



32ND
ANNUAL MEETING

2010
OCTOBER 24-27

EVIDENCE,
ECONOMICS, & ETHICS:

THE FUTURE OF
HEALTH TECHNOLOGY
ASSESSMENT



The Society for Medical Decision Making's mission is to improve health outcomes through the advancement of proactive systematic approaches to clinical decision making and policy-formation in health care by providing a scholarly forum that connects and educates researchers, providers, policy-makers, and the public.



We value interdisciplinary scholarship and a global perspective on health care. Methodological excellence, both in breadth and depth, is important to us. At the same time we value the inspiring, energizing, respectful, collegial, and friendly learning environment that the Society provides. Through multiple and varied connections to health care systems, we hope to have a positive impact on decision making in health care.

Our diverse membership includes trainees to senior researchers as well as educators, clinicians, managers, and policy makers. We have an international focus and a growing international membership. SMDM members come from a variety of backgrounds and academic disciplines and from countries. They work in hospitals, universities, corporations, foundations, and government agencies across the globe. Trainee members study in programs ranging from health services and outcomes research to medical informatics, decision science, public health, and health care administration; clinical trainees come from residencies and fellowships in virtually all medical disciplines.

SMDM Membership

SMDM offers non-members attending the Annual Meeting a new member package which includes the general Annual Meeting registration fees and one year membership in SMDM.

SMDM members contribute critically to health policy research in the areas of comparative effectiveness, evidence-based medicine, cost effective health care, patient decision making and public health. For further information, SMDM has made available online the summary abstracts (written in non-scientific language) for articles published in recent volumes of its journal, *Medical Decision Making*. Go to the Publications menu on smdm.org to view these summary abstracts. These abstracts are grouped by topic area to facilitate browsing. While SMDM members publish in many other journals as well, these abstracts represent a good cross-section of the type of research the Society promotes.

SMDM offers deeply discounted membership rates and meeting registration fees to members from non-high income countries, as defined by the World Health Organization. For more information, please visit the website at www.smdm.org, or contact SMDM at info@smdm.org or 1-908-359-1184.

While these programs are designed to provide accurate information regarding the subject matter covered, the views, opinions and recommendations expressed are those of the authors and speakers, not the Society. By producing publications and sponsorship of this event, the Society does not guarantee the accuracy of the information disseminated and is not engaged in rendering professional advice; if such advice is desired, you should seek the services of a competent professional.

Antitrust Compliance

It is the undeviating policy of SMDM to comply strictly with the letter and spirit of all Federal, State, and applicable international trade regulations and antitrust laws. Any activities of SMDM or SMDM-related actions of its officers, Executive Committee Members, or members that violate these regulations and laws are detrimental to the interests of SMDM and are unequivocally contrary to SMDM policy.

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Information on Front Cover Photos

- 1 = Royal Ontario Museum, Toronto, Canada
- 2 = View of Nathan Phillips Square with city hall in the background
- 3 = Toronto skyline at dusk
- 4 = Office tower in downtown Toronto

32ND ANNUAL MEETING



The **32nd SMDM Annual Meeting** promises to be a forum where researchers will present and discuss innovative and challenging science related to all aspects of medical decision making. The range of work ranges from health technology assessments to theories of shared decision making; from applied cost-effectiveness analyses to studies of cognitive psychology and much more. Researchers will present their findings in scientific presentations, keynote talks, special symposia and short courses. Past attendees have described the meeting as the premier scientific venue for the presentation of the science of decision making in health and medicine from multiple disciplines.

The Annual Meeting will be held October 24 - 27, 2010 at the Sheraton Centre Toronto Hotel, Toronto, Ontario, Canada. The meeting's theme is "Evidence, Economics, and Ethics: The Future of Health Technology Assessment". The theme focuses on the challenges in making decisions about health technologies at both aggregate and individual levels and from different disciplines and paradigms. Meeting attendees will participate in discussions with society members who are international leaders in integrating these different perspectives and translating scientific knowledge into health-related clinical and policy decisions.

The Scientific Program will consist of more than 300 oral and poster presentations of original research from all decision sciences addressing theories and concepts, methods, and applications. The presentation topics include decision analysis, meta-analysis, statistical modeling, cognitive psychology, shared decision making, quality of life and health outcomes assessment, economic analysis, medical informatics and more.

Building upon last year's interest in the intersection of diagnostic errors and decision making sciences, the **Diagnostic Errors in Medicine (DEM) Conference** will be held during the same dates as SMDM and in the same hotel. Joint sessions are planned and attendees of the SMDM meeting will have access to all DEM programming.

