERNET (moderator)

Craig Blurton, Director of TRIE--California Technology Project, California State University

John Clement, Director K-12 Project, EDUCOM

Herb Stahlke, Associate Director University Computing Services, Ball State University

Connie Stout, Director, TENET, Texas Education Agency

Frank Watson, Executive Director, Vermont Educational Telecommunications Consortium

(Degas)

LUNCHEON ADDRESS

12:45pm-2:00pm

James Duderstadt

President

University of Michigan

Closing Remarks

2:00pm-2:15pm

Kenneth M. King

President, EDUCOM

(Ballroom)

"INVITATION FOR DR. BROMLEY"

TYPE: INVITATION

DOCUMENT NUMBER: 9200835

ORIGINATOR: 02

SPEECH: YES NO

FROM: LERCH, Irving A.: AMERICAN PHYSICAL SOCIETY

DATE OF EVENT: 04/22/92

THRU:

TENTATIVE DATES:

LOCATION OF EVENT: RAMADA RENAISSANCE TECHWORLD HOTEL

TIME OF EVENT: 8:00 A.M.

SUBJECT: AN INVITATION TO ATTEND THEIR MEETING OF
DISTINGUISHED COLLEAGUES FROM THE COMMONWEALTH OF
INDEPENDENT STATES TO DISCUSS THE CRISIS IN BASIC
SCIENCE IN THE FSU.

RSVP:

CONTACT PERSON: HALSTED, Amy

CONTACT NUMBER: 212-682-7341

INVITATION ACCEPTED?

~~YES~~

NO

COPIES TO: INTERNATIONAL/POL

REMARKS: 3/19/92 Regretted to Amy Halsted!
mx

DATE OF LETTER: 03/13/92

DATE RECEIVED: 03/17/92

FILE: P-INVITATION



The American Physical Society

IRVING A. LERCH, *Director*
International Scientific Affairs

RECEIVED

0835 122
335 EAST 45th STREET
NEW YORK, NY 10017-3483
Phone: (212) 682-7341
Fax: (212) 687-2532

March 13, 1992

92 MAR 17 AM 11:36

USIP
MAIL ROOM

Dr. D. Allan Bromley
Assistant to the President
for Science and Technology
Executive Office of the President
Washington, DC 20506

Dear Dr. Bromley:

In late January, it was suggested that since there were so many distinguished colleagues from the Commonwealth Republics currently working in the US, it would be useful to organize a small meeting to get their advice and counsel concerning the crisis in basic science in their homelands. This information could be useful in fashioning a response by the US scientific community to events in the former Soviet Union. This letter is an invitation to you or a designated colleague to attend.

What started as an informal meeting of colleagues has been transformed into an important forum on the events which will shape the scientific enterprise in the FSU. This letter is to confirm that the meeting is scheduled to be held beginning 8:00 am, Wednesday, April 22, 1992, in Room 2 of the Ramada Renaissance Techworld Hotel, located in Washington, DC (999 9th Street, NW). And while the meeting is scheduled to conclude at 10:30 am, the meeting room will be held for as long as discussions continue. The main purpose of the meeting is to bring together knowledgeable people who wish to participate in the many programs that have arisen in response to the crisis in the FSU. Participants in the discussion will include officers from APS, AAPT and AAAS, senior staff from the academies, government agencies and others. AIP's Office of Public Information will also organize a press forum. Please inform me as soon as possible if you will be able to participate in this gathering. And if you are unable to personally attend, please feel free to name someone to represent you. You may call or FAX me or Amy Halsted to verify your attendance or that of a colleague. We are somewhat limited in that the room will only seat 91, of whom roughly 24 will be FSU expatriates.

Enclosed is a tentative list of expatriate scholars who have agreed to attend the meeting.

As you know, the programs currently being developed cover a wide range of initiatives: from the Baker-Genschler Center, Congressman Brown's proposed Foundation and DOE contracts, to rather modest funding enhancements of the NSF grants program and Journal subscription supplements such as the APS Matching Members program and others. In addition, the APS President, Ernest Henley, has appointed an *ad hoc* committee on the crisis in the FSU charged with developing prompt, mid-term and long-term programs. Some initiatives are funded from Society resources and we hope to obtain supplementary funds elsewhere. We want to tap the unique knowledge and opinions of our expatriate colleagues and to develop a

dialog which will be crucial to designing and implementing a coherent, useful community response to the crisis.

Because the formal duration of the April meeting will be so short, it is important that we get a sense of the subjects that the expatriate scholars and those who wish to participate in the discussions would like to cover. These appear to fall into several categories: the merits of the large proposals currently being developed, the design of smaller programs such as NSF-NIH supplementary funding, journal subscriptions, temporary research positions in the West, fellowships and scholarships for students, the organization of meetings in the West with travel support, the organization of meetings in the FSU, the development of collaborations among individual scientists and groups, safeguarding nuclear expertise, development of a competitive grant system in the FSU and facilitating competitive grant applications in the West (for work to be done in the FSU). The focus of the discussion will be the views of FSU scholars, of course, but it is our hope that the subsequent dialog will bring together those most interested in the problems and opportunities inherent in these extraordinary times.

With very best wishes,


Irving A. Lerch

cc: E.M. Henley, N.R. Werthamer, H. Lustig, B.B. Schwartz, W. Blanpied, A. Halsted
enclosures

**EXPATRIATE SCHOLARS ASKED TO PARTICIPATE IN CONFERENCE ON THE STATUS OF
SCIENCE IN THE COMMONWEALTH REPUBLICS, APRIL 22, 1992, APS GENERAL MEETING**

Status as of 3/9/92

NAME/E-Mail	ADDRESS	TELEPHONE
Boris Altshuler	Dept. Physics MIT 77 Mass. Ave Cambridge, MA 02139	Phone: (617) 253-5016/1566 FAX: (617) 258-6883
Alexei Efros	Dept. Physics U. of Utah 201 JFB Salt Lake City, UT 84112	Phone: (801) 581-6861 FAX: (801) 581-4801
Leonid Frankfurt	Nat'l Supercond'ng Cyclotron Laboratory Michigan State U. East Lansing, MI 48824	Phone: (517) 353-5971 FAX: (517) 353-5967
Edward Shuryak shuryak@sunysbnp.bitnet	Dept. Physics SUNY-Stony Brook Stony Brook, NY 11794-3800	Phone: (516) 632-8100 FAX: (516) 632-8176
Boris Spivak	Dept. Physics U. of Washington FM-15 Seattle, WA 98195	Phone: (206) 543-2770 FAX: (206) 685-0635
Paul Wiegmann wiegmann@control.uchicago.edu	Dept. Physics U. of Chicago 5720 S. Ellis Ave. Chicago, IL 60637	Phone: (312) 702-7188 FAX: (312) 702-5863
Mark Strickman strickman@psuleps	Dept. Physics Penn State U. 104 Davey Lab. State College, PA 16802	Phone: (814) 865-3604/7382 FAX: (814) 863-0117
Alexei Abrikosov	Materials Science Argonne National Lab. 9700 S. Cass Ave. Argonne, IL 60439	Phone: (708) 252-5482 FAX: (708) 252-7777
Israel Gelfand	Dept. Mathematics Rutgers University Piscataway, NJ 08855	Phone: (908) 932-3489/2390 FAX: (908) 932-5530
George Zaslavsky	The Courant Institute New York University 251 Mercer St. New York, NY 10012	Phone: (212) 998-3259/3253 FAX: (212) 995-4121

Michael Voloshin voloshin@mnhep.hep.umn.edu	Dept. Physics U. of Minnesota Minneapolis, MN 55455	Phone: (612) 625-0798 FAX: (612) 626-8606
Roald Sagdeev	Dept. Phys. and Astronomy U. of Maryland College Park, MD 20742	Phone: (301) 405-3401 FAX: (301) 314-9525
Alexander Polyakov	Dept. Physics Jadwin Hall, PO Box 706 Princeton University Princeton, NJ 08544	Phone: (609) 683-7614 258-4314 FAX: (609) 258-1735
Alexander Migdal migdal@acm.princeton.edu	Dept. Physics Jadwin Hall, PO Box 706 Princeton University Princeton, NJ 08544	Phone: (609) 258-6303 FAX: (609) 258-1735
Michael Shifman	Dept. Physics U. of Minnesota Minneapolis, MN 55455	Phone: (612) 626-0723 FAX: (612) 626-8606
Arkady Vainshtein	Dept. Physics U. of Minnesota Minneapolis, MN 55455	Phone: (612) 626-0814 FAX: (612) 626-8608
Boris Shklovski	Dept. Physics U. of Minnesota Minneapolis, MN 55455	Phone: (612) 625-0771 FAX: (612) 626-8608
Leonid Glazman	Dept. Physics U. of Minnesota Minneapolis, MN 55455	Phone: (612) 623-9407 FAX: (612) 626-8608
Samson Shatashvili samson@physics.rutgers.edu	Dept. Physics Rutgers University PO Box 849 Piscataway, NJ 08855-0849	Phone: (908) 932-2501/4621 FAX: (908) 932-4993
Sergei Novikov spn@math.umd.edu	Dept. Mathematics U. of Maryland College Park, MD 20742	Phone: (301) 405-5128 FAX: (301) 405-9377

Yuri Orlov	Newman Laboratory Cornell University Ithaca, NY 14853	Phone: (607) 255-4951 FAX: (607) 254-4552
Alexander Filyukov	Dept. Computer Science IIT 10 West 31st St. Chicago, IL 60616-3793	Phone: (312) 567-5150 FAX: (312)
Andrei Linde linde@physics.stanford.edu	Dept. Physics Stanford University Stanford, CA 94305-4060	Phone: (415) 723-2687/4344 FAX: (415) 725-6544
Elfim Gluskin	Advanced Photon Source Argonne National Lab. 9700 South Cass Ave. Argonne, IL 60439	Phone: (708) 972-4788 FAX: (708)

"INVITATION FOR DR. BROMLEY"

TYPE: INVITATION-SPEECH

DOCUMENT NUMBER: 9200982

ORIGINATOR: 02

SPEECH: YES NO

FROM: MARTIN, James G.: GOVERNOR OF NORTH CAROLINA

DATE OF EVENT: 10/22/92 THRU:
TENTATIVE DATES:

LOCATION OF EVENT: NORTH CAROLINA

TIME OF EVENT: 1:30 P.M.

SUBJECT: AN INVITATION TO SPEAK AT THE DEDICATION CEREMONY
FOR THE NEW PULP AND PAPER PILOT PLANT.

RSVP: 04/09/92

CONTACT PERSON:

CONTACT NUMBER:

INVITATION ACCEPTED? YES

NO

COPIES TO: Steve Olson
INDUSTRIAL

REMARKS:

DATE OF LETTER: 03/13/92

DATE RECEIVED: 03/25/92

FILE: P-INVITATION





STATE OF NORTH CAROLINA
OFFICE OF THE GOVERNOR
RALEIGH 27603-8001

JAMES G. MARTIN
GOVERNOR

March 13, 1992

The Honorable D. Allan Bromley
Assistant to the President for Science and Technology
Old Executive Office Building
17th Street and Pennsylvania Avenue, N.W.
Washington, DC 20506

Dear Allan:

North Carolina State University will open a new pulp and paper pilot plant on Thursday, October 22, 1992. This effort represents another splendid cooperative relationship between industry and North Carolina State University. Walter Massey was impressed with the Centennial Campus of North Carolina State University and the many efforts the State has made to develop genuine collaborative ventures. The paper industry has long recognized the need to invest in higher education in order to remain competitive. The United States still maintains a global competitive advantage in this industry as one of the lowest cost producers in the world.

I would like to invite you to come and share with us the opening of this partnership venture by speaking for 20 to 25 minutes at 1:30 p.m. on Thursday, October 22, 1992. I was sorry to miss your last appearance in Raleigh when you spoke to the North Carolina Association of County Commissioners, but Earl Mac Cormac tells me that you did an excellent job and you are now an Honorary Tar Heel. Congratulations!

Sincerely,

Jim Martin
James G. Martin

MAIL ROOM
OSTP

JGM:dma

cc: Earl R. Mac Cormac, Science Advisor
Larry W. Tombaugh, Dean, NC State University
College of Forest Resources

92 MAR 25 P 2:34

RECEIVED

THE WHITE HOUSE
WASHINGTON

April 7, 1992


Dear Governor Martin:

Thank you for your letter of March 13 inviting me to speak at the opening of your new pulp and paper pilot plant scheduled for October 22, 1992 in Raleigh. I apologize for the much belated response.

As much as I would like to join you for this auspicious occasion, I must regretfully decline due to a longstanding commitment.

I appreciate your thinking of me and would like to offer my best wishes for the event.

Sincerely yours,



D. Allen Bromley
The Assistant to the President
for
Science and Technology

The Honorable James G. Martin
Governor of North Carolina
Office of the Governor
Raleigh, North Carolina 27603-8001

"INVITATION FOR DR. BROMLEY"

TYPE: INVITATION-SPEECH

DOCUMENT NUMBER: 9200881

ORIGINATOR: 02

SPEECH: YES NO

FROM: REED, William H.: SEMI

DATE OF EVENT: 05/05/92 THRU:
TENTATIVE DATES:

LOCATION OF EVENT: MAYFLOWER HOTEL

TIME OF EVENT:

SUBJECT: AN INVITATION TO ADDRESS THE MEMBERS OF THEIR BOARD
OF DIRECTORS AND APPROXIMATELY 40 EXECUTIVES FROM
THEIR INDUSTRY.

RSVP: 04/01/92

CONTACT PERSON:

CONTACT NUMBER:

INVITATION ACCEPTED? YES

NO

COPIES TO: PHYSICAL SCIENCES

REMARKS: 3/27/92 - Regutted. ~~to~~
m n



DATE OF LETTER: 03/13/92

DATE RECEIVED: 03/18/92

FILE: P-INVITATION



0881 INV

RECEIVED

March 13, 1992

92 MAR 18 P 4: 56

OSTP
MAIL ROOM

The Honorable D. Allan Bromley
Assistant to the President
for Science and Technology
Office of Science & Technology Policy
OEOB - Room 360
17th & Pennsylvania Ave., NW
Washington, D.C. 20506

Dear Dr. Bromley:

On behalf of Semiconductor Equipment and Materials International (SEMI), I want to invite you to speak to members of our Board of Directors and approximately 40 senior executives from our industry at a dinner on Tuesday, May 5, 1992 at the Mayflower Hotel in Washington, D.C. SEMI represents over 800 U.S. companies located in 38 states engaged in the production of semiconductor capital equipment and materials. The members of our industry generate \$9 billion in sales and employ approximately 100,000 people in the United States.

As the Assistant to the President for Science & Technology Policy, your views on current administration technology initiatives, would be of interest to our members, especially the recent announcement of broad-based programs in advanced materials and advanced manufacturing. We would also be interested in discussing with you the administration's priorities in technology policy as it affects R&D, trade and investment in the electronics industry.

We look forward to meeting with you on May 5 and hope you will be able to attend this event. Victoria Hadfield, SEMI's government relations manager will be contacting your office to confirm whether this date is convenient for you. Thank you for your consideration.

Sincerely,

William H. Reed
President

Semiconductor Equipment
and Materials International



FAX TRANSMISSION COVERSHEET

PAGES: One
DATE: March 18, 1992
TO: Office of Dr. D. Allan Bromley - Attn: Marian
Office of Science & Technology Policy
FAX: 202.395.3261

FROM: SEMI WASHINGTON
SENT BY: Margaret Bachmeyer
TEL: 202.457.9584

SUBJECT: Invitation for Dr. Bromley

Dear Marian:

On Friday, March 13th, we sent an letter to Dr. Bromley inviting him to speak at a forum which SEMI is hosting on May 5, 1992 at the Mayflower Hotel in Washington, DC. The letter indicated that we would appreciate it if Dr. Bromley could speak at a dinner on that date. However, we would like to give Dr. Bromley the option of speaking at a breakfast that same morning, which might be more convenient for his schedule.

Please let us know as soon as possible whether either of these times would be acceptable to Dr. Bromley. Thank you.

Sincerely,

Margaret Bachmeyer
Margaret Bachmeyer
SEMI Washington

"INVITATION FOR DR. BROMLEY"

TYPE: INVITATION

DOCUMENT NUMBER: 9200885

ORIGINATOR: 02

SPEECH: YES NO

FROM: CHAUDHARI, Praveen: IBM

DATE OF EVENT: 05/05/92

THRU: 05/06/92

TENTATIVE DATES:

LOCATION OF EVENT:

TIME OF EVENT:

SUBJECT: HE IS WRITING ON BEHALF OF TWO GROUPS WHO REQUEST
DR. BROMLEY'S PARTICIPATION IN THEIR MEETINGS.

RSVP: 04/01/92

CONTACT PERSON:

CONTACT NUMBER:

INVITATION ACCEPTED? YES NO

COPIES TO: INDUSTRIAL
INTERNATIONAL/POL

REMARKS:

DATE OF LETTER: 03/11/92

DATE RECEIVED: 03/18/92

FILE: P-INVITATION

IBM

0886 IW

RECEIVED

International Business Machines Corporation

Thomas J. Watson Research Center
P.O. Box 218
Yorktown Heights, New York 10598
914/945-3000

92 MAR 18

March 11, 1992

OSTP
MAIL ROOM

The Honorable D. Allan Bromley
Assistant to the President
Office of Science and Technology
Old Executive Building, Room 358
17th Street and Pennsylvania Avenue, NW
Washington, DC 20506

Dear Allan:

I have recently received two requests to ask you to participate in two meetings. Both of the groups represent the traditional materials communities.

The first group is meeting in Washington and is a collection of the chairmen of materials designated departments at US universities. They are having their meeting on May 5-6 of this year and would very much like you to attend in any form that you may choose. They have indicated that they are very flexible with regards to time and the manner in which you participate. I discussed with them the possibility that you may be very busy and they would be willing to accept either Karl or Gene as substitutes if you cannot make it at the last moment.

The second group is involved with an international conference. The main driving force behind that conference is Morris Cohen from MIT. He is one of the eminent metallurgists of our time. He chaired the first NRC survey on materials science and engineering some fifteen years ago. He is a winner of the National Medal of Science and numerous other awards. He is following up on your initiative with an international conference and would very much like to ask you to be the opening speaker at a session dedicated to policy. Our colleague, Yuri Ossipyan, has agreed to participate and in addition, Sir Alan Cottrell and Dr. Nakahara will represent England and Japan, respectively. I am enclosing a copy of a fax they have sent me. This conference is to be held in Philadelphia on October 19, 1992.

Allan, I will call you next week and inquire about your feelings concerning these two meetings. If you feel positively inclined, I will then ask them to get in touch with you directly.

With best regards,



Praveen Chaudhari

Enclosure

**ADVANCED MATERIALS - SYNTHESIS TO
APPLICATIONS: ISSUES AND PROSPECTS**

THIRD INTERNATIONAL STEIN CONFERENCE

**OCTOBER 19-21, 1992
FOUR SEASONS HOTEL
PHILADELPHIA, PA**

**SPONSORED BY
LOUIS AND BESSIE STEIN FOUNDATION
DREXEL UNIVERSITY**

ADVANCED MATERIALS - SYNTHESIS TO APPLICATION: ISSUES AND PROSPECTS

PURPOSE

Throughout history, evolutionary changes in our "quality of life" were brought about by the development of new materials. The Stone Age, the Iron Age, and now the Age of Advanced Materials. At the nano-, micro-, and macro- structural levels, applications of advanced materials impact every segment of our society, e.g. biomaterials for improving health care; electronic materials for high-quality performance, information exchange and communication; composite materials for strengthening all infrastructures, automobiles, aircraft and spacecrafts; and "smart" materials for safety, defense and security. Advanced materials and advanced processing of materials therefore are critical to sustaining our quality of life and our economic well being.

The synthesis to application of advanced materials at the nano-, micro- and macro-structural levels is the theme for this 3rd International Stein Conference, and annual conference on issues and prospects in science and technology. Subjects supporting the conference theme include electro-optical materials, polymers, biomolecules and biomaterials, metals, ceramics, composites, electronic, structural and "smart" materials. Some of the world's leading materials engineers, scientists, and technologists will disseminate knowledge about advanced materials and their synthesis to new applications. Science policy advisors from the U.S., Russia, Japan, England and Germany will give a global perspective on our Age of Advanced Materials.

The conference will define the critical issues and provide insights into new directions through an interdisciplinary exchange of ideas on scientific and technological developments.

FORMAT

The conference will feature keynote and invited speakers in five sessions, including one session on new initiatives, and poster sessions of contributed papers. Each session will lead off with an in-depth overview of the session topic, followed by four or more invited speakers addressing specific developments relevant to the session topic. Contributed papers are invited to be presented only in poster format. The session on new initiatives and opportunities from government, industry and academe will address the needs in new materials and processing methods. The conference proceedings will be published in a special issue of the Journal of

CONFERENCE CHAIRPERSONS

Dr. Michael Koczak	Dr. Ronald Smith	Dr. Elazar Gutmanas
Professor	Res. Professor	Professor
Dept. of Materials	Dept. of Materials	Dept. of Materials
Engineering	Engineering	Engineering
Drexel University	Drexel University	Technion-Israel
Phila., PA 19104	Phila., PA 19104	Institute of Science
		Haifa, Israel

CONFERENCE ADVISORY COMMITTEE

Prof. E. Baer	Dr. A. Bement	Dr. P. Chaudhari
Case Western	TRW	IBM
Prof. M. Cohen	Dr. S. Fishman	Dr. H. Herman
MIT	ONR	SUNY
Prof. B. Kear	Prof. I. Kamel	Prof. Lugacheider
Rutgers	Drexel Univ.	RDTH, Germany
Prof. Y. Ossipyan	Prof. G. Petzow	Prof. A. Siegman
Acad. of Sci., Russia	Max Planck Inst.	Technion, Israel
Dr. S. Widerhorn		
NIST		

CONFERENCE COORDINATOR

Dr. K. N. Geller
Assistant VP for Research and Technology Management
Drexel University

CONFERENCE PROGRAM

I. NEED AND IMPORTANCE OF ADVANCED
MATERIALS - A GLOBAL PERSPECTIVE
(MONDAY-AM)

Although materials have constituted a basic resource of mankind and evolving civilization, the synthesis and application of new and advanced materials are now playing a sharply critical role in defining potential technologies that can lead to needed human progress, and societal well-being. This compelling prospect has been significantly underscored by the recent Presidential Initiative in Advanced Materials and Processing (AMPP). In view of the high-level attention now being given to the field of advanced materials, the Conference will open with national and international perspectives by world renown leaders in science and technology.

Invited Speakers

Dr. Allan Bromley, Director, Office of Science and Technology Policy, Washington, DC - to be contacted by Praveen Chaudhari

Dr. Yuri A. Ossipyan, Vice Pres., Academy of Science, Russia - accepted

Dr. Tsuneo Nakahara, Sumitomo Electric Industries, Japan - to be contacted by M. Cohen

Sir Alan Cottrell, Cambridge University, Gov't Science Advisor, England - to be contacted by M. Cohen - accepted

II. SYNTHESIS AND PROCESSING I - NANOSCALE LEVEL (MONDAY - PM)

4

(note: all subject headings are provisional)

Nanocrystalline materials have emerged as a class of fine scale structures, e.g. 5-10 nm. with enhanced mechanical and physical properties. Several approaches have been utilized to develop unique structures, e.g. vapor deposition, molecular beam epitaxy, reactive deposition, etc. These fine scale, often layered structures are far from equilibrium in nature, and so their thermodynamic and microstructural stability is often questioned. The session will address the synthesis and processing of nanoscale materials for structural, wear, electrophysical, polymeric and biomolecular applications.

Keynote Speaker:

B. Kear, Rutgers - accepted

Invited Speakers:

a. Electro-optical materials

L.C. Kimerling, MIT - to be confirmed

b. Biomolecules

Linda Clements, Univ. of CA at Santa

Barbara - to be contacted by Koczak

c. Polymers

Eric Baer, Case Western Reserve - accepted

d. Metals

Dick Siegel, Argonne - to be contacted by Koczak

III. SYNTHESIS AND PROCESSING 2 - MICRON LEVEL (TUESDAY - AM)

Development of micron/submicron microstructures has been the main approach in design and synthesis of high performance materials. A number of techniques have been employed to obtain such structures: rapid solidification, mechanical alloying, sol-gel processing, oxidation, carbonizing and nitriding of metal alloys in liquid and solid state, consolidation to full density of very fine composite blends, etc. The advanced microstructures are in most cases metastable, but may be thermally stable in service conditions. This session will address the synthesis and processing of advanced micronscale materials for structural and functional applications.

Keynote Speaker:

Robert Mehrabian, Pres., Carnegie Mellon -
to be contacted by Steve Fishman

Invited Speakers:

a. metals

Gregory B. Olson, Northwestern - accepted

b. ceramics

D. Brandon, Technion - accepted

c. composites

Karl Prewo, United Technology - accepted

d. functional materials (e.g. diamond, semiconductors)

Eric Cross, Penn State - accepted

e. surface modification

E. Lugscheider, RWTH, Germany - to be contacted by Ron Smith

IV. DESIGN AND APPLICATIONS- MACRO LEVEL
(TUESDAY - PM)

Despite their promise, the pace at which advanced materials are designed and economically manufactured into useful components will determine the economic and application benefits. This session will review the state-of-the technology for design and applications in industry of macro-material systems, and to discuss opportunities and challenges in applying advanced materials for structural, electrical, biomedical and functional systems.

