



MEDIA ADVISORY
January 25, 2008

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Fighting Chronic Disease:
Building A Consensus Platform for Health Care Reform
A luncheon discussion on health care and the 2008 presidential election

Hosted by The Creative Coalition
Sponsored by the Biotechnology Industry Organization (BIO)
Supported by the Partnership to Fight Chronic Disease (PFCD)

- Time: Thursday, January 31st, 2008, 12:30-2:00 pm
- Venue: Beverly Hills Four Seasons Hotel, Los Angeles, CA
- What: A moderated panel discussion.
- Attendees: National and California health care policy, business, academic, and community leaders; members of The Creative Coalition, PFCD, BIO.

With health care at the top of the domestic political agenda and certain to be on the agenda of the new President in 2009, the event will focus on the issue of health care in the context of the 2008 presidential election. The discussion will highlight the importance of addressing the crisis of chronic disease as a means to meeting the nation's greatest health care challenges – improving affordability, quality, and access to care, as well as creating a platform for consensus for the new President.

- Introductory remarks – **James C. Greenwood**, President & CEO of BIO.
- Moderator -- **Dr. Richard Carmona**, PFCD Chairman, 17th Surgeon General of the United States (2002-2006), and President, Canyon Ranch Institute.
- **Lawrence O'Donnell**, - Senior Political Analyst, MSNBC & Emmy winning Producer of NBC's The West Wing
- Panelists:
 - Ken Thorpe, PhD, PFCD Executive Director and Professor and Chair at the Rollins School of Public Health at Emory University (confirmed);
 - Allen Miller, MPH, CEO, COPE Health Solutions (confirmed);
 - Peter Delgado, MPA, CEO, University of Southern California Medical Center (confirmed);
 - Representative from The Creative Coalition



Supporting Organizations:

The Creative Coalition: The Creative Coalition is a 501(c)(3) nonprofit public charity organized by prominent figures in the creative community for the purpose of bringing together people in the arts and letters in order to learn about pressing issues so they can better inform and influence the community and nation.

Biotechnology Industry Organization (BIO): BIO represents more than 1,100 biotechnology companies, academic institutions, state biotechnology centers and related organizations across the United States and 31 other nations. BIO members are involved in the research and development of healthcare, agricultural, industrial and environmental biotechnology products.

Partnership to Fight Chronic Disease (PFCD): A national coalition of patients, providers, community organizations, business and labor groups and health policy experts, committed to raising awareness of policies and practices that save lives and reduce health costs through more effective prevention and management of chronic disease.

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