The Society for Medical Decision Making gratefully acknowledges the following organizations for their support: **Agency for Healthcare Research and Quality (AHRQ)** and the **National Cancer Institute (NCI)**, The **Foundation for Informed Medical Decision Making (FIMDM)**, the **Canadian Agency for Drugs and Technologies in Health (CADTH)**, The **National Science Foundation (NSF)** and the **University of Toronto**.

We look forward to seeing you at this year's dynamic and exciting meeting!

Meeting Co-Chairs: Ahmed Bayoumi, MD, MSc and Murray Krahn, MD, MSc, FRCPC

Scientific Review Committee Co-Chairs: Anirban Basu, PhD, Elena Elkin, PhD and Jeremy Goldhaber-Fiebert, PhD

Short Course Co-Chairs: Ken Smith, MD, FACP and Greg Zaric, PhD

Saturday Evening Symposium Co-Chairs: Elena Elkin, PhD, Jeffrey Hoch, MA, PhD and Stuart Peacock, DPhil

Social Event Co-Chair: Gloria Woo, B.Sc.(Hon), MSc

Dinners with Experts Chair: Holly Witteman, PhD

Mentoring Chairs: Natasha Stout, PhD and Rosie Thein, MD, MPH, PhD

Career Development Co-Chairs: Mary Politi, PhD and Beate Sander, RN, MBA, MEdEv



EVIDENCE, ECONOMICS, & ETHICS: THE FUTURE OF HEALTH TECHNOLOGY ASSESSMENT

2010 OCTOBER 24-27

SHERATON CENTRE
TORONTO HOTEL
TORONTO, ONTARIO
CANADA

www.smdm.org

Check www.smdm.org regularly for updates to the schedule, for recognition of the many people who helped to plan the 2010 meeting and scientific program and for ideas about fun things to do in Toronto.

Saturday, October 23, 2010		CME Hours
4:00 PM – 7:00 PM	Registration Open	
7:30 AM – 6:00 PM	SMDM Board Meeting	
5:30 PM – 9:00 PM	Pre-Meeting Dinner Symposium: Cancer Screening Decisions and Policy: When Mixed Evidence Meets Strong Preferences	2
Sunday, October 24, 2010		Table-Top Exhibits 8:30 AM – 5:30 PM
Short Courses and Welcome Reception / Poster Session		
8:00 AM – 9:00 AM	Continental Breakfast for Short Course Attendees	
9:00 AM – 5:30 PM	Short Courses – Full Day	7
9:00 AM – 12:30 PM	Short Courses – Morning Half Day	3.5
10:30 AM – 11:00 AM	Coffee Break for Short Course Attendees	
12:30 PM – 2:00 PM	Lunch on Your Own	
12:30 PM – 2:00 PM	Trainee Luncheon	
2:00 PM – 5:30 PM	Short Courses – Afternoon Half Day	3.5
3:30 PM – 4:00 PM	Coffee Break for Short Course Attendees	
5:30 PM – 6:30 PM	New Member and First Time Attendee Reception	
6:30 PM – 8:30 PM	Welcome Reception and Poster Presentations, Session 1	2
8:30 PM	Dining Out in Groups with Experts in MDM	
Monday, October 25, 2010		Table-Top Exhibits 7:30 AM – 4:30 PM
Day One		
7:00 AM – 8:00 AM	Committee and Interest Group Breakfast Meetings	
7:00 AM – 8:30 AM	Poster Presentations, Session 2 with Continental Breakfast	1.5
8:30 AM – 8:45 AM	Welcome and Opening Remarks	
8:45 AM – 10:15 AM	Plenary Presentation of Top-Ranked Abstracts	1.5
10:15 AM – 10:30 AM	Coffee Break	
10:30 AM – 12:00 PM	Keynote Presentation: Daniel Callahan, Anthony J. Culyer and Paul P. Glasziou	1.5
12:00 PM – 1:30 PM	Lunch on your own	
12:30 PM – 1:30 PM	Committee and Interest Group Lunch Meetings	
12:30 PM – 1:30 PM	Career Development: Career Trajectories in MDM: Beyond Academia	
1:30 PM – 3:00 PM	Concurrent Oral Presentations, Session 1 <i>Each concurrent session will offer a series of presentations</i> A. GUIDELINES FOR PRACTICE AND POLICY B. RISK PERCEPTION C. MEDICAL EDUCATION AND DECISION AIDS	1.5
2:00 PM – 3:00 PM	Diagnostic Error in Medicine Oral Presentations will be presented during this time at the DEM Conference being held concurrently.	
3:00 PM – 4:30 PM	Poster Presentations, Session 3 and Coffee Break	1.5
4:30 PM – 6:00 PM	Concurrent Oral Presentations, Session 2 <i>Each concurrent session will offer a series of presentations</i> D. SIMULATION AND HEALTH TECHNOLOGY ASSESSMENT APPLICATIONS E. HEALTH SERVICES AND POLICY RESEARCH F. PREFERENCES	1.5
6:30 PM – 9:30 PM	Optional Social Event (ticketed separately): Thompson Landry Gallery	