Keynote Speaker:

J.C. Williams, GE - accepted

Invited Speakers:

a. Electrical

Mary Good, Allied Signal - not available, need alternate

Robert A. Laudise, Bell - accepted

b. Structural

A. Bement, TRW, Inc., - tentative yes

c. Biomaterials

P. Ducheyne, Univ. of Penn. - to be confirmed

d. Other

Marjonov, Russia - to be contacted by Gutmanas

Hell Bloom, Wismann Inst. - to be contacted by Gutmanas - or -

Alan Lawley, Drexel

V. IMPLEMENTATION (WEDNESDAY - AM)

demands of design and environmental requirements. Serious efforts are needed to implement research findings and direct/coordinate material development. Therefore, a Government / Industry / University collaborative program is essential for the acceleration of future growth in advanced materials and their utilization. New initiatives of government and private industry will be presented and compared to expectations from academia.

a. Government Initiatives (1 or 2)
Lyle Schwartz, NIST - accepted

Nick Hartley, BRITE-EURAM, Brussels - to be contacted by Mike Koczak

b. Industry Initiatives (1 or 2)
Praveen Chaudhari, IBM - accepted

A. Bement, TRW - to be confirmed

c. Academic Initiatives (1 or 2)

Morris Cohen, MIT - accepted

Mert Flemmings, MIT - accepted

Rustum Roy, Penn State - accepted

Ihab Kamel, Drexel - accepted

"INVITATION FOR DR. BROMLEY"

TYPE: INVITATION

DOCUMENT NUMBER: 9200836

ORIGINATOR: 02

EECH: YES NO

FROM: LANGE, Richard H.: UNC, INC.

DATE OF EVENT: 04/23/92 THRU:
TENTATIVE DATES:

LOCATION OF EVENT: PARK HYATT HOTEL, WASHINGTON DC

TIME OF EVENT: 7:00 P.M. COCKTAILS, 7:30 P.M. DINNER

SUBJECT: AN INVITATION TO A DINNER HONORUNG ALEY ALLAN.

RSVP: 03/31/92

CONTACT PERSON: MITCHELL, Sylvia

CONTACT NUMBER: 410-266-9104

INVITATION ACCEPTED?

YES

NO

COPIES TO: PHYSICAL SCIENCES

REMARKS:



DATE OF LETTER: 03/11/92

DATE RECEIVED: 03/17/92

FILE: P-INVITATION



RECEIVED

MAR 17 AM

DOTP
MAIL ROOM

0836 1W
UNC INCORPORATED

175 Admiral Cochrane Drive
Annapolis, Maryland 21401-7394
410/266-9103

Richard H. Lange
Vice President, General Counsel,
Secretary

March 11, 1992

Dr. D. Allan Bromley
The White House
Washington, D. C. 20500

Dear Allan:

I wanted to drop you a note early to let you know that we will be honoring Aley Allan at a dinner in Washington, D. C. on April 23, 1992, the evening before the Annual Meeting. The dinner will be at the Park Hyatt Hotel, 24th at M Street, NW, with cocktails at 7:00 p.m. in the St. James Park Board Room and dinner at 7:30 p.m. in the Green Park Board Room.

Aley has been a member of our Board of Directors since 1976, and will be retiring at the Annual Meeting. It would be appropriate to thank him and wish him well.

All of the UNC Corporate Officers and Division Presidents will also be in attendance and it will be an opportunity to visit with them as well. We certainly hope that you can join us on this occasion and look forward to seeing you there.

Please call Sylvia Mitchell (410 266-9104) and let her know whether you will be able to attend.

Best regards.

Sincerely,

Dick



RECEIVED

MAR 17 AM

OUTH
MAIL ROOM

March 11, 1992

0836 17
UNC INCORPORATED

175 Admiral Cochrane Drive
Annapolis, Maryland 21401-7394
410/266-9103

Richard H. Lange
Vice President, General Counsel,
Secretary

Dr. D. Allan Bromley
The White House
Washington, D. C. 20500

Dear Allan:

I wanted to drop you a note early to let you know that we will be honoring Aley Allan at a dinner in Washington, D. C. on April 23, 1992, the evening before the Annual Meeting. The dinner will be at the Park Hyatt Hotel, 24th at M Street, NW, with cocktails at 7:00 p.m. in the St. James Park Board Room and dinner at 7:30 p.m. in the Green Park Board Room.

Aley has been a member of our Board of Directors since 1976, and will be retiring at the Annual Meeting. It would be appropriate to thank him and wish him well.

All of the UNC Corporate Officers and Division Presidents will also be in attendance and it will be an opportunity to visit with them as well. We certainly hope that you can join us on this occasion and look forward to seeing you there.

Please call Sylvia Mitchell (410 266-9104) and let her know whether you will be able to attend.

Best regards.

Sincerely,

Dick

*I will attend
the dinner.
Dick*

4/13/92

Dr. Bromley:

I couldn't pass up this opportunity to say hello to you. So glad to hear you're doing well and enjoying your position in Washington. As always, I'm proud to say I know you!

I'm happy to be back with Mr. Colussy at UNC, and all is going well! I probably will not see you on the 23rd, so enjoy the gathering. I do hope our paths will cross again.

My very best wishes.....

Ginny

Ginny Goff
266-9102



1393 2
UNC INCORPORATED
175 Admiral Cochrane Drive
Annapolis, Maryland 21401-7394
410/266-9100

Dan A. Colussy
Chairman, President &
Chief Executive Officer

April 13, 1992

OST
MAIL ROOM

92 APR 20 P 1:39

RECEIVED

Dr. D. Allan Bromley
Special Assistant to the President
for Science and Technology
The White House
Washington, D.C. 20500

Dear Allan:

I was very pleased to hear that you'll be able to attend UNC's Annual Meeting dinner on the evening of Thursday, April 23. As I believe you know we will be making a presentation to Aley Allan marking his retirement from the UNC Board. It would be great if you would be willing to say a few words about Aley at the dinner which I know he would appreciate very much. Walter Holmes will be there and will also say a few words on behalf of Aley.

We'll look forward to seeing you then and appreciate your taking the time to be with us.

Sincerely,

DAC:gg

REVISED as of April 16, 1992

APRIL 23 - 24, 1992

PARK HYATT HOTEL
24th at M Street, NW
Washington, D. C. 20037
202 789-1234
FAX 202 457-8823

=====

April 23, 1992

7:00 p.m. Cocktails

Hyde Park I, II
(Ballroom Level)

7:30 p.m. Dinner

Hyde Park III, IV
(Ballroom Level)

April 24, 1992

10:00 a.m. Annual Meeting

Park Hyatt Ballroom C
(Ballroom Level)

12:00 noon Luncheon

Tivoli
(across from
Park Hyatt Ballroom)

=====
All meetings listed above are located on the Ballroom level,
which is one level below the Lobby.
=====

Valet Parking is available.

"INVITATION FOR DR. BROMLEY"

TYPE: INVITATION

DOCUMENT NUMBER: 9200730

ORIGINATOR: 02

SPEECH: YES NO

FROM: CARD, Andrew: U.S. SECRETARY OF TRANSPORTATION

DATE OF EVENT: 03/11/92 THRU:
TENTATIVE DATES:

LOCATION OF EVENT: UNION STATION

TIME OF EVENT: 10:00 A.M.

SUBJECT: AN INVITATION TO ATTEND THE SWEARING IN CEREMONY FOR
SECRETARY CARD.

RSVP: 03/09/92

CONTACT PERSON:

CONTACT NUMBER: 202-366-1111

INVITATION ACCEPTED?

~~YES~~

NO

COPIES TO:

REMARKS:

DATE OF LETTER: 03/09/92

DATE RECEIVED: 03/09/92

FILE: P-INVITATION





*The pleasure of your company
is requested for the Swearing-in Ceremony of*

*The Honorable Andrew H. Card, Jr.
Secretary of Transportation*

*Wednesday, March 11, 1992
10:00 a.m.*

*Columbus Club at Union Station
Washington, D.C.*

*R.S.V.P. by March 9
(202) 366-1111*

*Doors open at 9:00 a.m.
Guests must be seated by 9:45 a.m.*

"INVITATION FOR DR. BROMLEY"

TYPE: INVITATION

DOCUMENT NUMBER: 9200839

ORIGINATOR: 02

SPEECH: YES NO

FROM: ICN PHARMACEUTICALS

DATE OF EVENT: 04/02/92 THRU:
TENTATIVE DATES:

LOCATION OF EVENT: DUKE UNIVERSITY

TIME OF EVENT: 6:30 P.M. COCKTAILS, 7:30 P.M. PRESENTATION

SUBJECT: AN INVITATION TO ATTEND THE PRESENTATION OF THE
ANNUAL ICN INTERNATIONAL PRIZE IN VIROLOGY TO
WOLFGANG K. JOKLIK.

RSVP: 03/25/92

CONTACT PERSON:

CONTACT NUMBER:

INVITATION ACCEPTED?

YES

NO

COPIES TO: LIFE SCIENCES

REMARKS:

DATE OF LETTER: 03/09/92

DATE RECEIVED: 03/17/92

FILE: P-INVITATION



Annual ICN International Virology Prize Lecture

by

Wolfgang K. Joklik

1991 Award Recipient

Chairman and Professor

Department of Microbiology and Immunology

Duke Medical Center

Duke University

2:30 - 4:00 p.m.

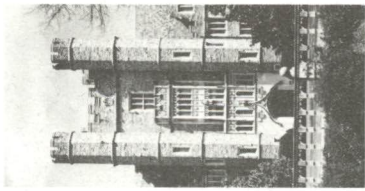
Thursday, April 2, 1992

Bryan Research Center Lecture Hall

The Bryan Center

Duke University Medical Center

Durham, North Carolina



Wolfgang K. Joklik
1991 Award Recipient
Duke University

ICN
International
Prize in Virology

ICN International Prize in Virology

The ICN International Prize in Virology, awarded by ICN Pharmaceuticals, Inc., recognizes long-term contributions in the field of virology.

The prize, which consists of an award and \$50,000 in cash, honors the work of a researcher who has made a seminal contribution to the understanding of viruses and/or made advances in the treatment or diagnosis of viral diseases.

Researchers throughout the world in profit, non-profit, and government organizations are eligible each year for nomination.

Selection of the recipient is made by an independent committee of distinguished international researchers, including the previous year's recipient. The committee reviews nominations submitted by scientists throughout the world.

ICN Pharmaceuticals, Inc.

Cordially invites you to join in the presentation of the
Annual ICN International Prize in Virology

to

Wolfgang K. Joklik

1991 Award Recipient

Chairman and Professor

Department of Microbiology and Immunology

Duke Medical Center

Duke University

Thursday, April 2, 1992

The Searle Center

Duke University Medical Center

Durham, North Carolina

6:30 p.m. Cocktails

Dinner to Follow

7:30 p.m. Award Presentation

RSVP by March 25, 1992

1991 Selection Committee ICN International Prize in Virology

Bernard N. Field, M.D.

Chairman

Department of Microbiology and

Molecular Genetics

Harvard Medical School

Walter L. Koltun, Ph.D.

Committee Advisor

Harvard-M.I.T., Division of Health

Sciences and Technology

Erling Norrby, M.D.

Chairman

Department of Virology

Karolinska Institutet

Stockholm

Thomas C. Merigan, M.D.

Professor of Medicine and Head

Division of Infectious Diseases

School of Medicine

Stanford University

Harald Zur Hausen, M.D.

Deutsches Krebsforschungszentrum

Heidelberg, Germany

1991 ICN International Virology Prize Dinner
April 2, 1992

☐ Will Attend
☒ Unable to Attend

3/18/92

Print Name Dr. D. Allan Bromley

Spouse (or guest) _____

Address _____

City _____ State _____ Zip Code _____

Telephone _____

"INVITATION FOR DR. BROMLEY"

DOCUMENT NUMBER: 9200791

TYPE: INVITATION

ORIGINATOR: 02

SPEECH: YES NO

FROM: IGLESIAS, Enrique V.: INTER-AMERICAN DEVELOPMENT
BANK

DATE OF EVENT: 03/18/92 THRU:
TENTATIVE DATES:

LOCATION OF EVENT: 1300 NEW YORK AVENUE, WASHINGTON DC

TIME OF EVENT: 6:00 P.M.

SUBJECT: AN INVITATION TO A LECTURE ENTITLED "TODAY'S
CHALLENGE IN EDUCATION" BY THE MINISTER OF EDUCATION
OF CHILE.

RSVP: 03/13/92

CONTACT PERSON:

CONTACT NUMBER: 202-623-3431

INVITATION ACCEPTED?

YES

NO

COPIES TO: INTERNATIONAL/POL

REMARKS: 3/16/92 - Regretted to Maria.
mn

DATE OF LETTER: 03/09/92

DATE RECEIVED: 03/11/92

FILE: P-INVITATION





Enrique V. Iglesias
President of the Inter-American Development Bank

cordially invites you to a lecture entitled

“Today’s Challenge in Education”

by the Minister of Education of Chile
Ricardo Lagos Escobar
on Wednesday, March 18, 1992
at 6:00 p.m.

Regrets only
(202) 623-3431

Andrés Bello Auditorium
Ninth Floor
1300 New York Avenue, N.W.
Washington, D.C.

Please present this invitation at the door

RECEIVED

32 MAR 11 P 1 : 05

OSTP
MAIL ROOM

X-RAYED

92 MAR 9 P 6:14

The Honorable
Ellen Bromley
Assistant to the President Bush
for Science and Technology
Room 358
1600 Pennsylvania Avenue, N.W.,
Washington, D.C.

By Messenger

"INVITATION FOR DR. BROMLEY"

TYPE: INVITATION

DOCUMENT NUMBER: 9200796

ORIGINATOR: 02

SPEECH: YES NO

FROM: JORGENSON, Vidar: NATIONAL MANAGED HEALTH CARE
CONGRESS

DATE OF EVENT: 03/30/92 THRU: 03/31/92
TENTATIVE DATES:

LOCATION OF EVENT: SHERATON WASHINGTON

TIME OF EVENT:

SUBJECT: AN INVITATION TO ATTEND THEIR FORUM ON "PUBLIC
POLICY AND MANAGED CARE".

RSVP: 03/18/92

CONTACT PERSON:

CONTACT NUMBER:

INVITATION ACCEPTED?

YES

NO

COPIES TO: LIFE SCIENCES

REMARKS:

DATE OF LETTER: 03/06/92

DATE RECEIVED: 03/11/92

FILE: P-INVITATION



The
National
Managed
Health Care
Congress

NMHCC

RECEIVED

Please respond via fax before March 18th
to take advantage of this complimentary offer.

March 6, 1992

MAIL ROOM

Mr. D ALLAN BROMLEY
DIRECTOR
OFFICE SCIENCE & TECHNOLOGY POLICY
THE WHITE HOUSE
WASHINGTON, DC 20006

Dear Mr. BROMLEY:

The National Managed Health Care Congress would like to extend a complimentary invitation to you to attend a special two-day forum on **"Public Policy and Managed Care,"** to convene at the Sheraton Washington, Monday and Tuesday, March 30th-31st in Washington, DC.

The Public Policy Forum is a component of the four-day National Managed Health Care Congress, (NMHCC) co-sponsored by *Business Week* magazine. Attendees will include federal, state, and local public policy-makers, as well as managed care executives, hospital administrators, employers, and physicians.

Attendance at NMHCC 1991 totaled over 3,000, up 50 % from the previous year. This year's attendance is expected to easily surpass that amount, making NMHCC once again the largest and most diverse gathering of managed health care payors, purchasers, providers, and suppliers in the nation.

We hope you will be able to attend this important Forum as our guest. There will be no cost to you to attend this meeting, other than your own transportation and lodging. The forum will focus on the special implications of bringing managed care into the public sector. Featured sessions include:

- National Health Care Reform: Current Proposals
- Medicaid Managed Care Trends in the 90s: The State's Perspective
- Medicare Contracts with the Private Sector: What Works?
- State Managed Care Regulations in the '90's
- Behavioral Health and Public Policy: Future Trends

In addition, there will be opportunities for you to network with public policy officials from other states and localities about common issues.

If you wish to attend the forum, please fax the enclosed VIP Facsimile Registration Form to us at (617) 487-6709. Because seating is limited, invitations will be honored on a first-come, first-served basis. We look forward to hearing from you by March 18th to receive priority consideration.

Sincerely,



Vidar Jorgensen
Executive Director

Public Policy Forum

Fax Transmission

To: NMHCC Registration, **ATTN:** Public Policy

From:

Fax: (617) 487-6709

Company:

Phone: (617) 487-6700

Date:

of Pages Including This Page:

YES!

I would like to confirm my complimentary invitation to attend the Public Policy Forum of March 30-31, as part of the 1992 National Managed Health Care Congress. This invitation entitles me to attend the 2-day Public Policy Forum and includes **complimentary** NMHCC 3-Day Core Conference admission. Please see the enclosed brochure for details.

RSVP

Public Policy Forum

Sheraton Washington
Washington D.C.
March 30-31, 1992

Name _____

Title _____

Company _____

Address _____

City, State, Zip _____

Tel () _____

Fax () _____

Complimentary Seating is Limited. Priority Consideration will be Given to Responses Received by March 18, 1992 Only. To Confirm by Phone Please Call: (617) 487-6700.

National Managed Health Care Congress (NMHCC) • 1000 Winter Street, Suite 4000 • Waltham, Massachusetts, 02154

The
National
Managed
Health Care
Congress
NMHCC
Sheraton Washington • March 29-April 1, 1992

LP

PUBLIC POLICY FORUM: Track 4, March 30-31, 1992

TRACK CO-CHAIRS:

Stephen Male, Director, Bureau of Health Financing & Program Development, Pennsylvania Department of Health
Nancy Turnbull, Deputy Commissioner, Massachusetts Division of Insurance

ADVISORY COMMITTEE:

Mary Dewane, Director, Medicaid Managed Care, Health Care Financing Administration
Barry Scheur, President, The Scheur Management Group, Inc.
David B. Snow, Jr., Managed Healthcare Systems, Inc.

Monday, March 30., 10:30 AM-12:00 NOON

PUB-1 NATIONAL HEALTH CARE REFORM: CURRENT PROPOSALS

Speakers:

Judith Feder, PhD, Co-Director, Center for Health Policy Studies, Georgetown University Medical School
Kevin E. Moley, Deputy Secretary, Department of Health & Human Services
David Nexon, PhD, Health Staff Director, Senate Labor and Human Resources Committee, and Senior Health Policy Advisor to Senator Edward M. Kennedy (D-Massachusetts), US Senate
Gretchen Brown, Legislative Aide to Senator Robert Kerrey (D-Nebraska), US Senate

Monday, March 30, 1:30 PM-2:45 PM

PUB-2 MAJOR MEDICAID INITIATIVES: CASE STUDIES

Speakers:

Ellis J. Bonner, President & CEO, Comprehensive Health Services, Inc.
Cynthia L. Polich, Vice President, Managed Care, United HealthCare Corporation
Clyde W. Oden, OD, MPH, President & CEO, United Health Plan/Watts Health Foundation
Jay Harrington, CEO, Neighborhood Health Plan, Dorchester, MA

Monday, March 30, 3:00 PM-4:30 PM

PUB-3A BEHAVIORAL HEALTH AND PUBLIC POLICY: FUTURE TRENDS

Speakers:

Bryant L. Welch, JD, PhD, Executive Director for Professional Practice, American Psychological Association
Robert L. Dyer, PhD, Commissioner of Mental Health, State of Indiana
Charles Ray, Executive Director, National Council of Community Mental Health Centers

Tuesday, March 31, 10:30 AM-11:45 AM

PUB-3B MEDICARE CONTRACTS WITH THE PRIVATE SECTOR: WHAT WORKS?

Speakers:

Edmund C. Moy, Director, Office of Coordinated Care, Health Care Financing Administration
John A. Duggan, MD, President, Fallon Community Health Plan
Ed Zalta, MD, CEO, CAPP Care

Tuesday, March 31, 10:30 AM-11:45 AM

PUB-4 MEDICAID MANAGED CARE TRENDS IN THE '90'S: THE STATE'S PERSPECTIVE

Speakers:

Trish Riley, Executive Director, National Academy for State Health Policy
Leonard Kirschner, MD, MPH, Director, AHCCCS Program, State of Arizona
Patricia MacTaggart, Asst. Director, Health Care Management, Minnesota Department of Human Services

Tuesday, March 31, 1:30 PM-2:45 PM

PUB-5 ALTERNATIVE MODELS OF MEDICAID PRIVATIZATION

Speakers:

David B. Snow, Jr., Managed Healthcare Systems, Inc.
Sally Hetrick, Director of Managed Care, State of Michigan Medical Services Administration
Barry Scheur, President, The Scheur Management Group, Inc.

Tuesday, March 31, 3:00 PM-4:30 PM

PUB-6 STATE MANAGED CARE REGULATIONS IN THE '90'S

Speakers:

Roger Taylor, MD, MPA, National Leader-Health Care, The Wyatt Co.
Stephen N. Lamb, Director of State Affairs, American Managed Care and Review Association (AMCRA)
Lynn Shapiro Snyder, Partner, Epstein, Becker & Green, and General Counsel to AMCRA
Greg Scandlen, Publisher, Health Benefits Letter

To accept this complimentary invitation please fax back the enclosed RSVP to (617) 487-6709 or call (617) 487-6700. Complimentary Seating is Limited. Priority consideration will be given to replies received by March 18, 1992.

Turning Issues Into Answers

Special Bonus Savings Rate Expires February 29th



The National Managed Health Care Congress **NMHCC**

Solutions for An Industry in Crisis

*A unique meeting for purchasers,
providers, payors & suppliers*

Co-sponsored by:

BusinessWeek

Featured Programming For:

Employers: "Implementing Strategic Managed Care Solutions"

Health Care Information Systems Professionals:

*Improving the Impact and Success of Information Systems
in Your Organization*

Hospital & Provider Executives: "Managed Care: A Part of
Your Facility's Successful Future"

Executives from HMOs, PPOs, Insurers, and Other

Managed Care Plans: "Thriving Through Change"

Physician & Physician Executives: "Maintaining Control
of the Physician's Future in Managed Care"

Pharmacists and Pharmaceutical Providers

"Strategic Pharmaceutical Programs and Positioning in Managed Care"

Including Your Choice of 10 Intensive Half-Day Seminars

FEATURING:

Special Public Policy Forum

Providing the Military Health Services System

The 1992 MIS SUMMIT

**The First Annual NMHCC MIS Summit Award for
Information Technology Excellence**

The 1992 National Employer Summit: The Annual Educational Forum
for Health Care Purchasers of the Nation's Largest Employers

KEYNOTE SPEAKERS



Gail R. Wilensky, PhD
Health Care Financing
Administration



William W. McGuire, MD
United HealthCare
Corporation



"The 21st Century American Health System:
A Proposal for Change"



Paul M. Ellwood, MD
InterStudy



Alain C. Enthoven, PhD
Stanford University



Thomas O. Pyle, MBA
Former CEO, Harvard
Community Health Plan



Robert Helms
Moderator
American Enterprise
Institute

"Health Care Policy & Politics:
Lessons from Canada, Germany,
The Netherlands, and Great Britain"

CANADA
Edward Neuschler
HLAA

GERMANY
Sean Sullivan
New Directions
for Policy

THE NETHERLANDS
Warren Greenberg
George Washington
University

"The Challenge of
Making Healthcare
Programs Work"



Steven R. Hill, MBA
Weyerhaeuser
Company



Carl J. Schramm
Health Insurance
Association of America

Also co-sponsored by:



and site of the AAPPO
Annual Spring Meeting

Continuing Education Units (CEUs) for pharmacists and
Continuing Medical Education (CME) Credits for physicians available.

Cover photo by John Scowen/FPG International

Turning Issues Into Answers

Now in its fourth year, the National Managed Health Care Congress is widely recognized as the one forum where all of the important communities in the world of managed care gather to explore today's health care solutions — together.

Last Spring nearly 3,000 executives on the purchaser, payor, provider, and supplier sides of the industry representing 46 States and seven Nations attended, making NMHCC by far the largest and most diverse meeting of managed care minds in the nation.

On March 29-April 1, 1992 you can expect no less. Thousands of executives with a vital interest in the future of managed care will unite at the Sheraton Washington to exchange ideas, explore common challenges, and learn from the most prominent leaders in the field.

And in this 11th hour for the health care industry "United We Stand" may be the last edict we need to answer before we are confronted with the ominous final call to action: "Improve or Fail."

NMHCC'92. If you play a part in the managed care world, you need to be there.

Highlights:

- The First Annual NMHCC MIS SUMMIT AWARD for Information Technology Excellence
- Internationally recognized faculty and keynote speakers
- A two-day exposition featuring more than 200 companies
- The Annual NMHCC Banquet, featuring once again by popular demand The Capitol Steps
- Plenty of opportunity for networking at breakfasts, receptions, and more

Health Care Meetings in conjunction with NMHCC:

- The 1992 Business Week Employer Summit
- The 1992 AAPPO Annual Spring Meeting
- The Second Annual 1992 Managed Care MIS SUMMIT
- The Annual Meeting of the American Managed Care Pharmacy Association
- The Annual Meeting of the Managed Care Benefits Council

"I have never before under one roof seen the quality of sessions, presentations, exhibits, and people (as at NMHCC) Extremely Impressive. Total Quality."

RONALD E. PALMER, CAPT., USAF, MSC
Office of the Surgeon General

"This has been an outstanding conference for me. Topics are timely, the speakers are leaders in the field, and the material presented represents the cutting edge, the future direction of managed care."

KEVIN BUTLER
Director, Health Care Plans, General Motors Corp.

"Invaluable information. If you need to know more about the future of managed care — in all aspects — the Congress is the way to go"

ALAN M. SQUIRE
Consultant, Managed Behavioral Health Care

"The Congress provides an excellent and much needed forum for employers and health care providers to talk face-to-face."

MARK GRACH
Managed Care University of Illinois, Dept. of Medicine

1992 NATIONAL MANAGED HEALTH CARE CONGRESS ADVISORY BOARD

ELIZABETH CLIFFORD, *Publisher, Business and Health Magazine*
RAY HARGREAVES, *Publisher, Medical Interface*
MONICA OSS, *Publisher and Editor, Open Minds: The Behavioral Health Industry Analyst*
DONALD TYDEMAN, *Publisher, Managed Healthcare News*
GERRY MARTENS, *Manager, Benefits Planning, SNET*
ROBERT HUNGATE, *Government Affairs and Health Care, Hewlett-Packard*
BARRY SAGOTSKY, *Management Training Manager, Schering — Plough*
DEE FENSTERER, *President, Generic Pharmaceutical Industry Association*
BRANT KELCH, *Chairman, AAPPO*
THOMAS MAHONEY, *Board of Directors, International Centre for Social Gerontology*
DAVID COLE, *Principal, Cole Associates*

HENRY F. BLISENBACH, *PharmD., Vice President Pharmacy Programs, United Healthcare*
FRANKIE PERRY, *Director of Membership, American College of Health Care Executives*
DINDY WEINSTEIN, *Executive Director, National Capital Area Health Care Coalition*
EDWARD F.X. HUGHES, *MD, MPH, Director, Center for Health Services and Policy Research, Northwestern University*
DAVID NASH, *MD, MBA, Director of Health Policy and Clinical Outcomes, Thomas Jefferson University Hospital*

1992 Committee on the Military Health Services Systems
CAPTAIN MILTON BENSON, *Director, Alternative Health Care Division, Bureau of Medicine and Surgery, Department of the Navy*
COMMANDER JOHN BOYER, *Director, Coordinated Care Policy, Department of Defense*

COMMANDER TOM CARRATO, *Director, Coordinated Care Operations, Department of Defense*
COMMANDER JIM KIRCH, *Head, Coordinated Care Branch, Bureau of Medicine and Surgery, Department of the Navy*
STEVE LILLIE, *Senior Health Policy Analyst, Department of Defense*
LT COLONEL JEROME LUBY, *Managed Care Program Coordinator, Office of the Surgeon General, Department of the Air Force*
LT COLONEL CHRISTOPHER POOL, *Senior Health Program Analyst, Department of Defense*
LT COLONEL REGINALD RAY, *Chief, Coordinated Care and Management Branch, Office of the Surgeon General, Department of the Army*
LARRY SOBEL, *Deputy Director, Coordinated Care Operations, Department of Defense*
LT COLONEL RICK STOREY, *Senior Health Program Analyst, Department of Defense*

SUPPORTING ASSOCIATIONS, COALITIONS, AND PUBLICATIONS

Note: Members and Subscribers of all National Congress Supporting Organizations may be eligible for additional discounts. Watch your mail for details or call (617) 487-6700 for information

Associations

Academy for Health Services Marketing
American Association for Continuity of Care
American Association of Health Care Consultants
American Association of Preferred Provider Organizations
American College of Medical Quality
American Group Practice Association
American Managed Care Pharmacy Association
American Society of Consultant Pharmacists
Association of Biotech Companies
Bay Area Business Group on Health
Blue Ridge Regional Health Care Coalition

Business Coalition on Health
California Business Group on Health
Center for Healthcare Information Management
Central Florida Health Care Coalition
Coalition for Health Cost Containment
Delaware Health Care Coalition
Florida Health Coalition
Generic Pharmaceutical Industry Association
Greater Phoenix Affordable Health Care Foundation
Health Care Network of Greater Milwaukee
Individual Case Management Association
Managed Care Benefit Council
Maryland Health Care Coalition
Massachusetts Business Group on Health
Massachusetts Health Data Consortium
Midwest Business Group on Health
National Association of Health Data Organizations

National Association of Psychiatric Treatment Centers for Children
National Council of Community Mental Health Centers
National Association of Employers on Health Care Action
National Association for Health Care Quality
New England AAPPO
New England Employee Benefits Council
Pittsburgh Research Institute
Privatization Council
Rhode Island Business Group on Health
Self Insurance Institute of America
Society of Professional Benefits Administrators
Washington Business Group on Health

Publications

Business and Health
Business Week
Computers in Healthcare
Continuing Care Magazine
Employee Assistance Program Management Letter
Employee Benefit Plan Review
Employer Health Cost Savings Letter
Executive Report on Managed Care
Group Practice Journal
Group Practice News
Health Care Competition Week
Health Legislation and Regulation
Healthcare Informatics
Journal of the AAPPO

Journal of Quality Assurance
Managed Care Law Outlook
Managed Care Outlook
Managed Healthcare News
Medical Interface
Medical Utilization Review
Modern Healthcare
Medical Industry Update
Medicine & Health
Open Minds
Partnership Focus
Risk & Insurance
The Self Insurer
Washington Health Record

Register Today! Hotel Rooms are Filling Quickly! Don't delay: call 1-617-487-6700 to register for NMHCC, and 1-202-328-2000 to reserve your room. NMHCC rooms and rates are available only to registered attendees of the conference, speakers, and exhibitors.

KEYNOTE PRESENTATIONS

SUNDAY, MARCH 29, 1992

Sponsored by the AAPPO and Schering Laboratories Managed Care



GAIL R. WILENSKY, Ph.D.

Administrator, Health Care Financing Administration, U.S. Department of Health and Human Services

As HCFA administrator, Dr. Wilensky directs the Medicare and Medicaid programs which help pay medical bills for over 60 million Americans at a projected cost of over \$155 billion in fiscal year 1991. Dr. Wilensky serves as a key health policy advisor to the Secretary of Health and Human Services. Dr. Wilensky is a nationally recognized expert on a wide range of health policy issues and has published extensively on health economics and health policy. She is a member of the Institute of Medicine of the National Academy of Sciences, and was a member of the Physician Payment Review Commission and the Health Advisory Committee of the General Accounting Office.

MONDAY, MARCH 30, 1992

8:45 - 10:15am

Sponsored by Business & Health and Rhone-Poulenc Rorer

The 21st Century American Health System: A Proposal for Change



MODERATOR: PAUL M. ELLWOOD, MD

Chairman, InterStudy

Currently the Chairman of the Board at InterStudy and Clinical Professor of Neurology, Pediatrics, and Physical Medicine and Rehabilitation at University of Minnesota, Ellwood has been instrumental in restructuring the U.S. health system. Ellwood is currently concentrating on working with health care leaders to devise and implement "The 21st Century American Health System" to assure universal insurance coverage, managed competition and health outcome accountability.



ALAIN C. ENTHOVEN, Ph.D.

Marriner S. Eccles Professor of Public and Private Management, Graduate School of Business, Stanford University

Enthoven holds degrees in Economics from Stanford University, Oxford University, and Massachusetts Institute of Technology. He is a member of the Institute of Medicine of the National Academy of Sciences and a fellow of the American Academy of Arts and Sciences. He is Chairman of the Health Benefits Advisory Council for PERS, the California State employee Medical and Hospital Care Plans, Chairman of Stanford's University Committee on Faculty/Staff Benefits, and a consultant to Kaiser Permanente. His latest book is *Theory and Practice of Managed Competition in Health Care Finance*.

7:00pm



THOMAS O. PYLE, MBA

Former CEO, Harvard Community Health Plan

Recently resigned, Thomas O. Pyle had been Chief Executive Officer of Harvard Community Health Plan (HCHP) and a member of its Board of Directors since 1978. Mr. Pyle developed the Controlled Risk Insurance Company, a malpractice insurance program covering 12 Harvard-affiliated institutions and 4,500 physicians. He served for 13 years as chairman of its board. He also served for three years as chairman of the Risk Management Foundation of the Harvard Medical Institutions, a related organization. He received an MBA with distinction from Harvard Graduate School of Business Administration.

TUESDAY, MARCH 31, 1992

8:45 - 10:15am

Health Care Policy and Politics: Lessons from Canada, Germany, The Netherlands and Great Britain



MODERATOR: ROBERT B. HELMS, Ph.D.,

Director of Health Policy Studies, American Enterprise Institute

Robert B. Helms is a Resident Scholar and Director of Health Policy Studies at the American Enterprise Institute. He has written and lectured extensively on health policy, health economics, and pharmaceutical economic issues. From 1989 to 1990 he served as Executive Director of the American Pharmaceutical Institute, a non-profit research and educational organization. From 1981 to 1989 Dr. Helms served as Assistant Secretary for Planning and Evaluation and Deputy Assistant Secretary for Health Policy in the Department of Health and Human Services. He holds a Ph.D. degree in economics from the University of California, Los Angeles. **PANELISTS:** CANADA: EDWARD NEUSCHLER, *Deputy Director of Policy Development and Research, HIAA*; GERMANY: SEAN SULLIVAN, *Executive Vice President, New Directions for Policy*; THE NETHERLANDS: WARREN GREENBERG, *Professor of Health Economics, Department of Health Services, Management and Policy, George Washington University*

TUESDAY, MARCH 31, 1992

4:30 - 5:30pm

MIS SUMMIT Keynote Presentation

Information Systems and Technology: Critical Success Factors for Managed Care in the 1990's



WILLIAM W. MCGUIRE, MD

Chairman, President and Chief Executive Officer, United HealthCare Corporation

William W. McGuire, President of United HealthCare Corporation since November 1989, was appointed Chief Executive Officer of the company in February 1991 and named Chairman of the Board in May

1991. A Director of United HealthCare since February 1989, Dr. McGuire formerly served the company as Executive Vice President and Chief Operating Officer. Dr. McGuire joined United HealthCare in November 1988 from Peak Health Plan in Colorado, where he had served as President and Chief Operating Officer. From 1980 through 1985, Dr. McGuire was a practicing physician in Colorado Springs, Colorado, specializing in cardiopulmonary medicine. He holds board certification in internal medicine and pulmonary medicine.

WEDNESDAY, APRIL 1, 1992

8:30 - 9:45am

The Challenge of Making Healthcare Programs Work: An Employer Issue Around the World



STEVEN R. HILL, MBA

Senior Vice President, Human Resources and Employee Relations, Weyerhaeuser Company

Having begun his association with Weyerhaeuser as a forestry intern, Steven Hill has come up through the ranks and in 1990 was named Senior Vice President of Human Resources. He is a Director of the Puget Sound Health Care Purchasers' Association and the Washington DC Business Group on Health. In 1978, Hill was appointed a White House Fellow and served as staff assistant in the Office of the Secretary, US Department of Energy.



CARL J. SCHRAMM

President, Health Insurance Association of America

Carl Schramm is president of the Health Insurance Association of America (HIAA), the trade group that represents the nation's commercial health insurance companies. HIAA's 300 member companies provide health coverage for 98 million Americans. Mr. Schramm's background includes government service at both the national and state levels. In 1990, Mr. Schramm was appointed by Secretary Elizabeth Dole to serve on the U.S. Labor Department commission studying pension and benefits issues in the nation's coal industry. Mr. Schramm serves on the Boards of the Life and Health Medical Research Fund, the Center for Corporate Public Responsibility, and the National Hospice Organization. He is a member of the Advisory Boards of the Johns Hopkins Center for Hospital Finance and Management and the Leonard Davis Institute of the Wharton School of Commerce at the University of Pennsylvania. Mr. Schramm received his Ph.D. in economics from the University of Wisconsin where he was a Ford Foundation Fellow and a New York State Regents Graduate Fellow. He earned his law degree from Georgetown Law School in 1978.

EXECUTIVE SEMINAR SERIES — Sunday, March 29, 1992

2:00 - 5:30 pm

S-1 THE BASICS OF MANAGED CARE



LEADER: EDWARD HUGHES, MD, MPH

Director, Center for Health Services and Policy Research, Northwestern University

An introduction to managed care, including the current and evolving models, terminology, and differences among insurers and payors. Topics include: utilization review, case management, appropriate managed care services an introduction to information collection and analysis and an updated review of problems and opportunities.

S-2 MARKETING MANAGED CARE TO EMPLOYERS



LEADER: ALLAN FINE

National Managed Care Practice Leader, Will Associates

SPEAKER: WILLIAM J. DEMARCO

President, DeMarco & Associates

Marketing managed care services to employers requires an understanding of the needs and motivations of benefits executives. Concerns regarding benefits, rates, and enrollment procedures will vary depending on the size and location of the employer. However, all employers will be sensitive to the impact that introducing managed care will have on employee morale. Topics include: organizational issues in developing a marketing plan, concerns of employees, identifying specific strategies, employer challenges and needs.

S-3 WORKERS COMPENSATION AND MANAGED CARE: WHAT ARE THE OPTIONS?

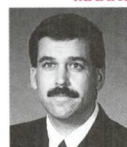


LEADER: STRYKER WARREN, JR.

President, FOCUS Healthcare Management

This session will include employer attitudes toward workers' compensation and managed care, healthcare economics, similarities and dissimilarities between group health and workers' compensation, legal and regulatory considerations and obstacles, job analysis and replacement considerations, program design, implementation, and elements for success, and utilization review and contracted delivery systems.

S-4 THE MILITARY HEALTH SERVICES SYSTEM (MHSS): EVOLVING TOWARD MANAGED CARE



LEADER: COMMANDER THOMAS CARRATO

Director of Coordinated Care Operations, U.S. Department of Defense-Health Affairs

This session will begin with an introduction to the \$13 billion world-wide military health care network and then discuss the major managed care initiatives which DOD has ongoing and planned. The session will focus on the challenges and opportunities managed care in the military presents to MHSS managers and private sector managers, insurers, providers, and suppliers.

S-5 FOR EMPLOYERS: BRINGING MANAGED CARE TO BEHAVIORAL HEALTH BENEFITS



LEADER: JOHN BUNKER

Consultant, The Wyatt Company

This session will provide an overview on how to plan, implement, and manage behavioral health care programs. Several models and alternative strategies to integrate employee assistance services, mental health and substance abuse benefits, workers' compensation issues, health promotion programs, and other health-related initiatives will be reviewed. This presentation will highlight the experience of program managers who have successfully directed the implementation of managed behavioral health care projects and is an excellent introduction to the Behavioral Health Care Track.

S-6 FOR PROVIDERS: HOW TO NEGOTIATE AND IMPLEMENT BEHAVIORAL HEALTH MANAGED CARE CONTRACTS



LEADER: ERIC ANDERSON, PhD

Vice President, Managed Care, College Health Enterprises

Providers of Behavioral Health Services (Psychiatric/Chemical Dependency Care) are now confronted with managed care organizations seeking aggressive discounts and specific accommodations. In order to succeed in this new business environment, new strategies are needed in order to develop marketing plans to qualify and secure contracts and develop operating plans to service these accounts. Other topics to be included are doctor/facility interface and expectations that MCOs and providers have of each other. (Continued on page 4)

EXECUTIVE SEMINAR SERIES

S-7 THE CONVERGENCE OF BIOTECH AND MANAGED CARE

LEADER: CYNTHIA ROBBINS-ROTH, PhD

Editor in Chief, BioWorld

This session, sponsored and organized by *Bio Venture View* is designed to focus the attention of managed care professionals on the biotechnology products emerging into the health care marketplace, and the impact of these products on managed care policies and procedures. The session will also examine the implications of these changes in reimbursement and outcomes analysis for the biotechnology and pharmaceutical industries.

S-8 MANAGED CARE PHARMACY: GROWTH VS SURVIVAL

LEADER: F. RANDY VOGENBERG, RPh
Assistant Professor, Massachusetts College of Pharmacy and Allied Health Sciences

This session will present emerging issues affecting the drug benefit for managed care executives, benefit plan managers, pharmacists and pharmaceutical care providers. Topics will include: What is the pharmaceutical benefit in managed care, federal and state legislative perspectives on pharmacy in managed care, pharmaceutical care delivery issues, and the future of pharmacy and managed care.

Pharmacists participating in this seminar will receive 3 hours (0.3 CEUs) of continuing education credit for full attendance. See page 15 for details.

S-9 STRENGTHENING THE MANAGEMENT COMPONENT OF PREFERRED PROVIDER ORGANIZATIONS

LEADER: BRANT KELCH
Chairman, AAPPO

This Workshop will include a series of presentations and interactive sessions covering optimum staffing, MIS, provider recertification, adding ancillary providers to the network, patient access measurement, budgeting and strategic planning. Speakers with expertise in each of the areas will share their insights and recommendations.

S-10 MIS SUMMIT: MANAGING INFORMATION SYSTEMS TO IDENTIFY HIGH VALUE HEALTH CARE SERVICES

LEADER: MICHAEL PINE, MD, MBA

President, Pine Associates
SPEAKER: JOSEPH ROSMANN
Partner and National Practice Director, Managed Health Care Consulting Services, Coopers & Lybrand

The critical missing ingredient needed to create effective, efficient health care markets is information about the contribution made by individual providers and alternative service patterns to health and well being. In general, data currently available to purchasers and providers are inadequate to address essential questions about comparative value. Proposals to increase information processing capabilities often are driven by narrow technical considerations and fail to address fundamental needs of health care decision makers. The key to providing and/or purchasing high value services is to develop ways to use data to answer important questions. Therefore, this seminar will begin with analytic requirements. It will explore how effective use can be made currently available data and how new data capabilities can be directed to solving, rather than creating, analytic problems.

SUNDAY, MARCH 29, 1992

TRACK 8: Physicians and Managed Care

Physicians participating in today's physician sessions will receive 3 hours of CME credit for full attendance.

PMC-1 Outcomes Management: The Next Generation 2:00 - 3:15pm

At least four stakeholders sit at the outcomes table; the researcher, CEO, clinician, and purchaser. The next generation of outcomes information will supply each stakeholder with specific tools for changing health services delivery. Physicians should recognize that tighter credentialing will be buttressed by a severity-of-illness measure, practical guidelines will be tied to reimbursement, adherence to guidelines will lessen professional liability, and direct physician peer pressure through the sharing of practice profiles will demonstrate that physicians will surrender some autonomy for fewer administrative hassles. SPEAKER: DAVID B. NASH, MD, MBA, *Director of Health Policy and Clinical Outcomes, Thomas Jefferson University Hospital*

PMC-2 Obstacles to Linking Physician Financial Incentives and Quality of Care 3:30 - 4:45pm

This session will explore the potential obstacles involved with the trend toward paying physicians in managed care on the basis of the quality of the care they provide. Possible methods for overcoming these obstacles will be explored. SPEAKER: ALAN HILLMAN, MD, MBA, *Director, Center for Health Policy, Leonard Davis Institute of Health Economics, University of Pennsylvania*

PMC-3 Performance Evaluation of Physicians 5:00 - 6:15pm

Determining physician performance presents unique challenges for an HMO. A profiling system has been developed to measure outcome and process performance characteristics for OB/Gyn physician and General Surgeons using claims data, utilization review information and surveys of primary physicians and patients. Results and implementation of this system will be presented. SPEAKER: HOWARD LEVIN, MD, *Associate Medical Director, US Healthcare*



Nash



Hillman



Gillis



Grenier



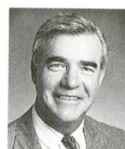
Gaeth



Scheur



Hackworth



Kane



Kantar



Porcaro



O'Connor



Madlem



George



Lindgren



Bayless



Coughlin



Feder



Harrington



Oden



Ray

MONDAY, MARCH 30, 1992

TRACK 1: Corporate Employer Executives**CEE-1 Managed Care Options for the Mid-Sized Employer: What Works? 10:30 - 11:45am**

LPL Technologies, a multi-sized, multi-plan medium sized electronics manufacturer, with a variety of indemnity plans and HMOs for its ten US locations, has aggressively attempted to control health costs through several initiatives over the last few years. This session will look at preliminary successes, pitfalls, and general bottom line results. LEADER: MILT GILLIS, *Assistant Vice President, Employee Benefits, Brown & Forman* SPEAKERS: JAMES GRENIER, *Director, Compensation & Benefits, LPL Technologies, Inc.*, WILLIAM GAETH, *Vice President, Human Resources, Daubert Industries*

CEE-2 Working With Your Unions to Implement Managed Care 1:30 - 2:45pm

Managed care has traditionally been looked upon by labor as a method of limiting benefits and shifting costs from the employer to the rank-and-file union member. However, recent labor negotiations have resulted in a remarkable change in the relationship between unions and management. The adversarial roles between the two groups are evolving into cooperative partnerships using jointly agreed upon strategies to fight health care inflation and its effect on the corporate bottom line. This session will explore the methods used by both unions and management to work together and control rising health care costs by implementing aggressive managed care techniques.

CEE-3 Legal Issues for Mid-Sized Employers 3:00 - 4:15pm

In this election year, benefits managers will be exposed to many differing solutions to the health care crisis. The presenters will discuss the recent court decisions regarding Managed Health Care and the impact of recent legislative activity on the Hill. Proposals for affordable and accessible health care will be analyzed and discussed. SPEAKERS: ALICE GOSFIELD, *Gosfield & Associates*, ELLEN GOLDSTEIN, *Association of Private Pension & Welfare Plans (APPWP)*

TRACK 2: Managed Care Organization Executives**MCO-1 Managed Care Plans: Strategic Directions for the '90s (Joint Session w/PP0-1) 10:30 - 11:45am**

What is the future of HMO's, PPO's, and the emerging new hybrids? What trends are likely in terms of delivery system models? What alternative lines of business represent upcoming opportunities for managed care organizations? This session will try to identify principles of successful managed care and cost containment and define their place in the health care/benefits management equation for the next decade. SPEAKERS: BARRY SCHEUR, *President, The Scheur Management Group, Inc.*, JOHN HACKWORTH, *Associate, William M. Mercer Inc.*, WILLIAM (TERRY) KANE, *MD, President and Chief Executive Officer, CentraState Medical Center*

MCO-2 State Managed Care Regulations: Whose Ox is Being Gored? 1:30 - 2:45pm

At present, more than 28 states have instituted tough administrative, legislative or financial measures to regulate managed care and utilization review organizations. Anti-managed care proponents see these actions as essential in regulating an industry that appears fragmented and ineffective, but managed care supporters believe they reduce the possibility of offering high-quality cost-effective health care. How does this continuing battle affect the consumer, the managed care industry and the statehouse? MODERATOR: AILEEN KANTOR, *Director, AKI* SPEAKERS: LAWRENCE LaMOTTE, *Delegate, Maryland State Legislature*, EDWARD T. PORCARO, *JD, MPH, Consultant, Washington Business Group on Health*, JAMES O'CONNOR, *Vice President, Government Relations, Prudential Insurance Company*

MCO-3a Managed Care and Worker's Compensation 3:00 - 4:15pm

Worker's compensation represents one of the last frontiers in managed care, and rapidly escalating costs have encouraged more payors to look at the application of managed care principles to worker's comp. benefits. At the same time, states are moving to create a more favorable environment for worker's compensation managed care, and HMOs and PPOs are examining growth opportunities in this area. This session will explore the requirements and program components of managed care worker's compensation models. SPEAKER: LARRY MADLEM, *President and Chief Executive Officer, SouthCare Medical Alliance*

MCO-3b Point of Service Products: Fad or Future? 3:00 - 4:15pm

Are point of service programs just a short-term trend, or are they the wave of the future? This session compares HMO-sponsored programs with insurer-sponsored programs and offers several perspectives on the product. Issues of market appeal, cost containment, and overall effectiveness will also be addressed, with a prediction for the future. SPEAKER: STEPHEN GEORGE, *MD, MBA, Vice President of Managed Care and Chief Medical Officer, Provident Life and Accident*

TRACK 3:



Preferred Provider Organizations

PPO-1 10:30 – 11:45am
Managed Care Plans: Strategic
Directions for the '90s
(Joint Session w/MCO-1)

What is the future of HMO's, PPO's, and the emerging new hybrids? What trends are likely in terms of delivery system models? What alternative lines of business represent upcoming opportunities for managed care organizations? This session will try to identify principles of successful managed care and cost containment and define their place in the health care/benefits management equation for the next decade. **SPEAKERS:** BARRY SCHEUR, *President, The Scheur Management Group, Inc.*, JOHN HACKWORTH, *Associate, William M. Mercer Inc.*, WILLIAM (TERRY) KANE, *MD, President and Chief Executive Officer, CentraState Medical Center*

PPO-2 1:30 – 2:45pm
Financial Evaluation of PPO's

This session will deal with the process of developing a financial valuation for various types of PPO's. Topics will include: Why conduct a financial valuation of a PPO?; When should a financial valuation be conducted?; The impact of ownership on the valuation; The impact of the use of the valuation on the worth of the PPO; Marginal market share value; Cash flow value; Asset value; The impact of structure, contracts and related services on value; The valuation process. **LEADER:** CHARLES LINDGREN, *President and Chief Executive Officer, Florida Health Choice Plan*, **SPEAKERS:** THOMAS BAYLESS, *President, Future Health Inc.*, WILLIAM VARNELL, *President, Varnell & Associates*

PPO-3 3:00 – 4:15pm
PPO Mergers and Acquisitions

Managed care firm mergers and consolidation will continue to increase in 1992 as absolute membership growth stabilizes. Larger more established firms will continue to seek acquisition of smaller firms to expand market share and product offerings. A driving force continues to be the needs of employers covering broad geographic areas and seeking more diverse administrative specialty services — from EAPs to pharmacy management. Hear about the big picture and learn how a major national player goes about making acquisitions — how it assesses candidates for acquisition, conducts due diligence, and prices potential targets. **SPEAKER:** KAREN COUGHLIN, *Vice President of Operations, Humana*



Dyer



Moy



Zalta



Oss



Pigott



Stokes



Bengen

TRACK 4:

Public Policy
Forum
PUB-1 10:30 – 11:45am
National Health Care Reform:
Panel Discussion

As costs escalate, so does the debate over national health care reform. The current economic environment has helped to shift the debate from the question of "should we?" to the question of "how?" Guest speakers from the Legislature, the Bush Administration, and other active political voices on the subject will assess the strengths and weaknesses of three major types of proposals: the single-payor system, the "pay or pay" model, and incremental reforms. **SPEAKER:** JUDITH FEDER, *PhD, Co-Director, Center for Health Policy Studies, Georgetown University Medical School*

PUB-2 1:30 – 2:45pm
Major Medicaid Initiatives: Case Studies

As Medicaid costs soar, state decision-makers and private managed care entities are seeking viable models for delivery of managed health care to Medicaid enrollees. This session looks at programs that have successfully delivered managed health care to Medicaid and commercial patients and debunks myths about Medicaid and managed care — in particular, that it is impossible to serve Medicaid patients profitably and still offer quality care.

In Watts, the United Health Plan, established in 1973, serves 80,000 Medicaid, Medicare and commercial patients. In Boston, the Neighborhood Health Plan, started in 1988, has 30,000 Medicaid and commercial members. **SPEAKERS:** JAY HARRINGTON, *Chief Executive Officer, Neighborhood Health Plan*, CLYDE W. ODEN, *OD, MPH, President and Chief Executive Officer, United Health Plan of Watts*

PUB-3a 3:00 – 4:15pm
Behavioral Health and Public Policy
(Joint Session w/BHC-3)

Behavioral health services have always presented unique issues for public policy decision-makers, and public behavioral health systems represent one of the last under-penetrated markets for managed care providers. However, the escalating crises in Medicare and Medicaid financing have created new problems and opportunities to "reshuffle the deck." The session will look at innovative models of care for public sector entitlement recipients and will explore the risks and opportunities in setting up true managed care systems in partnership with the public sector. **SPEAKER:** CHARLES RAY, *Executive Director, National Council of Community Mental Health Centers*, ROBERT L. DYER, *PhD, Commissioner of Mental Health, State of Indiana*

PUB-3b 3:00 – 4:15pm
Medicare Contracts with the
Private Sector: What Works?

The continuing Medicare fiscal crisis has led the federal government and managed care organizations to revisit the opportunities in Medicare risk contracting. This session will provide a comprehensive overview of Medicare trends from the perspective of the Bush Administration, a Medicare HMO risk contractor, and a PPO. Do the rewards of contracting with the government justify the time and effort? The session will address this issue as well as the lessons to be learned from contractors, particularly the value of market clout to bring about change in provider behavior. **LEADER:** EDMUND C. MOY, *Director, Office of Coordinated Care, Health Care Finance Agency (HCFA)* **SPEAKERS:** ED ZALTA, *MD, Chief Executive Officer, CAPP Care*, CHRISTY BELL, *Executive Director, Fallon Community Health Plan*

TRACK 5:

Behavioral
Health Care
BHC-1 10:30 – 11:45am
The Pendulum Swings: Program Evaluation
and Performance Based Contracts

This session will review the state of the art in terms of evaluating behavioral health programs and show how to link evaluation to performance-based contracting. The session will review current tools used in evaluation and contracting and look at two case studies: An HMO that has established an evaluation and performance-based contracting methodology for its behavioral health provider, and an employer that has set up a system for evaluation and performance-based contracting with a behavioral health vendor. **LEADER:** MONICA OSS, *Publisher, Open Minds*, **SPEAKERS:** CRISTI COHN, *PhD, Director, Quality Improvement, American PscyManagement, Inc.*, H. EDMUND PIGOTT, *PhD, President, Positive Alternatives To Hospitalization*, LINDA STOKES, *Director, Mental Health, ConnecticutCare*

BHC-2 1:30 – 2:45pm
How to Bring in Patients by Being
"Managed Care Ready"

Providers often focus on securing contracts with managed care organizations, but the real work comes afterward: Does your organization have contracts that fail to generate a real patient flow? Does your organization pass the "readiness" test for dealing with managed care patients when they arrive? The session will focus on the nuts and bolts of making a provider organization responsive to the real terms of a managed care contract — organizational structure, program components across a spectrum of care, timely flow of information, and relationship-building over time in order to turn each managed care contract into a meaningful source of business. **LEADER:** BARBARA BENGEN, *Principal, Strategic Health Care Consulting* **SPEAKERS:** MARY WELCH, *Mary Welch & Associates*, KENNETH MINKOFF, *MD, Chief of Psychiatry, Choate Health Systems, Inc.*

BHC-3 3:00 – 4:15pm
Behavioral Health And Public Policy
(Joint Session w/PUB-3a)

Behavioral health services have always presented unique issues for public policy decision-makers, and public behavioral health systems represent one of the last under-penetrated markets for managed care providers. However, the escalating crises in Medicare and Medicaid financing have created new problems and opportunities to "reshuffle the deck." The session will look at innovative models of care for public sector entitlement recipients and will explore the risks and opportunities in setting up true managed care systems in partnership with the public sector. **SPEAKERS:** CHARLES RAY, *Executive Director, National Council of Community Mental Health Centers*, ROBERT L. DYER, *PhD, Commissioner of Mental Health, State of Indiana*



Welch



Minkoff



Buxton



Schaengold



Ardis



Frank

TRACK 6:

Hospitals and
Managed Care
HMC-1 10:30 – 11:45am
Risk-Sharing Arrangements Among
Providers, Employers, and Managed
Care Organizations

The focus of this presentation will be on alternative strategies for contracting with physicians in a highly competitive managed care environment. Special attention will be directed at exploring the process of developing contracts that encourage physician participation by constructing positive incentives for the practice of cost effective quality medical care.

Specific arrangements to be discussed include: "Dual capitation" risk sharing — structuring agreements for sharing surpluses and deficits when both the medical group and the hospital are paid on a capitated basis. "Transplant case rates" — structuring arrangements for sharing of risk when physicians and hospitals are paid on a case rate basis for tertiary services. "Self-funded HMOs" — structuring arrangements for sharing risks between self-insured employers, medical groups and hospitals. **SPEAKERS:** EDWARD BERGER, *Director of Contracting, Alta Bates Medical Center*, BRAD A. BUXTON, *Vice President, Health and Quality Improvement, Blue Cross IL*

HMC-2 1:30 – 2:45pm
Negotiating Profitable Managed
Care Contracts

The expansion of managed care plans into most major markets has focused attention on the need for careful and deliberate negotiation of contracts and agreements. It is incumbent on hospital CEO's to be familiar with key elements of managed care contracts so that they can take a leading and pro-active role in dealing with managed care plans. This session focuses on critical covenants and provisions that should be included in the managed care contract as well as those issues that must be dealt with as part of the negotiation process. **SPEAKER:** PHILLIP S. SCHAEEN-GOLD, *JD, MBA, President, Menorah Medical Center*

HMC-3 3:00 – 4:15pm
Monitoring and Tracking Effectiveness of
Managed Care Contracts

This session will explore the use of quantitative and market information, along with market considerations, to evaluate financial success of contracts. In addition, physician referral data will also be discussed with regard to the acquisition of new patients by hospitals with managed care contracts. The presentation will conclude with a discussion of the need for merging physician and hospital data to accurately analyze the effectiveness of managed care contracts. Tools which might measure this will be discussed. **SPEAKERS:** BRUCE ARDIS, *Associate Vice President, Managed Care Programs, University of Pennsylvania Medical Center*, CLIFF FRANK, *Vice President, Managed Care and Insurance Products, St. Vincent's Health System*

(Continued on page 6)

MONDAY, MARCH 30, 1992

TRACK 7:
Pharmaceutical
Program Management


Pharmacists participating in today's pharmaceutical sessions will receive 3 hours (0.3 CEUs) of continuing education credit for full attendance.

PPM-1 10:30 - 11:45am
The "Spillover" Question

The influence that managed care containment mechanisms, such as "spillover," have on physician prescribing patterns, is a critical factor in the negotiation of drug prices between managed care pharmacy and pharmaceutical manufacturers. As the pressure on drug pricing grows more intense demonstrating this influence becomes increasingly important. This session provides an overview of the factors that determine spillover, and a review of the components of a spillover study. **SPEAKERS:** DAVID CORVESE, R.Ph, MHA, *President, Kay-Rem Associates*, TODD PALMIERI, *Vice President, Cole Associates Inc.*

PPM-2 1:30 - 4:15pm
Evaluating the Cost of Therapeutic Outcomes for Determining Formulary Choices - Part I and II

This seminar evaluates case studies dealing with minimizing treatment failures by choosing the appropriate drug regimen, selecting products of equal efficacy in the same therapeutic class and determining costs of wellness vs illness when preventive measures or vaccines are available. **MODERATOR:** PHILIP P. GERBINO, *PharmD, Vice President and Professor, Philadelphia College of Pharmacy and Science*, **SPEAKERS:** DAVID PEURA, MD, *Director of Clinical Service, Division of Gastroenterology, University of Virginia Health Sciences Center*, ALAN HILLMAN, MD, MBA, *Director, Center for Health Policy, Leonard Davis Institute of Health Economics, University of Pennsylvania*

PPM-3 1:30 - 2:45pm
Evaluating Drug Use Patterns: Considerations for the Payor

Computer technology and system assessment techniques have evolved at both the macro and micro levels for purposes of evaluating drug utilization. These factors have allowed the use of less time for the performance of extensive drug utilization study or generation of large data reports. However, patterns of use and the utilization of such information by health care payors or providers continues to be an important issues for discussion in managed care. This session will discuss the areas of concern involving drug utilization assessment and pattern determination. **SPEAKER:** F. RANDY VOGENBERG, RPh, *Assistant Professor, Massachusetts College of Pharmacy and Allied Health Sciences* **SPEAKER:** ROBERT SORRENTI, MD, *Medical Director, State Hancock Plan*

TRACK 8:
Physicians and
Managed Care

Physicians participating in today's physician sessions will receive 3 hours of CME credit for full attendance.

PMC-4 10:30 - 11:45am
Refined DRGs for Monitoring Quality

This presentation will demonstrate how to analyze severity and complexity of ambulatory and hospital care using claims based data. This information is drawn from practical experience in managed care and large scale claims based studies. Until now experts in the analysis of severity have argued that one must examine the medical record in order to be able to, for example, compare one institution's patients with another. The research work summarized in this session indicates that the medical director of a hospital or managed care organization can examine severity using claims based information. **SPEAKER:** NORBERT GOLDFELD, MD, *Medical Director, 3M/Health Information Systems*

PMC-5 1:30 - 2:45pm
Physicians as Managers

Regional organized health care systems may well be the model for future health care delivery. Effectiveness of these systems will require committed participation by physicians. The Geisinger system of health care is a regional system serving Northeastern and Central Pennsylvania. Its 500 physician multi-specialty group practice is geographically distributed in 43 practice sites. Physician leadership is an essential ingredient for successful performance. **SPEAKER:** STUART HEYDT, MD, *President and Chief Executive Officer, Geisinger Foundation*

PMC-6 3:00 - 4:15pm
Development of Physician Practice Profiles

Based on experience with a large multi-specialty prepaid group practice, the speaker will discuss the subject of physician practice profiles, and how physician managers can be effective in developing such profiles for their colleagues. Topics will include: building a strategy for clinical information sharing, working with information system specialists, organizing effective physician work groups, determining what is "useful information", deciding how to share information, and having fun. This session will also address the implications of profile information for health care managers, payors, policy makers and the public. **SPEAKER:** WILLIAM WINKENWERDER, MD, MBA, *Associate Medical Director, Kaiser Permanente*

TRACK 9:
Managed Care
and the Military
MCM-1 10:30 - 11:45am
A Review of the Major Military Managed Care Initiatives: The DOD Perspective

The structure of the military health services system presents unique challenges to its managers as the system evolves toward managed care. In this session, a panel of DoD and uniformed services representatives discuss military managed care initiatives and lessons learned. **LEADER:** LT COL JEROME LUBY, *Managed Care Program Coordinator, Office of the Surgeon General, Department of the Air Force* **SPEAKERS:** COL HENRY BEUMLER, *Chief, Coordinated Care Division, US Army Health Services Command*, CAPT MILTON BENSON, *Director, Alternative Health Care Division, Bureau of Medicine and Surgery, Department of the Navy*, COL HENRY NICHOLSON, *Chief, Managed Care Division, Office of the Surgeon General, Department of the Air Force*

MCM-2 1:30 - 2:45pm
A Review of the Major Military Managed Care Initiatives: The Vendor's Perspective

Federal acquisition regulations and other concerns regarding the development and operation of military managed care initiatives provide challenges to private sector participants. A panel of contractor representatives and health care consultants will discuss their experiences. **LEADER:** LARRY SOBEL, *Deputy Director, Coordinator Care Operations, US Department of Defense* **SPEAKERS:** RUSSELL BELIVEAU, *Vice President, CRI Program Management, Foundation Health Federal Services, Inc.*, MARGARET DIENER, *Vice President of Government Programs and Administration, HealthCare COMPARE*, CHARLES ROBBINS, *President/CEO, PHP Healthcare Corporation*, DAVID KENNEL, *Vice President, Lewin/ICF, A Health and Sciences International Company*

MCM-3 3:00 - 4:15pm
Opportunities for Managed Care Joint Ventures Between the Military and Private Sectors

DoD's "Coordinated Care Program" is a major step in the process of providing health care to the military's 9 million beneficiaries. This session addresses new opportunities for military and private sector providers to collaborate in this endeavor. **LEADER:** CDR JIM KIRSH, *Head, Coordinated Care Branch, Bureau of Medicine and Surgery, Department of the Navy* **SPEAKERS:** COL HENRY BEUMLER, *Chief, Coordinated Care Division, US Army Health Services Command*, LCDR KEN HUTTON, *Coordinated Care Analyst, Bureau of Medicine and Surgery, Department of the Navy*, LT COL JEROME LUBY, *Managed Care Program Coordinator, Office of the Surgeon General, Department of the Air Force*

TRACK 10:
The MIS
Summit
MIS-1 10:30 - 11:45am
Hospitals Respond to Managed Care: Data and Systems Demand

Hospitals and physician/hospital groups are increasingly involved in managed care...both as providers and as network managers. The information and systems required to control and report on costs and quality, and to administer complex financial arrangement, such as risk pools and capitation, are creating demands on traditional hospital information systems for capabilities usually found in managed care systems. This session will present the key issues involved in this "blurring" of systems requirements between hospital and managed care systems, and suggest directions HIS vendors will be taking in the future to address these changing business requirements. **MODERATOR:** JEREMY NOBEL, MD, *Harvard School of Public Health*, **SPEAKERS:** KEDRICK D. ADKINS, *Partner, Andersen Consulting*, TERRY JACOBS, *Manager, Marketing, Planning and Education, SMS*

MIS-2 1:30 - 2:45pm
Data Requirements and Tools for Physician Performance and Credentialing

Demand for better tools to measure, evaluate and profile physician patterns has increased dramatically, as managed care plans strive to improve the quality and cost-effectiveness of their networks. The first part of this session will be an overview of some of these emerging techniques. A case study of the national PPO, Private Healthcare Systems, internally developed, claims data-based physician practice monitoring system will follow. PHCS representatives will outline the types of data they use, and the design of their clinical criteria and monitoring process. PHCS's action strategies will be described, as well as the reactions they have received from network providers. **MODERATOR:** JAMES B. STOWE, *Principal, Charles J. Singer & Co.*, **SPEAKERS:** N. STEPHEN OBER, MD, MBA, *Vice President and Corporate Medical Director, Private Healthcare Systems, Ltd*, GREG LENHART, *Senior Scientist, Private Healthcare Systems, Ltd*, MAJORIE PORELL, *Senior Research Associate, Private Healthcare Systems, Ltd*, RUTH BALDWIN, *Senior Manager, Group Benefits, CNA Insurance*

MIS-3 3:00 - 4:15pm
Executive Information Systems and Decision Support Systems

Critical to successfully managing health care is the ability to gain access to management information when it is needed, and in the form required to support management action. This session will look at data analysis applications and supporting technology which have been designed to provide executives with the appropriate decision support information. Case examples will include how benefits managers at General Motors use a specialized data base query and reporting technology to support collective bargaining and to answer other types of specific inquiries. **MODERATOR:** DAVID AQUILINA, *Director of Business Development, OPIN Systems*, **SPEAKERS:** JACK DAVIDSON, MD, MBA, *Vice President of Medical Affairs, Blue Cross and Blue Shield of Missouri*, KEVIN BUTLER, *Director, Health Care Plans, General Motors Corporation*



Corvese



Palmieri



Peura



Heydt



Winkenwerder



Luby



Nicholson



Diener



Kirsh



Hutton



Nobel



Adkins



Stowe



Ober



Lenhart



Porrell

TRACK 1:
Corporate Employer
Executives
CEE-4 10:30 - 11:45am
Corporate Strategic Health Planning
for the '90s

For many years Benefits Managers and Human Resource Managers have reacted to the rising cost of health care by employing many different cost containment methods. Concurrent Utilization Review, pre-certification of hospital inpatient stays, out-patient surgery, psych benefit carve-outs, HMOs, PPOs, EPOs, and many other methods have been employed by corporations at different times with varying degrees of success. Isn't it time to step back and look at your benefits program to see where you are going? This panel will look at what lies ahead for corporate America, assess where we are, and walk you through the strategic planning process. Panel members will demonstrate how they used the strategic planning process to reposition their benefits programs for higher employee satisfaction without sacrificing cost savings. **LEADER:** RICK CARLSON, Esq., *Primary Prevention Programs Inc* **SPEAKER:** ARTHUR G. DOBBELAERE, PhD, *Director, Institute of Industrial Relations and Human Resources, Loyola University*

CEE-5 1:30 - 2:45pm
How Employers Measure Quality

The assessment of quality services provided to employees is very difficult for any employer. Small and Mid-sized employers have a much greater task at hand because of the small sample size of their covered employee group and the expense associated with this data analysis. Many employers have turned to regional coalitions to provide quality assessment programs at reasonable costs. Several health care coalitions and employers will discuss the methods used to share data and to develop regional quality assurance groups using small area analysis.

CEE-6a 3:00 - 4:15pm
Bringing Managed Care to Worker's
Compensation

How do employers manage care in job related illness and injuries? Workers Compensation has long been an area that defies management through traditional methods. Some innovative employers have taken their managed care networks a step further by converting their traditional medical/surgical managed care plans into Workers Compensation Management Systems. Learn how employers have accessed the laws and regulations in their respective states, incentivized their employees to use these systems, and negotiated favorable relationships with existing providers to accept the terms of the Workers Compensation Management System.

CEE-6b 3:00 - 4:15pm
Proactive Employer Health Programs:
Wellness, Employee Participation, and
Risk Identification

Frustrated with less effective educational wellness programs such as smoking cessation and exercise classes, and unable to quantify the effects of these programs on employee benefit costs, employers are turning to more aggressive techniques. The proliferation of a more proactive approach, such as case managed prenatal programs, and cardiac wellness programs that screen, identify and treat high risk employees, and benefits plans that reward employees for healthier lifestyles are quickly replacing the corporate sponsored cooking class. This panel will share the rationale for taking this route, as well as some of the successes from implementing these programs. **SPEAKERS:** VIRGINIA PROESTAKES, *Manager, Managed Care Programs, SNET*, KATHY BARCLAY, *Manager of Health Services, Honeywell Inc.*, KERRY SCHAFFER, *Assistant Personnel Director, City of Bellevue*, JAMES ELLENBERGER, *Assistant Director, Department of Occupational Safety & Health, AFL-CIO*

TRACK 2:
Managed Care Organization
Executives
MCO-4 10:30 - 11:45am
Credentialing to Improve Quality and
Reduce Legal Risks

One of the most important quality assurance safeguards for HMOs, PPOs, and employers who use provider networks is making sure that clinicians meet high standards. Credentialing is a critical component of the process. This session will look at its implications for quality, risk, and costs and will also explore such issues as how to assess whether a physician will be able to work effectively within a managed care organization. Finally, the physician certification process may be expanded to include annual reviews and compensation incentives for high quality of care. **LEADER:** PETER KONGSTVEDT, MD, *Senior Vice President, Blue Cross-Blue Shield of National Capital Area*, **SPEAKERS:** MICHAEL STOCKER, MD, MPH, *Executive Vice President, US Healthcare*, CHARLES JACOBS, *President and Chief Executive Officer, InterQual*

MCO-5 1:30 - 2:45pm
Innovative Managed Care Partnerships
(Joint Session w/PPO-5)

Effective solutions to our health care dilemmas require the synthesis of divergent needs: reasonably comprehensive, affordable benefit configurations (purchasers/users), efficacious administration and reporting (insurers/administrators), and reliable outcomes with supply and demand balanced in a very imperfect market (providers/networks). Some are synthesizing these needs through a health care management strategy focused on physician/hospital/managed care administration partnerships. These partnerships overlay a vertically and horizontally integrated care system with strong managed care administrative capabilities enabling a system to offer multiple products (PPO, HMO, TPA, ancillary services) in an uncomplicated fashion. **LEADER:** ROBERT VOGEL, *Chief Executive Officer, PARTNERS Health Plan of Alabama*, **SPEAKERS:** GEORGE RICKUS, *Vice President of Human Resources, Florida Power Corporation*, DENNIS KASSELMAN, *Senior Vice President of Marketing, HealthNet*

MCO-6 3:00 - 4:15pm
Measuring Health Outcomes: The State
of the Art (Joint Session w/PPO-6)

Continuing scrutiny of managed care organizations has increased the desire for better outcomes data. There continues to be wide variation in defining "health outcomes," and the state of the art is still formative. This session will focus on two types of outcome measurement: "appropriateness" measures relating to how effectively the system works in determining what kind of care should be given and at what level; and outcomes relating to the patient's functional level, quality of life, and satisfaction after receiving care. **SPEAKER:** THOMAS HERRMANN, MD, *Principal Consultant, Perceptive Health Care Consulting*

TRACK 3:
AAPPO
Preferred Provider Organizations
PPO-4 10:30 - 11:45am
Insurer PPO's: Build, Buy or Rent?

Insurers or other purchasers who decide to offer a provider network must decide whether to develop the network themselves, subcontract with another entity to provide a "private label" brand, or establish a partnership with an independent entity. The speakers will talk about the conditions under which it makes sense to build a network and what prerequisites must be met by the purchaser. For purchasers who do not fit this picture, other options are explored, including partnerships with independent regional managed care delivery systems. **LEADER:** GENE GUSELLI, *President and Chief Executive Officer, Private Healthcare Systems*, **SPEAKERS:** NEIL WALDRON, *Vice President, Product Development, Mass Mutual Life Insurance Company*, MARK JASPER, *President, Benefit Panel Services, Inc.*

PPO-5 1:30 - 2:45pm
Innovative Managed Care Partnerships
(Joint Session w/MCO-5)

Effective solutions to our health care dilemmas require the synthesis of divergent needs: reasonably comprehensive, affordable benefit configurations (purchasers/users), efficacious administration and reporting (insurers/administrators), and reliable outcomes with supply and demand balanced in a very imperfect market (providers/networks). Some are synthesizing these needs through a health care management strategy focused on physician/hospital/managed care administration partnerships. These partnerships overlay a vertically and horizontally integrated care system with strong managed care administrative capabilities enabling a system to offer multiple products (PPO, HMO, TPA, ancillary services) in an uncomplicated fashion. **LEADER:** ROBERT VOGEL, *Chief Executive Officer, PARTNERS Health Plan of Alabama*, **SPEAKERS:** GEORGE RICKUS, *Vice President of Human Resources, Florida Power Corporation*, DENNIS KASSELMAN, *Senior Vice President of Marketing, HealthNet*

PPO-6 3:00 - 4:15pm
Measuring Health Outcomes: The State
of the Art (Joint Session w/MCO-6)

Continuing scrutiny of managed care organizations has increased the desire for better outcomes data. There continues to be wide variation in defining "health outcomes," and the state of the art is still formative. This session will focus on two types of outcome measurement: "appropriateness" measures relating to how effectively the system works in determining what kind of care should be given and at what level; and outcomes relating to the patient's functional level, quality of life, and satisfaction after receiving care. **SPEAKER:** THOMAS HERRMANN, MD, *Principal Consultant, Perceptive Health Care Consulting*

TRACK 4:
Public Policy
Forum
PUB-4 10:30 - 11:45am
Medicaid Managed Care Initiatives:
The State's Perspective

At a time when Medicaid expenditures are using up more and more of the states' budgeted dollars, states are making difficult decisions regarding limitations on eligibility, service options, reimbursement requirements and delivery of care options. States are reviewing how they can address access to quality care, assure appropriate utilization of services, and achieve cost efficiencies in their health care programs through "Coordinated" or "Managed" health care programs. The presentation will include Minnesota's experience since the early 1970's with HMO contracting; the state's incorporation of managed care components into its fee-for-service program through use of primary care case managers, a telephone "Nurseline", client education, prior authorization, etc.; development of innovative, non-traditional managed care contracts, and barriers and issues facing states as they expand their Medicaid managed care programs. **LEADER:** TRISH RILEY, *Executive Director, National Academy for State Health Policy* **SPEAKER:** PATRICIA MacTAGGART, *Assistant Director, Health Care Management, Minnesota Department of Human Services*

PUB-5 1:30 - 2:45pm
The Pro's and Con's of Medicaid
Privatization

Soaring Medicaid costs have encouraged the rise of new models for delivering care to public sector clients. Varied approaches include turning over management of Medicaid to private companies, competitive contracting models, and development of state-sponsored managed Medicaid networks. Session speakers will debate the pro's and con's of these options and will look at HealthPASS in Philadelphia, one of the largest Medicaid managed care programs in the country operated for a state government by a private contractor. **SPEAKERS:** DAVID B. SNOW, JR., *President, Managed Healthcare Systems, Inc.*, BARRY SCHEUR, *President, Scheur Management Group, Inc.*

PUB-6 3:00 - 4:15pm
State Managed Care Regulations
in the '90s

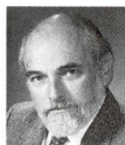
As employers and other payors find more creative ways to manage the cost of care and as providers seek new business opportunities, states have been hard pressed to keep up with the regulation of these programs. Chief among these are point-of-service programs, utilization review, selective contracting, etc. State governments are concerned that quality may be sacrificed in favor of cost controls, and state actions over the next several years are expected to focus on ways to deal with the managed care hybrid products that are being developed. **SPEAKER:** GREG SCANDLEN, *Publisher, Health Benefits Letter*

(Continued on page 11)


Snow



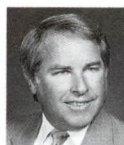
Stocker



Jacobs



Vogel



Rickus



Kasselmann



Herrmann



Waldron

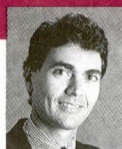
TRACK CHAIRS



TRACK 1
GERRY MARTENS
Manager, Benefits
Planning, Southern
New England Telephone



TRACK 2 Co-Chairs
BARRY SCHEUR
President, The Scheur
Management Group, Inc.



DAVID SNOW
President, Managed
Healthcare Systems



TRACK 3
BRANT KELCH
Chairman, American Association of
Preferred Provider Organizations
Co-Sponsored by AAPPO



TRACK 4 • Public Policy Forum Co-Chairs
NANCY C. TURNBULL
Deputy Commissioner
Massachusetts Division of
Insurance



STEPHEN MALE
Director, Bureau of
Health Financing & Program
Development, PA Department of Health



TRACK 5
MONICA OSS
Publisher and Editor, Open Minds:
The Behavioral Health Industry
Analyst



TRACK 6
ALLAN FINE
Vice President and National
Director, Managed Care Practice,
Witt Associates, Inc.



TRACK 7 Co-Chairs
DAVID L. COLE
President, Cole Associates



HENRY BLISSENBACH
PharmD, Vice President,
Diversified Pharmacy
Services, United Healthcare
Corporation



TRACK 8
DAVID NASH
MD, Director of Health Policy and
Clinical Outcomes, Thomas Jefferson
University Hospital



TRACK 9 Co-Chairs
**COMMANDER
THOMAS CARRATO**
Director of Coordinated
Care Operations,
U.S. Department of Defense
Health Affairs



LT. COL. JEROME LUBY
Managed Care Program
Coordinator, Office of the
Surgeon General,
Department of the Air Force



TRACK 10 MIS Summit
CHARLES SINGER
President,
Charles J. Singer & Co.



JAMES STOWE
Principal,
Charles J. Singer & Co.

EXHIBIT HOURS

Monday

7:00-8:30 a.m. Breakfast
11:00-2:00 p.m.
4:00-6:00 p.m. Reception

Tuesday

7:00-8:30 a.m. Breakfast
11:00-4:00 p.m.

NMHCC TUESDAY NIGHT BANQUET

Tuesday, March 31st 6:30-8:30 p.m.
Featuring **The Capital Steps**
see page 14 for details, pre-registration required

Advanced Registration Savings Ends March 18

Avoid Lines! Pre-register by February 29 . . .
Your credentials will be mailed to you.

1992 NATIONAL MANAGED

**SUNDAY
MARCH 29, 1992**

2:00 - 6:15

TRACK 8

2:00 - 3:15

3:30 - 4:45

5:00 - 6:15

Physicians and Managed Care

PMC-1

PMC-2

PMC-3

Outcomes Management: The Next Generation
Obstacles to Linking Physician Financial Incentives
Performance Evaluation of Physicians

TRACK 10 The MIS SUMMIT

Monday, March 30th

10:30 - 11:45 am

MIS-1

Hospitals Respond to Managed Care: Data and Systems Demand

Tuesday, March 31st

10:30 - 11:45am

MIS-4

Electronic Data Interchange (EDI) . . . A Transforming Technology for the

Wednesday, April 1st

10:00 - 11:15am

MIS-7

Out-Sourcing Systems & Operations

MONDAY MARCH 30, 1992

TRACK 1 Corporate Employer Executives

TRACK 2 Managed Care Organization Executives

TRACK 3 Preferred Provider Organizations

Sponsored by **AAPPO**

TRACK 4 Public Policy Forum

TRACK 5 Behavioral Health Care

TRACK 6 Hospitals and Managed Care

TRACK 7 Pharmaceutical Program Management

TRACK 8 Physicians and Managed Care

TRACK 9 Managed Care and the Military

7:00 - 8:30 BREAKFAST IN EXHIBIT HALL

8:45 - 10:15 KEYNOTE

MORNING BREAKOUT 10:30 - 11:45

CEE-1 Managed Care Options for the Mid-Sized

MCO-1 Managed Care Plans: Strategic Directions

PPO-1 Managed Care Plans: Strategic Directions
(Joint Session w/MCO-1)

PUB-1 National Health Care Reform: Panel Discussion

BHC-1 The Pendulum Swings: Program Evaluation

HMC-1 Risk-Sharing Arrangements Among Providers
Managed Care Organizations

PPM-1 The "Spillover" Question

PMC-4 Refined DRGs for Monitoring Quality

MCM-1 A Review of the Major Military Managed Care

BusinessWeek Employer Summit Commences at 10:30 am

Employer Summit

TUESDAY MARCH 31, 1992

TRACK 1 Corporate Employer Executives

TRACK 2 Managed Care Organization Executives

TRACK 3 Preferred Provider Organizations

Sponsored by **AAPPO**

TRACK 4 Public Policy Forum

TRACK 5 Behavioral Health Care

TRACK 6 Hospitals and Managed Care

TRACK 7 Pharmaceutical Program Management

TRACK 9 Managed Care and the Military

7:00 - 8:30 BREAKFAST IN EXHIBIT HALL

8:45 - 10:15 KEYNOTE

MORNING BREAKOUT 10:30 - 11:45

CEE-4 Corporate Strategic Health Planning for the

MCO-4 Credentialing to Improve Quality and Reimbursement

PPO-4 Insurer PPO's: Build, Buy, or Rent?

PUB-4 Medicaid Managed Care Initiatives: The State of the

BHC-4 Ensuring Quality Within Managed Care: A National

HMC-4 The Hospital and Physician Partnership

PPM-4 Building Relationships with Physicians & Patients

MCM-4 CHAMPUS Update: Mental Health Initiatives

BusinessWeek Employer Summit Adjourns at 1:30 pm

Subject to change.

HEALTH CARE CONGRESS AND MIS SUMMIT

and Quality of Care	2:00 - 5:30	Executive Seminars	6:30	Business & Health Survey Presentation: Physicians & Health Care Forum	7:00	Evening Keynote GAIL R. WILENSKY, PhD. <i>Administrator, Health Care Financing Administration, U.S. Department of Health and Human Services</i>
---------------------	-------------	--------------------	------	---	------	---

990's?	1:30 - 2:45 pm	MIS-2	Data Requirements and Tools for Physician Performance and Credentialing	3:00 - 4:15pm	MIS-3	Executive Information Systems and Decision Support Systems
	2:45 - 4:00pm	MIS-5	Systems Requirements for Successful Point of Service Product Management	4:15 - 5:30pm	MIS-6	Customer Information Systems for Improved Client Service
	11:30am - 12:45pm	MIS-8	Imaging and Voice: New Technologies Case Studies			

SESSION AM		FIRST AFTERNOON SESSION 1:30 - 2:45 PM	SECOND AFTERNOON SESSION 3:00 - 4:15 PM	
Employer: What Works?	LUNCH AND EXHIBITS 11:00 - 2:00	CEE-2 Working with Your Unions to Implement Managed Care	CEE-3 Legal Issues for Mid-Sized Employers	RECEPTION IN EXHIBIT HALL 4:00 - 6:00
for the '90s (Joint Session w/PPO-1)		MCO-2 State Managed Care Regulations: Whose Ox is Being Gored?	MCO-3a Point of Service Products: Fad or Future? MCO-3b Managed Care and Worker's Compensation	
for the '90s		PPO-2 Financial Evaluation of PPO's	PPO-3 PPO Mergers and Acquisitions	
ssion		PUB-2 Major Medicaid Initiatives: Case Studies	PUB-3a Behavioral Health and Public Policy (Joint Session w/BHC-3) PUB-3b Medicare Contracts with the Private Sector: What Works?	
on and Performance Based Contracts		BHC-2 How to Bring in Patients by Being "Managed Care Ready"	BHC-3 Behavioral Health and Public Policy (Joint Session w/PUB-3a)	
lers, Employers, and		HMC-2 Negotiating Profitable Managed Care Contracts	HMC-3 Monitoring and Tracking Effectiveness of Managed Care Contracts	
		PPM-2 Evaluating the Cost of Therapeutic Outcomes for Determining Formulary Choices — Part I PPM-3 Evaluating Drug Use Patterns: Considerations for the Payor	PPM-2 Evaluating the Cost of Therapeutic Outcomes for Determining Formulary Choices — Part II	
		PMC-5 Physicians as Managers	PMC-6 Development of Physician Practice Profiles	
are Initiatives: The DOD Perspective		MCM-2 A Review of the Major Military Managed Care Initiatives: The Vendor's Perspective	MCM-3 Opportunities for Managed Care Joint Ventures Between the Military and Private Sectors	

mit Banquet Begins at 6:00 pm

SESSION AM		FIRST AFTERNOON SESSION 1:30 - 2:45 PM	SECOND AFTERNOON SESSION 3:00 - 4:15 PM	
ie '90s	LUNCH AND EXHIBITS 11:00 - 4:00	CEE-5 How Employers Measure Quality	CEE-6a Bringing Managed Care to Worker's Compensation CEE-6b Proactive Employer Health Programs: Wellness, Employee Participation, and Risk Identification	4:30 - 5:30 MIS SUMMIT KEYNOTE & AWARD PRESENTATION
uce Legal Risks		MCO-5 Innovative Managed Care Partnerships (Joint Session w/PPO-5)	MCO-6 Measuring Health Outcomes: The State of the Art (Joint Session w/PPO-6)	
		PPO-5 Innovative Managed Care Partnerships (Joint Session w/MCO-5)	PPO-6 Measuring Health Outcomes: The State of the Art (Joint Session w/MCO-6)	
ate's Perspective		PUB-5 The Pro's and Con's of Medicaid Privatization	PUB-6 State Managed Care Regulations in the '90s	
Clinical Practice Issues		BHC-5 What do Purchasers Want From Behavioral Health Providers?	BHC-6 Negotiating "Favorable" Managed Care Contracts	
		HMC-5 Innovative Provider Pricing Strategies	HMC-6 Selective Contracting for Specialty Services	
Managed Care Executives		PPM-5 Understanding the Value of the Pharmaceutical Benefit	PPM-6 Integrating and Managing the Pharmaceutical Component of Home Health Care Services into a Managed Care System	
es		MCM-5 CHAMPUS Update: Payment Reforms	MCM-6 Military Health Care Contracting	

1992 NATIONAL MANAGED HEALTH CARE CONGRESS

WEDNESDAY APRIL 1, 1992		MORNING BREAKOUT SESSION 10:00 – 11:15 AM	SECOND MORNING SESSION 11:30 AM – 12:45 PM
TRACK 1 Corporate Employer Executives	KEY NOTE 8:30 – 9:45	CEE-7 Relating EAP's to Managed Care	CEE-8 Strategies for Managing Rx Benefit Costs
TRACK 2 Managed Care Organization Executives		MCO-7 Three Approaches to Accreditation: Future Trends (Joint Session w/PP0-7)	MCO-8a Entrepreneurial Options in Managed Care MCO-8b Hospital-Based Managed Care Organizations: How to Make Them Cost Effective
TRACK 3 Preferred Provider Organizations <i>Sponsored by AAIPO</i>		PP0-7 Three Approaches to Accreditation: Future Trends (Joint Session w/MCO-7)	PP0-8 Liability Issues in Managed Care
TRACK 5 Behavioral Health Care		BHC-7a Making Managed Care Programs Work: Case Studies BHC-7b Integrating EAP's with Behavioral Health Managed Care	BHC-8a Managing Behavioral Health in Worker's Compensation BHC-8b Delivering Behavioral Health Through Capitated Medical Groups: Case Study
TRACK 6 Hospitals and Managed Care		HMC-7 Economic Credentialing	HMC-8 Legal Issues and New Organizational Structures for Providers
TRACK 7 Pharmaceutical Program Management		PPM-7 Quality Considerations in Managing the Drug Process	PPM-8 Matching the Resources of the Pharmaceutical Manufacturer and the Service Needs of Their Managed Care Customers

Subject to change.

EXHIBITING COMPANIES AT NMHCC'92 (As of January 10, 1992)

AAPI
AAPPO
Abbey Home Healthcare
Abel Health
ACS Publications
Advance Home Prescriptions
Advocare, Inc.
Aetna Health Plans
ALLA Compcare
American Biodyne
American Board of Examiners
American College of Healthcare Executives
American Drug Stores
American International Healthcare
American Podiatric Medical Assoc.
Anthem Health Systems, Inc.
Apollo Enterprises
Aprex
Argus Health Systems
Aspen Publishing
Baxter Healthcare-Physical Therapy Div.
Baxter Prescription Service Division
Baylor University Medical Ctr.
Benesis
Berlex Laboratories, Inc.
Block Managed Vision Care
Blue Cross Blue Shield
Boehringer Ingelheim
Bristol-Meyers Squibb
Business Insurance
Capitol Publications
Capp Care
CareLink
Caremark, Inc.
Charter Medical Corp.
Ciba-Geigy
Claim Service Resource Group
Clinical Pharmacy Advantage
CMG Health
CNR Health, Inc.
Compcare
Continental Medical Systems, Inc.
Coopers & Lybrand
Cost Care
Country Place
Crawford & Company
CSC Healthcare Systems
Curaflex Infusion Sys.
Daniels Pharmaceuticals
DataCard Corp.
Davis Vision
Delaware Valley Mental Health
Delta Dental Plans Assoc.
Devereaux Treatment Network

EDS
Employee Benefit News
Envoy Corp.
Erisco
Express Scripts, Inc.
Eye Care Plan of America
Fairbridge Residential Treatment Ctr.
First Databank
Fisons Pharmaceuticals
Four Winds Hospital
G.D. Searle
General Computer Corporation
Genesis Health Services
GeoAccess
GHAA
Glasrock Home Health Care
Glaxo, Inc.
Glenbeigh Hospitals
GMIS
Grace Care Health Systems, Inc.
Greenery Rehabilitation Group, Inc.
Group Practice News
GTE Health Systems, Inc.
H.M.S.S.
Health Communication Services, Inc.
Health Economics Corp.
Health Images
Health Information Technologies, Inc.
Health Infusion, Inc.
Health Ink
Health Management Corp.
Health Management Strategies Int'l Inc.
Health Management Technologies
Health Payment Review
Health Risk Management
Health Services Corp. of America
Health Systems Integration
HealthCare Compare/Affordable
Healthcare Informatics
Healthcare Knowledge Resources
HealthChex
Healthdyne Perinatal Services
Healthsouth Rehabilitation Corp.
Healthwise
Heritage Health Corp.
Heritage Hospital
Home Intensive Care, Inc.
Home-Bound Medical Care, Inc.
Homedco
Hope Health Publications
Humana
Iameter, Inc.
ICI Pharmaceuticals
IDX Corp.
Information Network Corp.
Int'l Foundation of Employee Benefit Plans
Integrated Health Services, Inc.
Interqual
Intracorp
Ivonyx
Jason Pharmaceuticals
JSA Healthcare Corp.
Kimberly Quality Care
Kmart Pharmacy
Lake Erie Institute of Rehabilitation
Learning Services
Lincare
Magnus Software
Managed Care Software
Managed Healthcare News
Marion Merrell Dow Inc.
Maschhoff, Barr & Assoc.
MCC Companies
McGraw-Hill Healthcare Mgmt. Group
Medco Containment Sys.
Medco Review, Inc.
MEDecision
Medi-Span
Medical Data Research
Medical Personnel Pool
Medicine Shoppe Int'l, Inc.
Mediplex Group
Mediquel Systems, Inc.
Menninger
Mentor Clinical Care
Merck, Sharp & Dohme
Meridell Achievement Center
Midwest Business Group on Health
Mylan Pharmaceuticals
NAECHA
Nat'l Institute for Electromedical Information
National Computer Systems

National Data Corp.
National Register of Health Service Providers in Psychology
Neurobehavioral Institute of Houston
NMC Homecare
Novopharm
Nursefinders
Oak Grove Treatment Center
Olsten Healthcare
Optimed Medical Systems
Optionet
Pace Group
Parkside Medical Service Corp.
PCS, Inc.
Pearle Managed Vision Care
Peer Review Analysis
Policy Management Systems
The Precertification Center
Prescription Health Services
Private Healthcare Systems
Provo Canyon School
Prudential
Q-A, Inc.
Reed & Carnrick
Rehab Hospital Service Corp.
Rehab Systems Company
Reilly Dike Doshier
Rhone-Poulenc Rorer
Rite Aid Corp.
Roche Professional Services
Schering Laboratories Managed Care
Scheur Management Group
Sero Laboratories, Inc.
SmithKline Beecham Pharmaceuticals
Sony Medical Systems
Staff Builders
Syntex
TAO, Inc.
TeamCare
Thrift Drug, Inc.
Tokos
Transitional Learning Community at Galveston
Travelers
United Healthcare Corp.
Upjohn Company
USA Healthnet, Inc.
Utilization Management Associates
Value Health
Vasquez Management
Vision Service Plan
Visiting Nurses Association of America
Wiley House
Wyeth-Ayerst Laboratories

Special Thanks to the following NMHCC Charter Council Members for Their Continued Support of Managed Care Educational Programming:

Block Managed Vision Care • Carelink • Erisco • Homedco • H.M.S.S. • Humana • Interqual
JSA Healthcare Corp. • Marion Merrell Dow Inc. • PCS, Inc. • Q-A, Inc.
SmithKline Beecham Pharmaceuticals • The Travelers • Utilization Management Associates

TUESDAY, MARCH 31, 1992**TRACK 5:
Behavioral
Health Care****BHC-4 10:30 – 11:45am
Ensuring Quality Within Managed Care:
Clinical Practice Issues**

This session will focus on quality improvement within behavioral health delivery systems which are servicing managed care organizations. The first wave of impact by managed care upon providers has forced cost constraints and a reevaluation of resource allocation to achieve financial viability. Providers understandably, have been concerned about such fundamental reordering and its potential adverse impact upon patient care. The presenters will discuss incorporating individualized treatment planning, flexible lengths of stay, and quality (outcome) improvement strategies into operations, as well as how these are integrated into program based treatment. Coordination between facilities, MCO's and associated professional staff will be addressed. **SPEAKERS:** ERIC ANDERSON, PhD, *Senior Vice President, College Health Enterprises*; DAVID MEE-LEE, MD, *President, ASAM and Associate Medical Director, Parkside Medical Services Corporation*

**BHC-5 1:30 – 2:45pm
What do Purchasers Want From
Behavioral Health Providers?**

A common assumption among providers is that purchasers are shopping for "price", and that the "secret numbers" are often unrealistically low. But price is only one of many aspects important to purchasers. This session looks at some of these other aspects, including quality of care, overall cost per episode of care and intangibles such as patient satisfaction, credibility, "value added", responsiveness and flexibility in handling managed care patients, and the ways these produce positive outcomes such as lower recidivism, etc. **SPEAKERS:** JOHN J. MAHONEY, *Consultant, Hewitt Associates*; S. ALAN SAVITZ, MD, *Head of Clinical Policies and Programs, Human Affairs International (HAI)*

**BHC-6 3:00 – 4:15pm
Negotiating "Favorable"
Managed Care Contracts**

What should behavioral health providers be looking for in contracting with managed care organizations? Conversely, what are managed care organizations really looking for in contracting with behavioral providers? This session will examine both points of view: On the provider side, the session will look at how community hospitals can effectively negotiate partnerships with HMOs that benefit all parties. From the managed care side, several issues will be explored: pricing components — what types of fee arrangements a managed care company likes to structure, per diem versus capitated arrangements, etc. Contractual issues will be explored, as well as program components needed to meet the needs of managed care enrollees. **SPEAKERS:** ANNE B. DRISSEL, *Vice President, Psychiatry and Behavioral Health Care, The Pavilion*; TINA BLASI, *Vice President, Network Operations, American PsychManagement, Inc.*

**TRACK 6:
Hospitals and
Managed Care****HMC-4 10:30 – 11:45am
The Hospital and Physician Partnership**

This session will focus on the current health care environment as it affects hospitals and physicians and contrast managed care product development with provider organizational models. Problems and pitfalls of various models will be discussed. **SPEAKER:** TERRY KANE, MD, *President and Chief Executive Officer, CentraState*

**HMC-5 1:30 – 2:45pm
Innovative Provider Pricing Strategies**

This session will show you what should be reviewed prior to the contract and what should be reviewed on a periodic basis during the life of the contract. It is important to share the risk when contracting and make sure there are outliers built into the reimbursement mechanism. However, it is more important to make sure the managed care company is reputable and will be around to pay their bills. This session will show you how to review the financial viability of the managed care company so you know how to negotiate to make sure the bills will be paid, and on a timely basis. **SPEAKER:** RICHARD J. ANNIS, *Senior Vice President, Memorial Health System*

**HMC-6 3:00 – 4:15pm
Selective Contracting For
Specialty Services**

This presentation will describe a coordinated approach to providing specialty services through selective contracts. The contracted package will include the full range of services — physician and hospital — needed to manage specific clinical disorders. Aspects to be covered will include the objectives of the contracting, risks, rewards, financial evaluations, operational requirements, implementation strategies and issues within a large Health System. **SPEAKERS:** KAY STEVSOFF, *Director of Prepayment, Henry Ford Health System*; JIM BRIDGES, MD, *Vice President of Managed Care, Henry Ford Health System*

**TRACK 7:
Pharmaceutical
Program Management**

Pharmacists participating in today's pharmaceutical sessions will receive 3 hours (0.3 CEUs) of continuing education credit for full attendance.

**PPM-4 10:30 – 11:45am
Building Relationships with Physicians &
Managed Care Executives**

Finally, a technique for pharmaceutical companies to gain the attention of managed care organizations. As effectively as traditional marketing, companies will offer a service of clear value to an HMO/PPO's own business. This workshop describes how service quality monitoring/training, performed in conjunction with the drug company, can help an HMO/PPO by reducing enrollee "defections", improve its reputation, and increase its bottom line, while providing unparalleled educational opportunities for detailers. **SPEAKER:** PRESTON RIBNICK, *President, Interqual Professional Resources, Inc.*

**PPM-5 1:30 – 2:45pm
Understanding the Value of the
Pharmaceutical Benefit**

Over the past several years, paying for pharmaceuticals as an employee benefit has been an increasingly popular option. Although standard in the HMO environment, other payors are adding this benefit. However, the associated costs of this benefit have been increasing faster than any other segment of the health care benefit. In order to deal with these increasing costs, there has been an evolution in the management of pharmacy benefits. In this session, speakers will discuss savings in exchange for the extended dollars to manage, regulatory agency scrutiny, and the political and member/employee hassles. **SPEAKER:** HENRY BLISSENBACH, Pharm D, *Vice President, Diversified Pharmacy Services, United HealthCare Corporation*

**PPM-6 3:00 – 4:15pm
Integrating and Managing the
Pharmaceutical Component of Home
Health Care Services into a Managed
Care System****TRACK 9:
Managed Care
and the Military****MCM-4 10:30 – 11:45am
CHAMPUS Update: Mental Health
Initiatives**

A panel will discuss CHAMPUS mental health benefits, utilization, and costs. A particular focus will be on legislative and DoD initiatives to improve the mental health program. **LEADER:** CDR JOHN BOYER, *Director, Coordinated Care Policy, US Department of Defense, Health Affairs*; **SPEAKERS:** COL. JOSEPH FAGAN, *Senior Medical Consultant (Mental Health), US Department of Defense, Health Affairs*; STEVE KNIGHT, *Senior Health Policy Analyst, US Department of Defense, Health Affairs*; DR. JOSEPH AVELLAR, *Vice President of Operations, Health Management Strategies International, Inc.*

**MCM-5 1:30 – 2:45pm
CHAMPUS Update: Payment Reforms**

A panel will present an update on the payment approaches the CHAMPUS program has implemented or planned for institutional and individual providers. A particular focus will be on recent changes to CHAMPUS physician payment methods. **LEADER:** STEVE LILLIE, *Senior Health Policy Analyst, US Department of Defense, Health Affairs*; **SPEAKERS:** STEPHEN ISSACSON, *Health Care Program Specialist, Office of the Civilian Health and Medical Program for the Uniformed Services*; DAVID KENNELL, *Vice President, Lewin/ICF, A Health and Sciences International Company*; LCDR ARTHUR MILLER, *Head, CHAMPUS Branch, US Navy Bureau of Medicine and Surgery*

**MCM-6 3:00 – 4:15pm
Military Health Care Contracting**

This session will address the importance of forging stable business relationships with the private sector as part of the military's plan to evolve toward managed care. A panel examines current MHSS contracting procedures at all levels and identifies actions implemented or planned to improve the process. **LEADER:** LTC REGINALD RAY, *Chief, Coordinated Care and Management Branch, Office of the Surgeon General, Department of the Army*; **SPEAKERS:** CDR DOMENIC BALDINI, *Senior Health Program Analyst, US Department of Defense, Health Affairs*; RONALD COULSTON, *Chief, Central Contracting Office, US Army Health Services Command*; LCDR ANTHONY GUIDO, *Head, Contracting Branch, US Navy Bureau of Medicine and Surgery*; MAJOR RALPH RICCARDI, *Chief, Contracting Policy and Operations, Office of the Surgeon General, Department of the Air Force*

(Continued on page 12)



Mee-Lee



Drissel



Annis



Ribnick



Blissenbach



Avelar



Knight



Issacson



Baldini



Coulston



Guido



Riccardi

TUESDAY, MARCH 31, 1992**TRACK 10:
The MIS
Summit****MIS-4 10:30 – 11:45am
Electronic Data Interchange (EDI) . . .
A Transforming Technology for the
1990's?**

This session will highlight major system trends and directions in the rapidly exploding arena of Electronic Data Interchange, including claims processing, eligibility and referral management, prior authorizations and related provider communications. There will also be a review of Medicare's new requirements for electronic claims and its implications for standards development and technology dissemination. Finally, a provider-oriented approach to EDI will be introduced, focusing on electronic communication of medical information. **LEADER:** CHARLES J. SINGER, *President, Charles J. Singer & Co.*, **SPEAKERS:** KENNETH J. O'DONNELL, *President and Chief Executive Officer, National Electronic Information Corporation*, DONALD S. CHENOWETH, *Senior Vice President and Chief Operating Officer, Integrated Medical Systems Inc.*

**MIS-5 2:45 – 4:00pm
Systems Requirements for Successful
Point of Service Product Management**

Ready access to the information required to efficiently plan, administer and manage "triple option" and Point of Service benefit plans is proving to be a major challenge for managed care plans, both large and small. This session will explore the process/data architecture underlying indemnity, HMO, and point-of-service product administration, and the implications on system design/selection. The objective is to allow senior managers, insurance product designers, operations managers, IS managers, and senior systems analysts to understand these issues so they may make the most cost-effective decisions about insurance product design and system design/selection. Case examples of an organization successfully implementing a POS product will be offered. **SPEAKERS:** VINCENT K. ROACH, *Executive Vice President, Technology Management, Inc.*, CHESTER E. BURRELL, *President, Health Networks of America, Inc.*

**MIS-6 4:15 – 5:30pm
Customer Information Systems for
Improved Client Service**

The first part of this session will feature an introduction to Prudential's Membership Services system, an automated subscriber information system to respond to member questions, complaints and other inquiries. An equally important category of managed care customers are benefit managers. In the second presentation, The Travelers LINK employer information system will be highlighted by a hands on benefits professional using the system which directly "links" employer customers into The Travelers information bases, ranging from claims and eligibility status to underwriting data, network provider information and even a reference library. **SPEAKERS:** RICHARD SCHATIN, *Group Systems, The Prudential Insurance Company*, WILLIAM ROHRER, *Director, Marketing Technology, The Travelers Companies*

WEDNESDAY, APRIL 1, 1992**TRACK 1:
Corporate Employer
Executives****CEE-7 10:00 – 11:15am
Relating EAP's to Managed Care**

This workshop will provide employers with practical information to help them through the behavioral health care maze. The multi-faceted relationship between employee assistance programs and behavioral health care will be explored. Companies will share their experience of how they have designed and implemented these programs involving both traditional managed care providers and HMO's. Similarities and differences about what is an employee assistance program and who is a managed health care provider will be discussed. Attention will be given to how to measure these programs both in terms of dollars and quality. **LEADER:** MARY BERNSTEIN, *Manager, EAP, GTE*, **SPEAKERS:** SUSAN HINKLE, *Vice President, Corporate Health Plans, First Interstate Bank*, JAMES OHER, *Health Care Manager, Benefit Plans, Texaco*, BRUCE DAVIDSON, *Corporate Manager EAP's, Digital Equipment Corporation*

**CEE-8 11:30am – 12:45pm
Strategies for Managed RX Benefit Costs**

Prescription drug costs are easily that fastest growing segment of health care costs facing benefits managers today, outdistancing all other health care inflation rates by a greater than two to one margin. There is no end in sight, and this issue is not just facing employers. The hospital community is also faced with this dilemma, as are many other consumer groups. This panel will discuss their approach to this dilemma, and report actual data on reductions from their respective approaches to pharmaceutical cost control.

**TRACK 2:
Managed Care Organization
Executives****MCO-7 10:00 – 11:15am
Three Approaches to Accreditation:
Future Trends (Joint Session w/PPO-7)**

Representatives from three accrediting bodies—NCQA, AAPI, and URAC—discuss alternative approaches to accreditation. Topics to be addressed include: Where is the pressure for accreditation coming from? To whom should accreditation organizations be accountable? How can the accreditation of health delivery and utilization review programs be better coordinated among PPOs, HMOs, and insurance companies? Finally, the speakers will discuss future trends, particularly in regard to the new managed care products being developed. **LEADER:** MARGARET O'KANE, *Executive Director, National Committee for Quality Assurance*, **SPEAKERS:** WILLIAM AMOS, MD, *Head of Accreditation, AAPI and Principal, MedStrategies of Georgia*, ROBERT BECKER, MD, *Chairman, Utilization Review Accreditation Commission*

**MCO-8a 11:30am – 12:45pm
Entrepreneurial Options in Managed Care**

The driving need to control health costs and the desire of managed care organizations to survive in a competitive environment have led HMOs and PPOs to explore related lines of business that build on managed care expertise and physician networks. In a move toward "one-stop shopping" for employers with diverse administrative needs, managed care organizations are developing a variety of related products, including TPA arrangements, worker's compensation programs, utilization review programs, behavioral health components, and pharmacy management. Learn about some current examples.

**MCO-8b 11:30am – 12:45pm
Hospital-Based Managed Care Organizations:
How to Make Them Cost Effective**

Hospital-sponsored HMOs and PPOs have traditionally been hampered by long start-up periods and questionable financial viability. This case study looks at a group of hospitals in Connecticut that formed a statewide PPO network that became financially self-sufficient during the first year and a half. The session will focus on what worked and why, including a phased implementation program, streamlined start-up staffing levels, and development of necessary managed care information and UR systems up front. **SPEAKERS:** RICHARD ROSTOWSKY, *Principal, HealthChoice of Connecticut*, RALPH POLLOCK, *Director for Health Policy, Center for Health Ethics and Policy, University of Colorado*

**TRACK 3:
AAPO
Preferred Provider Organizations****PPO-7 10:00 – 11:15am
Three Approaches to Accreditation:
Future Trends (Joint Session w/MCO-7)**

Representatives from three accrediting bodies—NCQA, AAPI, and URAC—discuss alternative approaches to accreditation. Topics to be addressed include: Where is the pressure for accreditation coming from? To whom should accreditation organizations be accountable? How can the accreditation of health delivery and utilization review programs be better coordinated among PPOs, HMOs, and insurance companies? Finally, the speakers will discuss future trends particularly in regard to the new managed care products being developed. **LEADER:** MARGARET O'KANE, *Executive Director, National Committee for Quality Assurance*, **SPEAKERS:** WILLIAM AMOS, MD, *Head of Accreditation, AAPI and Principal, MedStrategies of Georgia*, ROBERT BECKER, MD, *Chairman, Utilization Review Accreditation Commission*

**PPO-8 11:30 am – 12:45pm
Liability Issues in Managed Care**

Legal and liability issues within the managed care field will be the focus of this session. Legal questions for insurers, employers, managed care entities and providers will be answered and explained. This session will closely examine the liability for selection of a managed care entity and participating insurers and utilization management. **SPEAKERS:** DOUGLAS L. ELDEN, *President, Douglas Elden & Associates*, ELIZABETH GEE, *Partner, Womble, Carlyle, Sandridge & Rice*



Singer



O'Donnell



Chenoweth



Roach



Oher



O'Kane



Becker



Elden



Gee

**TRACK 5:
Behavioral
Health Care**
**BHC-7a 10:00 – 11:15am
Making Managed Care Programs Work:
Case Studies**

Is there life after managed care? These providers share their experiences in making managed care programs work for them as significant sources of business. Addressed are issues such as becoming more competitive in their respective marketplaces, making changes in organizational structure and delivery of service patterns, and finding ways to "customize" service to managed care clients. **SPEAKER:** LYNDIA BIDER, *Director, Managed Care Programs, Beech Hill Hospital*

**BHC-7b 10:00 – 11:15am
Integrating EAPs with Behavioral Health
Managed Care**

As the costs of behavioral health services continue to rise above the rates of other medical care, the need to integrate the services offered by EAPs with managed care programs becomes more urgent. EAPs are being developed at a rapid rate by employers and providers, but further work is needed to bring them into the delivery system for behavioral health benefits. Becoming partners with managed care systems offers a way to ensure the survival of EAPs while encouraging cost effective and high quality behavioral health care services. **SPEAKERS:** PATRICK HREACHMACK, *Executive Director, Managed Care Benefit Council*, JIM KENT, *President and Chief Executive Officer, Managed Care Consultants*

**BHC-8a 11:30am – 12:45pm
Managing Behavioral Health in Worker's
Compensation**

Stress-related worker's compensation claims represent a largely untapped area for managed health care. It is estimated that stress-related claims could be reduced by one-third, with shorter lengths of hospital stays, shorter employee absences for disability, and, perhaps more important, reduced lawsuits. Overall, it is easier to prevent a worker's comp stress-related claim than to address it after it happens, and the savings impact for claims which occur is only a small fraction of what could be saved by taking steps to resolve problems before they become claims. **SPEAKERS:** DOROTHY WINDHAM O' SHEA, *Vice President, Benesys*, EDITH JARDINE, *Vice President of Marketing, Occupational Health Services*

**BHC-8b 11:30am – 12:45pm
Delivering Behavioral Health Through
Capitated Medical Groups: Case Study**

This case study shows how capitated medical groups in California came together to create a solution for the HMOs in the area by providing behavioral health treatment that combines cost savings with high quality care. The model offered by the Mullikin Medical Center provides an alternative to behavioral health "carve-outs" and answers the triple challenge of high quality, access, and cost-conscious delivery. **MODERATOR:** VICTORIA MCKEMY, *Associate Executive Director, Unified Medical Group Association*, **SPEAKERS:** RICHARD FERREIRA, MD, JD, *External Medical Provider Manager, Mullikin Medical Center*, GREGORY HAFEN, PhD, *Director of Counseling, Mullikin Counseling Center*, LAWRENCE HARRISON, *Administrator, Huntington Medical Group*

**TRACK 6:
Hospitals and
Managed Care**
**HMC-7 10:00 – 11:15am
Economic Credentialing**

Hospitals are moving beyond the protectionism associated with credentialing. This means making a move to a system that maximizes the hospital return from its physicians by minimizing admission from unprofitable pay sources. This session will cover the effects of economic credentialing on medical staff relationships and discuss what steps need to be taken in the future to maximize profits.

**HMC-8 11:30am – 12:45pm
Legal Issues and New Organizational
Structures for Providers**

Many if not all hospitals and their medical staffs are examining methods for: increasing market share; improving productivity and efficiency; marketing the quality of their services; alignment of physician and hospital incentives. Specific initiatives undertaken by forward thinking hospitals and their physicians in order to accomplish these goals include the creation of an organized group of physicians formally linked to the hospital. The purposes of these "linkages" tend to include: joint managed care contracting; development of medical management and quality systems and protocols; development of "packaged" medical/hospital service programs in such areas as cardiology, mental health, ob/gyn, oncology and other areas; and development of direct contracting strategies. The presentation will provide a critical analysis of several ways to effectuate physician-hospital linkages including IPAs, PHOs, multi-specialty groups, group practices without walls, medical foundation and general and limited partnerships. This session will also focus on relevant legal issues related to the development and operation of these linkages. **SPEAKER:** JOHN MARREN, Esq., *Partner, Katten, Muchin and Zavis*, **PRESENTATION:** TQM, DR. SHEFF, *New England Memorial Hospital*

**TRACK 7:
Pharmaceutical
Program Management**


Pharmacists participating in today's pharmaceutical sessions will receive 2 hours (0.2 CEUs) of continuing education credit for full attendance.

**PPM-7 10:00 – 11:15am
Quality Considerations in Managing
the Drug Process**

This session will explore quality initiatives in the management of the prescription drug benefit and the impact that pharmacy programs have on the overall managed care system. The integration of concurrent and retrospective drug utilization review with a breadth of other managed care interventions to ensure the appropriateness of drug therapy will be addressed. Other pharmaceutical benefit quality management techniques such as the Durable Medical Equipment Program, coordination of benefits, physician education, patient compliance, proper use of information and the patient prescription profiles will also be discussed. Participants will also learn how to assess the quality standards of third party service organizations. **LEADER:** BURTON I. ORLAND, *Vice President of Pharmacy, The Fallon Clinic*, **SPEAKER:** ROBERT C. JOHNSON, *Chief Executive Officer and President, PCS, Inc.*

**PPM-8 11:30am – 12:45pm
Matching the Resources of the Pharma-
ceutical Manufacturer and the Service
Needs of Their Managed Care Customers**

The pharmaceutical industry has the ability to develop and provide customer service programs for their managed care providers as part of long-term business partnership. Understanding the needs of the marketplace allows the introduction of traditional areas such as pharmaceutical sales, marketing and other business skills. The managed care pharmacy provider requires management tools to integrate the value of the pharmaceutical benefit from both the internal health plan's perspective and externally to the health plan's corporate customer base. **SPEAKER:** DAVID COLE, R.Ph., *President, Cole Associates, Inc.*

**TRACK 10:
The MIS
Summit**
**MIS-7 10:00 – 11:15am
Out-Sourcing Systems and Operations**

As the demands on information systems and technology become more complex for today's managed care plans, the option to hand off some or all of the MIS operations to specialists is likely to gain acceptance. This session will begin by exploring the advantages and drawbacks to out-sourcing, or facilities management, arrangements. Case examples of organizations which have contracted with vendors for MIS systems and backroom operations will also be presented.

**MIS-8 11:30am – 12:45pm
Imaging and Voice:
New Technologies Case Studies**

Two of the "hottest" support technologies among insurance carriers and managed care plans are interactive voice response and imaging. The first half of this session will include a brief "tutorial" on the state of the art in interactive voice response technology. Next, a voice technology user will discuss the business problems addressed by the applications, as well as start up issues related to implementation. This session will conclude with a snap-shot of current imaging applications in managed care, including a second case example. **SPEAKER:** MICHAEL E. SMITH, *Vice President, TALX Corporation*



Bider



Hreachmack



O'Shea



Ferreira



Hafen



Harrison



Marren



Cole

BusinessWeek

PRESENTS:

THE SECOND ANNUAL 1992 NATIONAL EMPLOYER SUMMIT

Strategic Benefits Planning: Deciding the Role of Corporate America in Health Care

This exclusive day and a half series of intensive educational sessions designed specifically for senior human resource, benefits and finance officers of firms which employ more than 5,000 is being held once again as a separate component of NMHCC. In this way, when Summit sessions conclude, delegates will be able to take advantage of the many additional opportunities to learn about the health and managed care industries from perspectives different from their own, such as those of the provider and payor. One highlight of the Summit will be a special Dinner Reception at the close of day one, Monday at 6pm. The Summit will commence at 10:30 am on Monday March 30, 1992, and end at 1:30pm Tuesday, March 31, 1992.

The Summit will emphasize issues such as:

- **Corporate Strategic Health Planning For The 90's**
- **The Successful Integration of EAP and Managed Care For Behavioral Health Problems**
- **Self-Insured Point-Of-Service in the 90's: Challenges and Opportunities**
- **Current Legal Issues in Managed Care: Cost Containment and Utilization Review**
- **Strategies To Meet The Challenge Of Prescription Drug Management**
- **Evaluating The Quality and Performance of Managed Care Programs**
- **Health System Reform: Getting it Right**
- **Illness vs. Wellness: Strategies For Cost Effective Formulary Choices**
- **The Impact of Direct Contracting: Negotiating Effectively With Providers**
- **Managing Health Care Benefits and Elder Care Services: Corporate Responsibility For An Aging Population**
- **Proactive Approaches To Developing Partnerships With Labor Unions**
- **The Growing Complexities of Workers' Compensation**
- **Effectively Communicating Managed Care**

The Employer Summit is partially funded by grants from Blue Cross and Blue Shield Association, Baxter Prescription Services, Marion Merrell Dow Inc., and SmithKline Beecham Pharmaceuticals

EMPLOYER SUMMIT ADVISORY BOARD MEMBERSHIP

KATHLEEN ANGEL, *Health & Welfare Benefits Planning Manager, Digital Equipment Corporation*
JOHN M. BURNS, MD, FACP, *Vice President Health Management, Honeywell, Inc.*
DONNA L. GERBER, *Director, Marketing, Baxter Prescription Services*
CLIFFORD GUY, MD, *Vice President, Medical Director, Winston-Salem Health Care Plan*
JOE JOHNSON, *Manager, Benefits Planning Operations, Bell South*
CLARK E. KERR, *Vice President, Government Relations, Bank of America*
SHARON A. LAMBLY, *Vice President, Human Resources, Hershey Foods Corporation*
DEL NAGY, *Director, National Account Marketing, Blue Cross Blue Shield Association*
DAVID B. ROBINSON, *Manager, Business Development, Managed Health Care Systems, Marion Merrell Dow Inc.*
CHARLENE ROTHKOPF, *Director of Benefit Operations, Marriott Corporation*
ARCHIE SIMONS, Jr., *Program Manager, Health Care, General Electric*
RICHARD VAN THIEL, *Senior Manager New Business Development, SmithKline Beecham*

PARTIAL FACULTY

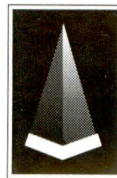
MARY BERNSTEIN MED, CEAP, *Manager of Employee Assistance Programs, GTE*
RICK CARLSON, Esq., *Primary Prevention Programs, Inc.*
ARTHUR G. DOBBELAERE, PhD, *Director, Institute of Human Resources and Industrial Relations, Loyola University*
W. GARY ERWIN, PharmD, *Senior Director, Education and Research, Philadelphia College of Pharmacy and Science*
PHILIP P. GERBINO, PharmD, *Vice President and Professor, Philadelphia College of Pharmacy and Science*
KATHLEEN H. GOEPPINGER, PhD, *Assistant Professor, Industrial Relations and Human Resources, Loyola University*
ELLEN L. GOLDSTEIN, *Director of Communications, Association of Private Pension and Welfare Plans*
ALICE G. GOSFIELD, Esq., *Alice Gosfield & Associates, P.C. and President-Elect, National Health Lawyers Association*
JAMES E. GUCKIAN, MD, *Executive Associate for Health Policy & Planning, Office of Health Affairs and Employee Health Plan Administrator, University of Texas System*
ALAN HILLMAN, MD, MBA, *Director, Center for Health Policy, Leonard Davis Institute of Health Economics, University of Pennsylvania*
ROBERT HUNTER, MD, *Medical Director, Special Health Services, Shell Oil Company*
CLARK E. KERR, *Vice President, Government Relations, Bank of America*
SHARON A. LAMBLY, *Vice President, Human Resources, Hershey Foods Corporation*
CLIFTON J. LATIOLAIS, ScD., *Professor Emeritus, The Ohio State University College of Pharmacy and President, CJI Pharmaceutical Consultants*
BRYAN LAWTON, PhD, *Vice President and Director, Employee Assistance Services, Wells Fargo*
ROBERT C. LEVIN, *Director, Institute on Aging, Work & Health, Washington Business Group on Health*
GERRY MARTENS, *Manager, Health and Welfare Planning, Southern New England Telephone*
CYNTHIA NEFF, *Manager, Work/Life Programs, IBM*
RICHARD S. NICHOLS, *Senior Benefits Consultant, Chemical Bank*
PATRICIA POWERS, *Executive Director, Bay Area Business Group on Health*
ARCHIE SIMONS, Jr., *Program Manager, Health Care, General Electric*
JACQUE J. SOKOLOV, MD, *Vice President and Medical Director, Southern California Edison*

THE SECOND ANNUAL NMHCC MIS SUMMIT

Improving the Impact and Success of Information Systems in Your Organization.

The NMHCC MIS SUMMIT recognizes and supports the importance of the MIS function within successful health care organizations. The objective of the MIS SUMMIT is to identify and recognize industry leaders, provide information about important MIS trends, and provide a forum for attendees to exchange ideas about the successful use of information technology, and to provide a yearly review of information system techniques and technologies. The educational sessions are being coordinated by Charles J. Singer & Co., a consulting and market research firm that focuses on the use of information technology in the managed care industry.

THE FIRST ANNUAL MIS SUMMIT AWARD FOR INFORMATION TECHNOLOGY EXCELLENCE.



NMHCC is pleased to announce the first annual MIS SUMMIT Award for Information Technology Excellence, the only award series of its kind in the industry. Open to all managed care organizations — HMOs, PPOs,

insurers, TPAs and provider groups — the awards will recognize industry leaders that have achieved excellence in their use of information technology. A review board of managed care executives will judge applications based on such factors as system effectiveness, cost savings, and innovation. For information on how to apply for award consideration please call Charles J. Singer & Co. at: (617) 246-7561.

THE NMHCC BANQUET



A revered annual tradition at NMHCC, the Banquet is certain to be a highlight of the week. The Banquet will be held on Tuesday night, March 31 at 6:30pm and will once again feature full course dining and (by popular demand) entertainment by **The Capitol Steps**, the nationally acclaimed political musical satire troupe. And most experts agree 1992 will be a banner year for political satire!

Advance registration required.

WEDNESDAY BREAKFAST SESSION FOR PHARMACISTS

April 1, 1992; 8:00am

Full Breakfast to be served.

Estimated Cost Savings to Managed Care Organizations Through the Use of Antacids as an Alternative to H2-Antagonists

Sponsored by Rhone-Poulenc Rorer

H2-Antagonists have been shown to demonstrate therapeutic efficacy and cost-effectiveness in the treatment of peptic ulcers, gastroesophageal reflux, and gastrointestinal hypersecretory conditions. Their success in the treatment of these disease states has encouraged widespread utilization in many gastrointestinal ailments. The resulting utilization pattern has led to substantial cost increases in many pharmacy inventory budgets. This retrospective review of 1485 HMO patients revealed that more than 65% of those patients on H2-Antagonists may have been more cost-effectively treated with antacid therapy for symptomatic relief.

This alternative use of antacid therapy could result in an annual savings of more than \$500,000 for the participating HMO with a membership of approximately 270,000 at the time of the study. This would reduce the medication cost for this patient population by about 60%.

SPEAKER: THOMAS W. O'CONNOR, Jr.,
*Associate Dean, Temple University School of
Pharmacy.*

**Pharmacists participating in this session will receive
1 hour 0.1 CEUs for full attendance.**

PHARMACY CONTINUING EDUCATION CREDITS: STATEMENT OF GOALS AND OBJECTIVES

GOAL: To help pharmacists and other health care executives operate more effectively in their clinical or administrative roles in their respective managed care environments.

OBJECTIVES: As a result of attending and participating in this program, the pharmacist will:

1. Explain the policy initiatives affecting pharmaceutical services under Medicare or Medicaid.
2. Identify findings from the published literature dealing with ways to control prescription drug costs.
3. Summarize the approaches utilized in defining or measuring quality of pharmaceutical services.
4. Evaluate the impact that pharmacy may have on a managed health care program.
5. Identify approaches to informing physicians and pharmacists that address their concerns regarding delivery of health care services.
6. Use the information presented to draw conclusions as to future quality of care issues in pharmacy practice.

Massachusetts College of Pharmacy and Allied Health Sciences is Approved by the American Council on Pharmaceutical Education as a provider of continuing pharmaceutical education. Pharmacists participating in all 8 sessions and the seminar will receive 11 hours (1.1 CEUs) of continuing education credit for full attendance. ACPE# 680-026-92-003



CONTINUING MEDICAL EDUCATION FOR PHYSICIANS: ACCREDITATION/CERTIFICATION STATEMENTS

*All accredited physician sessions take place on
Sunday, March 29 and Monday, March 30, 1992*

ACCREDITATION STATEMENT: Temple University School of Medicine is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to sponsor Continuing Education for Physicians. **CERTIFICATION STATEMENT:** Temple University School of Medicine will designate this CME activity for 6 credit hours in Category 1 of the Physician's Recognition Award of the AMA.

PHYSICIANS AND HEALTH CARE REFORM

Sunday, March 29, 1992; 6:30 pm

Immediately prior to the featured keynote by Gail Wilensky.

Business & Health will present for the first time the results of a major new study of physician's attitudes toward health care reform.

SPRING MEETING



The Annual Spring meeting of the American Association of Preferred Provider Organizations (AAPPO) will be held simultaneously with NMHCC. Highlights of the AAPPO partnership include the AAPPO General Meeting and AAPPO Sponsored Keynote. The AAPPO has also integrated their own educational sessions specific to issues for PPO executives (Track 3). Other specific AAPPO events are yet to be announced.

AAPPO Members are eligible for additional registration discounts of \$100. Look for your discount coupon in the mail or call (617) 487-6700 for more details.

MEET THE WASHINGTON BUSINESS GROUP ON HEALTH

The Washington Business Group on Health, an influential national employer coalition comprised of some of the country's largest employers, is hosting a special reception from 6:00-7:00pm on Monday, March 30, 1992. WBGH Board and staff members will be on hand to meet with current WBGH members and those interested in the organization.

The reception is by-invitation-only. If you are interested in attending please call the WBGH at (202) 408-9320.

AMERICAN MANAGED CARE PHARMACY ASSOCIATION RECEPTION

The American Managed Care Pharmacy Association, an influential trade association representing major companies providing home-delivered pharmacy service in the managed care environment, will host a reception for members and others interested in the Association from 6:00-7:00pm on Monday, March 30, 1992. **The reception is by-invitation-only.**

THE UPJOHN SERVICE SUITE

Please note that all NMHCC delegates are cordially invited to visit the special Upjohn Service Suite during NMHCC. Courtesy of the Upjohn Company, Kalamazoo, Michigan, the following complimentary services will be available:

Typing, photocopying, US/Canadian WATS lines for contacting your office, FAX message transfer, and light refreshments.

Hours: Monday, March 30 8:30am-4:30pm
Tuesday, March 31 8:30am-4:30pm
Wednesday, April 1 8:30am-12:00pm

SPECIAL NMHCC PARTNERSHIP

NMHCC would like to recognize and welcome the increased involvement of Business & Health Magazine which has recently joined NMHCC as a partner in an effort to expand and improve the programs we provide.

**BUSINESS
& HEALTH**

SPECIAL DISCOUNT AIRFARE AVAILABLE

American Airlines is the official carrier of NMHCC and will guarantee that you receive their lowest possible airfare to Washington DC. Simply call 1-800-433-1790 and ask for Star File S0532AL. Northwest Airlines is the official co-carrier. To receive special discounts from Northwest please call (800) 328-1111 and ask for Profile# 03446. For passengers from New York or Boston please call Northwest Travel at (800) 548-7628 and identify yourself as a National Managed Health Care Congress Attendee for special rates arranged through the Trump Shuttle.

Special Discount Limousine Service

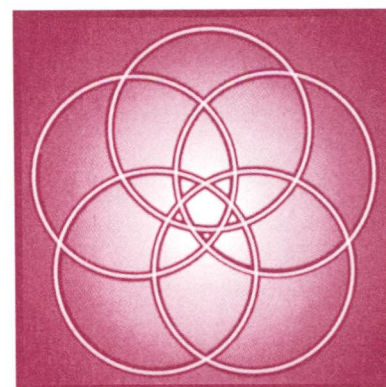
Capital City Limousine is the official ground carrier for NMHCC. For discounted rates please call 1-800-441-6676 and reference file: 92HCC.

By Car

While all of the events associated with NMHCC will take place in the Sheraton Washington or Omni Shoreham Hotels (directly across the street from the Sheraton), you may wish to do other business in Washington. In that event consider renting a car from Budget Rent-a-Car, the official car rental company for NMHCC. Call 800-772-3773 and reference #VNR4/NMHC for special discount rates.

Headquarters Hotel

The official headquarters hotel for NMHCC is the Sheraton Washington. Last year the NMHCC discounted room block filled quickly so please don't delay. Call (202) 328-2000 as soon as you have registered to reserve your room. For your convenience, we have also reserved discounted rooms at the Omni Shoreham Hotel, Washington's Landmark Hotel, across the street from the Sheraton. To reserve a room at the Omni Shoreham please call (202) 234-0700.



Advance Registration Form

Deadline for Advance Registration is March 18, 1992

Avoid Lines! Save Money! Your badge will be mailed to you if your preregistration is received by February 29.

1. Please print the following information.

NAME
First or Initial Last
TITLE
TELEPHONE
Area Code
ORGANIZATION
ADDRESS
CITY STATE ZIP CODE

- ☐ I plan to apply for pharmacy CE credits.
☐ I plan to attend the Wednesday Breakfast Seminar for pharmacists (no additional charge).
☐ Please send me AAPPO membership information.

2. Choose one of the following options: (circle correct price)

	Bonus Price Register by Feb. 29	Advance Price Register by March 18	On-Site Price
Four-Day Passport: Conference, Seminar, & Expo and Banquet: (Indicate Seminar choice below.)	\$845	\$945	\$1045
Four-Day Conference & Seminar (Indicate Seminar choice below.)	\$795	\$895	\$995
Three-Day Core Conference & Expo (Including Opening Night Keynote on 3/29; add \$65 for the NMHCC Banquet on 3/31.)	\$595	\$695	\$795
One-Day Conference & Expo (Circle day: 3/29 3/30 3/31 4/1)	\$300	\$375	\$395
Half-Day Executive Seminar only (Indicate Seminar choice below.)	\$250	\$275	\$325
Exhibits Only (Including Keynotes, Receptions)	\$50	\$75	\$95
Business Week Employer Summit (Open only to senior benefits and human resource officers of firms with at least 5000 employees who do not supply or provide health care.)	\$1095	\$1195	\$1395

Opening Night Banquet featuring The Capitol Steps

☐ Please check this box if you did not select Passport registration and would like to attend the NMHCC Banquet on March 31st, featuring **THE CAPITOL STEPS**. Reservations are \$65, and must be submitted with your conference registration.

2a. Half-Day Seminar Registration

If you selected a Four-Day Package or an Executive Seminar, indicate your choice of the 3/29 Half-Day Executive Seminars here: (Choose one only.)

- ☐ S1 The Basics of Managed Care
☐ S2 Marketing Managed Care to Employers
☐ S3 Workers Compensation and Managed Care: What are the Options?
☐ S4 The Military Health Services System (MHSS): Evolving Toward Managed Care
☐ S5 For Employers: Bringing Managed Care to Behavioral Health Benefits
☐ S6 For Providers: How to Negotiate and Implement Behavioral Health Managed Care Contracts
☐ S7 The Convergence of Biotech and Managed Care
☐ S8 Managed Care Pharmacy: Growth vs Survival
☐ S9 Strengthening the Management Component of Preferred Provider Organizations
☐ S10 MIS SUMMIT: Managing Information Systems to Identify High Value Health Care Services

3. Please specify, in the spaces provided, the session numbers of the five sessions you are most likely to attend during NMHCC'92. This will help us coordinate room dimensions accordingly.

4. Please check all that apply.

- 1. YOUR POSITION**
☐ a. President/CEO/COO
☐ b. Partner/Owner
☐ c. Vice President/CFO
☐ d. Director/Manager
☐ e. Consultant
☐ f. Specialist/Coordinator
☐ g. Publisher/Editor
☐ h. MD/DDS/etc.
☐ i. Attorney
☐ j. Professor/Teacher
☐ k. Medical Director
☐ l. Pharmacist/Pharmacy Director
☐ r. Education
☐ s. Publishing
☐ t. Consulting
☐ u. Benefits
☐ v. Insurance/Risk Mgmt.
☐ w. Information/Data Mgmt.
☐ x. Employee Assistance
☐ y. Quality Assurance/UR
☐ z. Finance
☐ aa. Medical/Dental Practitioner
☐ bb. Advertising/PR
☐ cc. Pharmacy Operation
3. YOUR ORGANIZATION
☐ dd. HMO
☐ ee. PPO
☐ ff. TPA
☐ gg. IPA/Group Practice
☐ hh. Hospital/Other Medical Facility
☐ ii. Insurance Company
☐ jj. Pharmaceutical Company
☐ kk. Medical Products Company
☐ ll. Corp. Over 5M Employees
☐ mm. Corp. Under 5M Employees
☐ nn. Government
☐ oo. Educational Institution
☐ pp. Medical/Dental Practice
☐ qq. Union/Labor Group
☐ rr. Benefits Consulting
☐ ss. EAP Firm
☐ tt. Health Care Consulting
☐ uu. UR Firm
☐ vv. Case Management Firm
☐ ww. Vision Plan
☐ xx. Dental Plan
☐ yy. Prescription Plan
☐ zz. Behavioral Health Plan
☐ ab. Behavioral Health Facility
☐ ac. Coalition/Association
☐ ad. Home Health Care Firm
☐ ae. Rehabilitation Firm
☐ af. Publication
☐ ag. Information Management Software/Hardware

5. Please enclose payment with your registration.

☐ Check/Money Order enclosed ☐ Credit Card (circle one) MC VISA AMEX
Total \$ _____ Credit Card # _____ Exp. Date: _____
Cardholder's Name: _____
Authorized Signature: _____
Your Amex card billing address: _____

Make checks for registration payable to NMHCC.

Complete and return this form to: NMHCC

1000 Winter St.,
Suite 4000
Waltham, MA 02154

FAX: 617-487-6709

or
Call 617-487-6700

Registrations received after February 29 will be held at the "will call" window at the Conference.
REGISTRATIONS ARE NON-REFUNDABLE

NMHCC
1000 Winter Street
Suite 4000
Waltham, MA 02154

Public Policy Forum

Fax Transmission

To: NMHCC Registration, **ATTN:** Public Policy

From:

Fax: (617) 487-6709

Company:

Phone: (617) 487-6700

Date:

of Pages Including This Page:

YES!

I would like to confirm my complimentary invitation to attend the Public Policy Forum of March 30-31, as part of the 1992 National Managed Health Care Congress. This invitation entitles me to attend the 2-day Public Policy Forum and includes **complimentary** NMHCC 3-Day Core Conference admission. Please see the enclosed brochure for details.

RSVP

Public Policy Forum

Sheraton Washington
Washington D.C.
March 30-31, 1992

Name Dr. D. Allan Bromley

Title Assistant to the President for
Science & Technology

Company _____

Address _____

City, State, Zip _____

Tel () _____

Fax () _____

Complimentary Seating is Limited. Priority Consideration will be Given to Responses Received by March 18, 1992 Only. To Confirm by Phone Please Call: (617) 487-6700.

National Managed Health Care Congress (NMHCC) • 1000 Winter Street, Suite 4000 • Waltham, Massachusetts, 02154

The
National
Managed
Health Care
Congress
NMHCC
Sheraton Washington • March 29-April 1, 1992

LP

Public Policy Forum Fax Transmission

To: NMHCC Registration, ATTN: Public Policy

Fax: (617) 487-6709

Phone: (617) 487-6700

From:

Company:

Date:

of Pages Including This Page:

YES!

I would like to confirm my complimentary invitation to attend the Public Policy Forum of March 30-31, as part of the 1992 National Managed Health Care Congress. This invitation entitles me to attend the 2-day Public Policy Forum and includes complimentary NMHCC 3-Day Core Conference admission. Please see the enclosed brochure for details.

RSVP

Public Policy Forum

Sheraton Washington
Washington D.C.
March 30-31, 1992

Name Dr. D. Allan Bromley

Title Assistant to the President for
Science & Technology

Company

Address

City, State, Zip

Tel ()

Fax ()

Complimentary Seating is Limited. Priority Consideration will be Given to Responses Received by March 18, 1992 Only. To Confirm by Phone Please Call: (617) 487-6700.

National Managed Health Care Congress (NMHCC) • 1000 Winter Street, Suite 4000 • Waltham, Massachusetts, 02154

The
National
Managed
Health Care
Congress
NMHCC
Sheraton Washington • March 29-April 1, 1992
LP

TRANSMISSION REPORT

THIS DOCUMENT (REDUCED SAMPLE ABOVE)
WAS SENT

**** COUNT ****

1

*** SEND ***

NO	REMOTE STATION I. D.	START TIME	DURATION	#PAGES	COMMENT
1	96174876709	3-20-92 12:11	0'39"	1	

TOTAL 0:00'39" 1

XEROX TELECOPIER 7021

"Document Control"

TYPE: ACTION DOCUMENT NUMBER: 9200799
ORIGINATOR: 02 STATUS I DIRECTORATE STATUS

FROM: MAHAN, Sheila A.: SUNY, UNIVERSITY AT ALBANY

TO: DR. D.A. BROMLEY

DATE OF
CORRESPONDENCE: 03/05/92

SUBJECT: SHE REQUESTS INFORMATION REGARDING DR. BROMLEY'S
TRAVEL PLANS IN CONNECTION WITH HIS TRIP TO THE
UNIVERSITY TO RECIEVE HIS HONORARY DEGREE.

DIRECTORATE STAFF
ASSIGNED: DIRECTOR'S OFFICE ASSIGNED:

ACTION STAFF
REQUIRED: AS NECESSARY ACTION:

SENDER'S DUE DATE:
OSTP DUE DATE: 03/24/92 STAFF DUE DATE
DATE COMPLETED: DATE COMPLETED/DEPT:

COPIES TO:

WHITE HOUSE TRACKING #: CONTACT PERSON:
REMARKS: PHONE: EXT:

OSTP RECEIVED: 03/12/92 DEPT RECEIVED:
FILE: P-INVITATION
CENTRAL FILES:



UNIVERSITY AT ALBANY
STATE UNIVERSITY OF NEW YORK

RECEIVED
92 MAR 12 AM 11:26

OSTP
MAIL ROOM

March 5, 1992

Dr. D. Allan Bromley
The Assistant to the President
for Science and Technology
The White House
Washington, D.C. 20500

Dear Dr. Bromley:

Congratulations on behalf of the members of the University at Albany Commencement Committee for your designation to receive an honorary degree at the University at Albany's Commencement Ceremony on Sunday, May 17, 1992.

I write to provide you with details of our plans for the Commencement weekend. The ceremony is scheduled for Sunday at 10 a.m. at the Knickerbocker Arena in downtown Albany and will last about two hours. Also being honored at Commencement are:

Carol Gilligan, Professor of Education and Director of the Center for the Study of Gender, Education and Human Development at Harvard University

Catherine R. Stimpson, University Professor and Dean of the Graduate School, Rutgers

Commencement is followed by a variety of receptions for students and their guests and a small luncheon for our honored guests. We hope your schedule will permit you to stay with us until the afternoon. We hope too that you will be able to join us for the Commencement Dinner on Saturday evening May 16.

We have made reservations for you at the Albany Hilton and will be pleased to make travel arrangements for you as well as soon as you indicate your travel days. If it is more convenient for you to make your own travel plans, please feel free to do so. We will, of course, reimburse you. I would ask that you notify us as soon as you know those plans. If you will be joined for the weekend by family members or friends, we will be pleased to include them in all activities as well.

Finally, academic regalia will be provided for you (we need height and hat size). If you have regalia that you prefer to wear, you may, of course, do so.

Please do not hesitate to contact me (or, in my absence, Ms. Madelyn Cicero at 518/442-5406) if you have any questions. I look forward to the opportunity to meet you in May.

Sincerely,

A handwritten signature in blue ink, reading "Sheila A. Mahan". The signature is fluid and cursive, with a long horizontal flourish extending to the right.

Sheila A. Mahan
Senior Assistant to the President

"INVITATION FOR DR. BROMLEY"

TYPE: INVITATION

DOCUMENT NUMBER: 9200732

ORIGINATOR: 02

SPEECH: YES NO

FROM: KENNEDY-KEEL, Franmarie: NATIONAL INSTITUTE FOR LITERACY

DATE OF EVENT: 03/20/92 THRU: TENTATIVE DATES:

LOCATION OF EVENT: 800 CONNECTICUT AVENUE, SUITE 200

TIME OF EVENT: 3:00 P.M.-5:00 P.M.

SUBJECT: AN INVITATION TO ATTEND THE OPENING OF THE INSTITUTE'S NEW HEADQUARTERS.

RSVP: 03/13/92

CONTACT PERSON:

CONTACT NUMBER:

INVITATION ACCEPTED?

☒ YES ☐ NO

COPIES TO: INTERNATIONAL/POL

REMARKS: 3/16/92 - accepted.

mn

DATE OF LETTER: 03/05/92

DATE RECEIVED: 03/09/92

FILE: P-INVITATION





0132 INV
RECEIVED

NATIONAL INSTITUTE FOR LITERACY

92 MAR 9 AID: 01

March 5, 1992

OSTP
MAIL ROOM

Honorable D. Allan Bromley
The White House
Washington DC 20500

Dear Dr. Bromley:

On behalf of the National Institute for Literacy, I would like to invite you to the official opening of the Institute's new headquarters.

The opening of the Institute will take place Friday, March 20, 1992, from 3:00 to 5:00 pm, at 800 Connecticut Avenue, N.W., Suite 200. Guests will include government officials, members of the Institute's Interagency Group and literacy activists, as well as representatives of the legislative branch who were instrumental in the passage of the National Literacy Act which was signed by the President on July 25, 1991.

We would be honored if you would join us for a portion of the time. If you have any questions, please feel free to give me a call. I look forward to a favorable response and to seeing you at our opening.

Sincerely yours,

Franmarie Kennedy-Keel
Interim Director

"INVITATION FOR DR. BROMLEY"

TYPE: INVITATION

DOCUMENT NUMBER: 9200768

ORIGINATOR: 02

SPEECH: YES NO

FROM: MERIDIAN HOUSE INTERNATIONAL

DATE OF EVENT: 03/12/92 THRU:
TENTATIVE DATES:

LOCATION OF EVENT: MERIDIAN HOUSE

TIME OF EVENT: 6:00 P.M.-8:00 P.M.

SUBJECT: AN INVITATION TO ATTEND A RECEPTION HONORING THE
MINISTERS OF EDUCATION FROM THE COMMONWEALTH OF
INDEPENDENT STATES.

RSVP: 03/11/92

CONTACT PERSON:

CONTACT NUMBER: 202-939-5522

INVITATION ACCEPTED? YES NO

GT
This is for
tomorrow
Pb. RSVP No

COPIES TO: INTERNATIONAL/POL

declined 3/11
foyle

REMARKS:



DATE OF LETTER: 03/05/92

DATE RECEIVED: 03/10/92

FILE: P-INVITATION

Meridian House International

and

Apple Computer, Inc.

invite you to a reception

in honor of

The Ministers of Education of

Armenia
Azerbaijan
Belarus
Estonia
Georgia
Kazakhstan
Kirgizstan
Latvia
Lithuania
Moldova
Tadjikistan
Russia
Turkmenistan
Ukraine
Uzbekistan

on the occasion of their visit to the United States

Thursday, March 12, 1992
6:00 until 8:00 p.m.

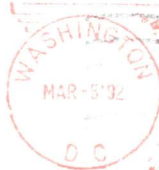
Meridian House International
1630 Crescent Place, NW
Washington, DC

R.s.v.p.
(202) 939-5522/78

RECEIVED

CE MAR 10 A10:06

OST
MAIL ROOM



Mr. Allan Bromley
Assistant to the President for
Science & Technology
The White House
Washington, DC

"INVITATION FOR DR. BROMLEY"

TYPE: INVITATION

DOCUMENT NUMBER: 9200724

ORIGINATOR: 02

SPEECH: YES NO

FROM: SWANN, Wayne E.: UNIVERSITY OF MARYLAND

DATE OF EVENT: 04/23/92 THRU:
TENTATIVE DATES:

LOCATION OF EVENT: UNIVERSITY OF MARYLAND

TIME OF EVENT: 4:00 P.M.-5:30 P.M.

SUBJECT: AN INVITATION TO ATTEND THE ANNUAL "INVENTORS AND
INVENTIONS RECEPTION OF 1991".

RSVP: 03/20/92

CONTACT PERSON:

CONTACT NUMBER:

INVITATION ACCEPTED? YES NO

COPIES TO: PHYSICAL SCIENCES
INDUSTRIAL

REMARKS: 3/20/91 Regretted to Janet.
mn



DATE OF LETTER: 03/02/92

DATE RECEIVED: 03/06/92

FILE: P-INVITATION



RECEIVED

02 MAR 6 PM 12:17

UNIVERSITY OF MARYLAND AT COLLEGE PARK

OFFICE OF TECHNOLOGY LIAISON ♦ GRADUATE STUDIES AND RESEARCH

March 2, 1992

MAIL ROOM

Mr. D. Allan Bromley
Science Advisor to the President
Room 360
Old Executive Office Building
Washington, D.C. 20506

Dear Sir:

The Office of Technology Liaison (OTL) at the University of Maryland at College Park plays an important role in Maryland's economic development. OTL has generated over \$1.3 million in technology transfer income since its inception in December 1986. By transferring technologies developed at the University to the public, OTL has improved the quality of life for Maryland citizens and people around the world (see attached).

Researchers at the University of Maryland work hard to develop new technologies, and OTL honors these inventors at an annual reception. All inventors vote on which invention, in their opinion, has contributed the most to our society. The outstanding invention is then announced at the reception, and the inventor responsible for its development receives a cash award of \$1,000.

Because of the vital role these researchers play in improving Maryland's economic growth, it is important to show support and enthusiasm for the hard work they in which they engage. OTL is, therefore, requesting your presence at the annual "Inventors and Inventions Reception of 1991", to show support for all the researchers at the University. The honor of your attendance will demonstrate to the inventors the appreciation the public has for their contributions to our everyday lives.

The reception will be held at the Rossborough Inn (University Faculty Club) at the University of Maryland at College Park on April 23, 1992, from 4 to 5:30 pm. Hors d'oeuvres will be served and the winner of the "1991 Invention of the Year" will be announced about 5 pm.

I am sending this letter in advance to give you ample time to check your calendar and make plans to attend this important event.

Sincerely,

A handwritten signature in dark ink that reads "Wayne E. Swann".

Wayne E. Swann
Director

WES:jad
encl.

UNIVERSITY OF MARYLAND TECHNOLOGY TRANSFER

BENEFITING MARYLAND BUSINESS, INDUSTRY AND CITIZENS

-  Licensed a patented algorithm to Noise Cancellation Technologies, Inc., located in Linthicum, Maryland resulting in an improved new product on the market within one year of license.
-  Licensed a patented manufacturing process to Espro, Inc., of Columbia, Maryland, resulting in improved product quality and lower production costs for a gypsy moth natural pesticide product.
-  Successfully marketing and licensing a state of the art CD-ROM product under a novel cooperative technology transfer agreement between the United States Geological Survey and UMCP.
-  Spawned Adheron Corporation, a high technology Maryland company focused on University developed marine bioadhesives technology.
-  Licensed three poultry vaccine and diagnostic technologies to Intervet, resulting in a new vaccine and quality control tests within one year of license. The vaccine made an immediate and dramatic impact on improving health of poultry, resulting in improved product for the consumer and savings for the Maryland poultry industry.
-  Licensed Salmonella isolation and detection system, a joint UM/USDA invention to Environmental Systems Service, Limited, a company located in College Park, Maryland, resulting in a new product and testing service within six months of license.
-  Licensing a new Computer Intensive Algebra program to educational institutions in Maryland and throughout the United States, helping to reinforce quality education in the classroom through high-technology.
-  Spawned Aquagene, jointly with Johns Hopkins and Auburn University, a high technology company in Maryland focused on transgenic fish and related aquaculture technology.
-  Licensing Questionnaire for User Interaction Satisfaction (QUIS) to Maryland, US and international companies that assesses company software products based on user satisfaction. QUIS is rapidly gaining international recognition as a standard for software evaluation.
-  Licensed an improved device that increases the use lifetime of UV curing lamps products to Fusion Systems, Inc. of Rockville, Maryland.

MARYLAND IMAGINATION

JANUARY 1992

A QUARTERLY TECHNOLOGY NEWSLETTER

NEW TECHNOLOGIES BENEFIT DEVELOPING COUNTRIES



PROFILE

MBI DEVELOPS MONOCLONAL ANTIBODY

Vibrio Cholera, one of many potentially fatal diarrheal diseases, has reached epidemic proportions throughout the world. Transmitted through contaminated food and water, Cholera runs rampant through poor coastal areas in developing regions such as Latin America, Iraq and Bangladesh. Although often treatable, diarrheal diseases are expected to kill over five million children under the age of five in Africa, Asia (excluding China) and Latin America this year alone.

Traditional testing procedures involve extensive cultivation and biochemical testing, taking days to complete. Possible Cholera samples are enriched in broth media and then streaked onto selective agar media. Bacterial colonies are then transferred to non-selective media and tested in biochemical and serological assays. Besides proving both costly and time-consuming, current methods lack sensitivity and consistent specificity.

Finally, a monoclonal antibody specific to Vibrio Cholera, called Colta™, was developed by two researchers from the Maryland Biotechnology Institute (MBI). Dr. Rita Colwell, from the Center of Marine Biotechnology, and former MBI researcher Dr. Mark Tamplin, currently at the University of Florida, invented a technology that will provide quicker and easier detection of the bacteria.

Produced from a cloned hybridoma cell line, the monoclonal antibody, when combined with diagnostic technology allows for specific, sensitive and consistent

detection of the bacterium. After being tested in fluorescent antibody and ELISA assays for cross-reaction with over 100 bacteria species, the antibody was determined to react only with the 01 serotype of Vibrio Cholera. Other immunological methods lack sensitivity and consistent specificity.

Researchers at the Medical Biotechnology Center of MBI and UMAB have also developed a DNA probe for enteroaggregative Escherichia coli (EAggEC), another diarrhea-causing bacteria. Developed by Dr. Bernadette Baudry and Dr. Myron Levine, the probe is 90 percent effective in detecting

EAggEC and 99 percent effective in the detection of E. coli strains that are linked to diarrheal diseases.

New Horizons Diagnostics, Inc. of Columbia Maryland signed an exclusive licensing and collaborative development agreement with the Maryland Biotechnology Institute in December of 1991 (*see story page 2*). The company is incorporating the monoclonal antibody specific to Vibrio Cholera into a diagnostic test kit and is evaluating its interest in the DNA probe technology.

(Continued on next page)

Message from the Director

I am departing from my normal message format to solicit input concerning this newsletter. Technology Liaison has found this newsletter to be helpful in delivering our message to both a university and business audience. Maryland Imagination has been published on a quarterly basis without interruption for the past 3 years. Its focus is to educate, inform and stimulate faculty and staff of the University and the business community in Maryland in the area of technology transfer. It is delivered to over 3,200 individuals in the state with about 1500 copies mailed to Maryland business and industry. In an attempt to constantly improve on our service and quality, I am requesting input from our readers on the overall content and format of the newsletter for the upcoming issues. Specifically, are our business readers finding the newsletter informative and helpful? Should we expand our Newsbriefs section? Describe in more detail some of the technologies being licensed? Are our university readers satisfied with the information being supplied? Should we consider publishing on a more frequent basis? Please direct comments to our Editor, Carolyn Myers.

Wayne Swann

MARYLAND IMAGINATION



JANUARY 1992

A QUARTERLY TECHNOLOGY NEWSLETTER

NEW TECHNOLOGIES BENEFIT DEVELOPING COUNTRIES



PROFILE

MBI DEVELOPS MONOCLONAL ANTIBODY

Vibrio Cholera, one of many potentially fatal diarrheal diseases, has reached epidemic proportions throughout the world. Transmitted through contaminated food and water, Cholera runs rampant through poor coastal areas in developing regions such as Latin America, Iraq and Bangladesh. Although often treatable, diarrheal diseases are expected to kill over five million children under the age of five in Africa, Asia (excluding China) and Latin America this year alone.

Traditional testing procedures involve extensive cultivation and biochemical testing, taking days to complete. Possible Cholera samples are enriched in broth media and then streaked onto selective agar media. Bacterial colonies are then transferred to non-selective media and tested in biochemical and serological assays. Besides proving both costly and time-consuming, current methods lack sensitivity and consistent specificity.

Finally, a monoclonal antibody specific to Vibrio Cholera, called Colta™, was developed by two researchers from the Maryland Biotechnology Institute (MBI). Dr. Rita Colwell, from the Center of Marine Biotechnology, and former MBI researcher Dr. Mark Tamplin, currently at the University of Florida, invented a technology that will provide quicker and easier detection of the bacteria.

Produced from a cloned hybridoma cell line, the monoclonal antibody, when combined with diagnostic technology allows for specific, sensitive and consistent

detection of the bacterium. After being tested in fluorescent antibody and ELISA assays for cross-reaction with over 100 bacteria species, the antibody was determined to react only with the 01 serotype of Vibrio Cholera. Other immunological methods lack sensitivity and consistent specificity.

Researchers at the Medical Biotechnology Center of MBI and UMAB have also developed a DNA probe for enteroaggregative Escherichia coli (EAggEC), another diarrhea-causing bacteria. Developed by Dr. Bernadette Baudry and Dr. Myron Levine, the probe is 90 percent effective in detecting

EAggEC and 99 percent effective in the detection of E. coli strains that are linked to diarrheal diseases.

New Horizons Diagnostics, Inc. of Columbia Maryland signed an exclusive licensing and collaborative development agreement with the Maryland Biotechnology Institute in December of 1991 (*see story page 2*). The company is incorporating the monoclonal antibody specific to Vibrio Cholera into a diagnostic test kit and is evaluating its interest in the DNA probe technology.

(Continued on next page)

Message from the Director

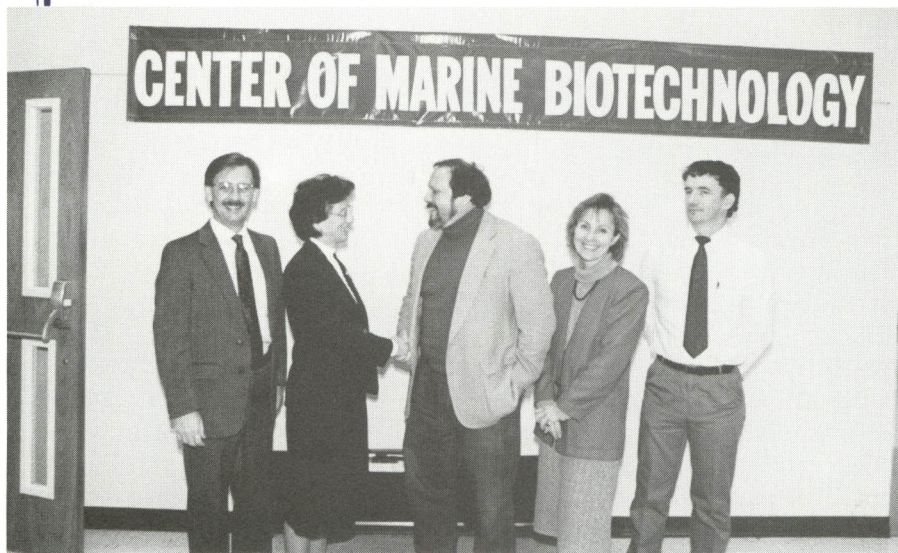
I am departing from my normal message format to solicit input concerning this newsletter. Technology Liaison has found this newsletter to be helpful in delivering our message to both a university and business audience. Maryland Imagination has been published on a quarterly basis without interruption for the past 3 years. Its focus is to educate, inform and stimulate faculty and staff of the University and the business community in Maryland in the area of technology transfer. It is delivered to over 3,200 individuals in the state with about 1500 copies mailed to Maryland business and industry. In an attempt to constantly improve on our service and quality, I am requesting input from our readers on the overall content and format of the newsletter for the upcoming issues. Specifically, are our business readers finding the newsletter informative and helpful? Should we expand our Newsbriefs section? Describe in more detail some of the technologies being licensed? Are our university readers satisfied with the information being supplied? Should we consider publishing on a more frequent basis? Please direct comments to our Editor, Carolyn Myers.

Wayne Swann

"This is the first of many agreements we hope to pursue with New Horizons Diagnostics, and one of many University technologies licensed to Maryland companies," said Technology Liaison Director Wayne Swann. "This is an example of leveraging University research with corporate product development expertise/technology contributing to the economic development of the state of Maryland."

Dr. Colwell, who has studied cholera bacteria for 20 years, attended the signing of the agreement at the Center of Marine Biotechnology in Baltimore.

"This is an extremely promising technology, and we couldn't be more pleased with the joint development effort now underway," Dr. Colwell said. "We hope this is the first of several technology developments we'll be working on with New Horizons. The potential human benefit is enormous."



Pictured left to right: Wayne Swann, Director of Technology Liaison; Dr. Rita Colwell, President of the Maryland Biotechnology Institute (MBI); Lawrence Loomis, President of New Horizons Diagnostics, Inc.; Dr. Audrey Theis, Assistant Secretary of the Division of Business Resources at the Maryland Department of Employment and Economic Development (DEED); and Dr. Fred Singleton, Acting Director of MBI's Center of Marine Biotechnology. Photograph provided by Mary Moynihan of the Maryland Biotechnology Institute.

NEW HORIZONS DIAGNOSTICS INC. LICENSES COLTA™ MONOCLONAL ANTIBODY FOR VIBRIO CHOLERA

New Horizons Diagnostic Corporation (NHD) signed an exclusive licensing agreement last December with the Maryland Biotechnology Institute to incorporate a new technology into a rapid detection test for Vibrio Cholera. Using a monoclonal antibody, Colta™, developed at MBI's Center of Marine Biotechnology (*see story page 1*), NHD developed a two minute agglutination test known as Choleragen™. NHD has scheduled clinical trials for the system the first quarter of 1992 and product sales beginning the second quarter. Eventually, the company also plans on introducing a second generation two step "red-dot" test with their patented Smart™ technology.

The new technology provides quick and economical results, thus making it an ideal method for testing for cholera in developing countries. Testing samples can be taken directly from body sites, serum, whole blood, water, air, food and beverages. NHD is also in the process of developing additional tests capable of using food samples, such as seafood, and environmental samples, such as water and sewage.

Using monoclonal and polyclonal antibody technology with different immunoassay formats, NHD currently develops kits for detecting various low level substances. The company builds its tests on three separate formats: dot-on-a-membrane, otherwise known as Smart™ tests; bioluminescence (hand held systems); and agglutination. Tests for gonorrhea, group A strep and syphilis are currently being marketed by the company, and Smart™ tests for HIV, rectal cancer, herpes and chlamydia are in developmental stages.

Located in Columbia, Maryland, NHD was established in 1980 with an original focus on securing research contracts. Since then, the company has spent over \$3 million on research and development and FDA approval of diagnostic tests for infectious diseases. NHD developed the first test in the world for an infectious disease based on monoclonal antibody technology. The company also developed the first test used by the U.S. government for detecting agents of military significance.

NHD produces medical diagnostic products on national and international levels. Working with the Department of Defense, NASA, NIH and other commercial companies, the company is also a supplier of raw materials to large medical device manufacturers around the world. Test kits are currently being evaluated by the Defense Department Biological Warfare Detection program to determine suitability for major military bulk purchases.

TECHNOLOGY TRANSFER SUCCESS FACTORS

From a University Standpoint . . .

Creating and transferring research results to the public is considered by many to be a very important role universities play in our society today. A successful university technology transfer program benefits not only the institution and its faculty, but also industry and the economy. The commercialization of technologies stimulates new business and product developments and provides more efficient use of limited research and development resources.

In 1990 the Indiana Corporation for Science and Technology analyzed successful university technology transfer programs to identify their common elements. Sixteen institutions with various sources and types of research support were studied to better understand the resources and related incentives needed to execute successful transfer programs.

To an Industrial Perspective . . .

Licensing has become a vital component for commercialization and competition in industrial as well as university settings. Over 23 percent of sales and profits for a group of chemical and pharmaceutical companies were derived from products acquired or developed through licensing contracts, according to a 1988 Hoffman-LaRoche study of 130 companies.

The study divided the licensing process into four stages; sourcing, selection, evaluation and negotiation, and asked each company to rate the importance of market, company and financial factors in each of the stages. The five most important factors in each of the stages were then determined accordingly.

During sourcing, the initial stage in the licensing process, finding a product that parallels the company's strategic goals was rated as the most important licensing factor. Licensing a product in a market category that is compatible with the company's existing product lines and evaluating the product's potential market size were also two prominent factors.

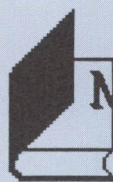
Promoting the company's strategic goals topped the list in the selection stage, as did the potential market size. The companies said a close technological and scientific fit is significant in this stage also.

The potential market size was deemed the most important factor when products reached the evaluation and negotiation stages. Financial issues, such as the net present value became important considerations, while merging with the company's strategic goals remained a prominent factor. The projected market share and potential FDA approval doubled in importance in the last two stages of the process.

Less than 15 percent of potential licensing products ever reached final license, and less than half of those licenses were rated "winners" by the companies that licensed them. Even so, licensing as compared to internal development was "extremely" important in obtaining marketable products and inventions were seen as a great resource for licensable technology.

While only a moderate number of patented technologies are ever commercialized, the number of patent applications filed and issued revealed the availability of funds to cover patent costs, rather than the availability of commercially viable inventions. The number of option agreements and licenses executed were also success factors because of the income they produced for the university.

Finally, the study determined that successful programs assisted the faculty with industrial arrangements and provided additional technology development support. Combined with increased peer recognition of the faculty and a heightened intellectual environment level, the faculty perceived the program as a service, rather than an administrative burden, and welcomed the "intervention" of transfer program staff.



MATTER-OF-FACT

Administrators of the universities agreed that a clearly defined mission statement with achievable goals was the foundation on which to build a program to efficiently transfer technologies to the public. Marketing and management principles were the primary business elements focused on in the offices, rather than research and development or financial activities.

The study found that seven to ten years of continuous funding was needed before the annual income from transfer efforts equaled annual expenses. Income from license fees, royalties and industrially-sponsored research was a primary factor in measuring the success of the transfer programs.

The most important measure of success was the number of products commercialized, but this factor was difficult to quantify because of the time lapse between when an invention is disclosed and commercialized. Theoretically, the higher the number of disclosures, the higher the number of potential licenses. The surveyed programs consistently averaged four to five disclosures per \$10 million in research support.



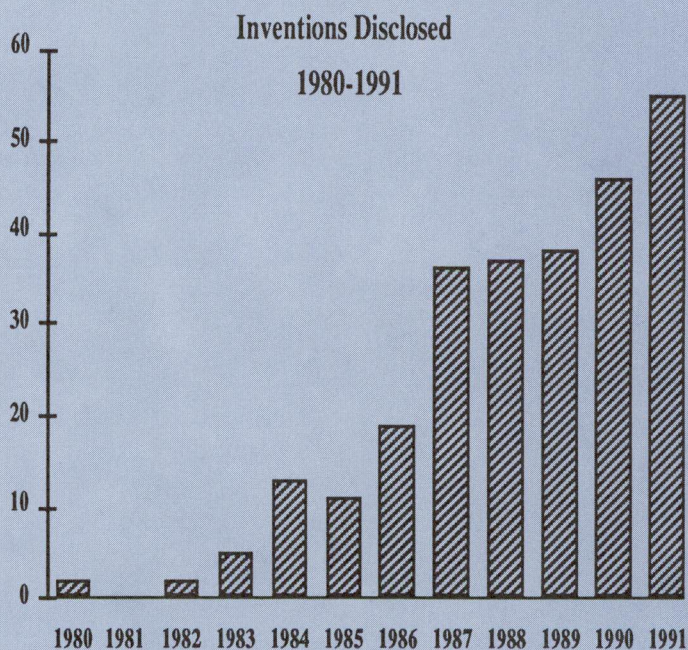
INNOVATIONS

Recent disclosures of new innovations include:

Computer Vision System for Position Monitoring	Center for Automation	BookindX	Computer Science
External Electric Field	Chem. & Biochem. Eng.	Agar Medium to Prevent Proteus Swarming	MBI/UMBC
Maryblyt™	Botany	Tyrosinase Reaction/Chitosan Absorption of Phenols	MBI/UMBC
CONSOL-OPTCAD™	Systems Res. Center	Method of Solving Systems of Linear Equations	Elec. Eng.
EUCLID™	Mathematics	Neural Net Partial Least Squares Method	Chem. Eng.
Interleaven Superconducting FET	Physics	Alkaline Protease	MBI/UMCP
Enhanced Gas-to-Gas Recuperator	Mech. Eng.	Automated Sample Extraction Device	Mech. Eng.
Multiple Capillary Flow Control	Mech. Eng.	Transgenic Fish for Assessing Environmental Xenobiotics	MBI
		Series of <u>trpE</u> Vectors Which Enable High Expression of Non-Fusion Proteins in Bacteria	MBI/ Johns Hopkins/ UMAB
		Joint Education Initiative (JEdI)	Geology

TL'S INVENTION DISCLOSURE RATE HITS ALL TIME HIGH

Technology Liaison is busier than ever. The first half of fiscal year 1992 brought 12 new license agreements. The office also received 55 invention disclosures in calendar year 1991, 20 percent more than the 1990 disclosure rate. The chart to the right profiles the invention activity and shows a strong and consistent faculty support over the past five plus years. TL is now consistently receiving more than one invention per week. We have our hands full just trying to keep up with the many inventions that are disclosed every month!



BIOTECHNOLOGY POLICIES: ROOM FOR IMPROVEMENT

Technology Liaison's Director Wayne Swann addressed a U.S. Congressional panel in December, expressing his concern about the United States' biotechnology resource position and policies.

"While I am generally pleased with the progress that has been made," Swann told the committee, "I am concerned that the resources to fully capture the benefits of this country's global strength in basic research are not all in place."

Swann discussed three primary issues concerning research and technology transfer activities. First, he stressed the need for long-term government commitment to basic and applied research. Swann said incentives for research and development activities in the private sector would ensure the country's biotechnology leadership position into the next century, and tax breaks for companies would encourage industry-university collaborations.

"The current research tax credit could be made permanent and modified to give credit to small companies," Swann said. "In addition, a special credit could be given for funding technology development projects arising from university inventions."

Next Swann said universities lack the resources to properly staff their technology transfer offices and to patent their innovations. Most technologies originating from universities are in the early stages of development and need additional funding, according to Swann, so universities must look to industry to fund their developmental efforts.

Finally, he told members that U.S. biotechnology companies should look toward universities as a source of new resources and view technology as a long-term investment. He said that although the relationship between U.S. industry and universities has progressed, the need for greater cooperation still exists.

"Universities are being approached more and more by foreign companies interested in funding technology development projects, while U.S. corporations appear stuck in a short-term profit motive cycle," said Swann. "This is extremely troublesome in an area such as biotechnology, which is one of the nation's critical technologies."



JUST-A-REMINDER

TL HOSTS ANNUAL RECEPTION FOR 1991 INVENTORS/INVENTIONS

Technology Liaison will host its annual inventors and inventions reception at the Rosborough Inn on April 23. The winner of the Outstanding Invention of 1991 will be chosen by fellow inventors to receive a \$1,000 award. The event will be attended by inventors, administrators, corporate representatives and state and community leaders.



A NOTE OR TWO

BUDGET CONSTRAINTS ALTER INVENTION INCENTIVE PLAN

The University of Maryland at College Park has lost over \$40 million from its state-supported budget in the last two years alone. An overall reduction of 18 percent has been slashed from the fiscal year '91 Governor's recommendation, a loss greater than any other state university in the Mid-Atlantic Region. The entire College Park campus has felt the resulting financial crunch, and Technology Liaison is no exception.

Because of the budget constraints, TL has been forced to change its Invention Disclosure Incentive Plan. Now, when patents and software copyrights are assigned to the University, \$100 will be awarded to the inventors. Also, there will no longer be an award for submitting invention disclosures. The Outstanding Invention Award of \$1,000 will remain the same.

PATENTS, PATENTS, WHO'S GOT THE PATENTS?

It may take some time, but eventually patents come through. Congratulations to the following inventors for their patents issued during the past year!

- | | |
|---|--|
| #5,064,646 | David Snyder |
| "Novel Antigenic Variant of Infectious Bursal Disease Virus and Prototype Strain Thereof" | |
| #5,080,807 | Charles Carr, Edward Sybert, Aldis Adamson |
| "Continuous Particle Separation" | |
| #5,052,736 | Josip Loncaric, Fabrice deComarmond |
| "Modular Dexterous Hand" | |
| #5,033,069 | Hung C. Lin, Tai-Haur Kuo |
| "Resonant Tunneling Diode Counter" | |
| #5,083,012 | Kawthar Zaki |
| "Dual Mode Dielectric Resonator Filters with One Iris" | |



NEWS BRIEFS

Company Specializes in Product Commercialization

A new company was recently established to facilitate the global commercialization of new technologies. Technology Linkages International (TLI) of Palo Alto, California, was started by Niels Reimers and Greg Franklin and sponsored by a U.S. venture capital group. The organization strives to accelerate and enhance the international integration of technology-based products and services by specializing in technology transfer strategy formulation, deal structuring and negotiations.

Recent trends such as rising development costs, shorter product life cycles and intense international competition are changing the traditional means of technology marketing. TLI has taken a new approach to the commercialization of technologies by providing a combination of new services called "technology banking."

By transferring technologies through licensing and the formation of strategic alliances, new enterprises and international business developments, TLI enhances global commercialization of technologies and increases their economic values.

Founders Reimers and Franklin have used their extensive knowledge and experience in technology transfers to benefit TLI. Niels stepped down as the Director of Stanford University's Office of Technology Licensing (OTL) in 1990 to become a founding principal

of TLI. He founded Stanford's OTL program in 1969 and has advised the Massachusetts Institute of Technology and the University of California Berkeley on their technology licensing programs.

Franklin was responsible for the North American operations of an Australian-based venture capital group before becoming a founding principal of TLI. He is familiar with U.S. and Asian venture capital industries and foreign sources of corporate and institutional capital. For more information call (414) 494-7400.

Dingell Says Technology Transfers Slow Between Gov't and Industry

Industry says it is the federal laboratories fault. Critics say industry itself is part of the problem. Regardless of who is to blame, the issue still exists. Federal laboratories are not sufficiently transferring technologies to the science and technology industry.

According to a recent article in *C & EN*, Representative John Dingell (D-Mich.), chairman of the House Energy & Commerce Committee, brought the issue into the limelight during July of 1991. He launched the first of several hearings focusing on technology transfer problems in the Defense and Energy departments' laboratories.

Even though the necessary legislation exists for government-industry technology transfers, Dingell believes the Bush Administration is at fault for not giving the issue high enough priority.

The White House Office of Science & Technology Policy would

normally be responsible for facilitating the transfers but instead gave the task to the Commerce Department.

Industry critics say little effort is being made by industry to access government intellectual property. Still others believe the government and industry differ in their goals, methods, time factors and motivations, and therefore accessing the material is difficult. Recent data shows progress is being made but the speed of the progress is still an issue.

Technology Policy Should be Industry Driven

Maryland's technology development policy must focus on the well-being of its communities to ensure an increased standard of living for citizens, according to Mitchell Horowitz, a consultant to the Maryland Department of Economic and Employment Development (DEED).

At a Montgomery County High Tech Council meeting on January 28, Horowitz described two technology development models, the research driven model and the market driven model. He recommended emphasis be placed on the market driven model because it encourages interaction between universities and industries and does not isolate research from business development.

Horowitz said a more effective policy would consider commercial needs as well as university needs, and cautioned that funding should be awarded in the form of matching or investment grants.



University of Maryland
Office of Technology Liaison
4312 Knox Road
College Park, MD 20742

Imagination is published by
Technology Liaison at UMCP
Graduate Studies & Research
With news or comments call
(301) 405-4209

Wayne E. Swann, Director
Janet Demech, Office Manager
Carolyn Myers, Editor

Address Correction Requested

Non-Profit Org.
U. S. Postage
PAID
College Park, MD
Permit No. 10



Printed on Recycled Paper

"INVITATION FOR DR. BROMLEY"

TYPE: INVITATION

DOCUMENT NUMBER: 9200670

ORIGINATOR: 02

SPEECH: YES NO

FROM: AMERICAN SOCIETY FOR HORTICULTURAL SCIENCE

DATE OF EVENT: 03/27/92 THRU:
TENTATIVE DATES:

LOCATION OF EVENT: 113 SOUTH WEST STREET, ALEXANDRIA, VA

TIME OF EVENT: 4:00 P.M.-6:00 P.M.

SUBJECT: AN INVITATION TO ATTEND THEIR OPEN HOUSE.

RSVP: 03/13/92

CONTACT PERSON:

CONTACT NUMBER: 703-836-4606

INVITATION ACCEPTED?

YES

NO

COPIES TO:

REMARKS: *3/6/92 - Regrettably.*
mn

DATE OF LETTER: 02/28/92

DATE RECEIVED: 03/02/92

FILE: P-INVITATION