Tuesday, October 26, 2010		Table-Top Exhibits 7:00 AM – 5:30 PM	CME Hours
Day Two			
7:00 AM – 8:15 AM	Committee and Interest Group Breakfast Meetings		
7:00 AM – 8:15 AM	Continental Breakfast		
8:15 AM – 8:45 AM	Presidential Address SMDM as a Catalyst: Personally, Professionally, Playfully and Powerfully!		0.5
8:45 AM – 9:45 AM	SMDM Leadership Awards		
9:45 AM – 10:00 AM	Coffee Break		
10:00 AM – 11:00 AM	DEM Keynote Speaker: Peter J. Pronovost, MD, PhD, FCCM		1
11:00 AM – 11:45 AM	DEM Panel Discussion with Keynote Speaker		1.75
10:15 AM – 11:45 AM	Concurrent Oral Presentations, Session 3 <i>Each concurrent session will offer a series of presentations</i> G. THEORY AND METHODS IN HEALTH TECHNOLOGY ASSESSMENT H. HEALTH SERVICES AND POLICY RESEARCH		1.5
11:45 AM – 1:00 PM	Lunch on your own		
12:00 PM – 1:00 PM	Committee and Interest Group Lunch Meetings		
1:00 PM – 2:30 PM	Concurrent Oral Presentations, Session 4 <i>Each concurrent session will offer a series of presentations</i> I. SMDM/SJDM/DEM INVITED PAPERS ON DUAL PROCESSES IN REASONING AND DECISION MAKING J. GLOBAL HEALTH AND PREFERENCES K. METHODS IN HEALTH TECHNOLOGY ASSESSMENT		1.5
2:30 PM – 4:00 PM	Poster Presentations, Session 4 with Coffee Break		1.5
4:00 PM – 5:30 PM	SMDM Annual Business Meeting, open to all attendees		
5:30 PM – 6:30 PM	ISPOR-SMDM Modeling Good Research Practices Task Force		
6:30 PM	Dining Out in Groups with Experts in MDM		
Wednesday, October 27, 2010		Table-Top Exhibits 7:00 AM – 11:45 AM	CME Hours
Day Three and Conclusion			
7:00 AM – 8:00 AM	SMDM Board Meeting Breakfast		
7:00 AM – 8:00 AM	Continental Breakfast		
8:00 AM – 9:30 AM	Symposium: “Health Technology Assessment Around the World: High and Low Resource Settings, Libertarian and Communitarian Societies”		1.5
9:30 AM – 10:00 AM	SMDM Early Career Awards		
10:00 AM – 10:15 AM	Coffee Break		
10:15 AM – 11:45 AM	Concurrent Oral Presentations, Session 5 <i>Each concurrent session will offer a series of presentations</i> L. METHODS AND APPLICATIONS IN COMPARATIVE EFFECTIVENESS RESEARCH M. SIMULATION AND DECISION MODELING N. EVIDENCE FOR CLINICAL DECISIONS		1.5
11:45 AM	SMDM General Meeting Adjourns		
11:45 AM – 1:00 PM	Lunch on your own		
1:00 PM – 3:00 PM	Symposium presented by Health Technology Assessment International (HTAi): <i>Handling uncertainty in HTA: International Developments in Policy and Practice, and Their Implications for Research</i>		

PRE-MEETING DINNER SYMPOSIUM

Saturday, October 23, 2010

Cancer Screening Decisions and Policy: When Mixed Evidence Meets Strong Preferences

This session explores the role of patient preferences in cancer screening decisions. Through the lens of recent experiences with mammography and PSA, some may question the roles of decision analysis, economic evaluation and individual preferences. Should we allow informed women under 50 to get screened if they want to after being apprised of the evidence? What about men of any age? Should PSA decisions be informed by preference? When preferences trump evidence, is the role of evidence-based economic evaluation diminished? Discussion will focus on these issues and the translation from research to policy (e.g., guidelines) and policy to individuals (e.g. decision support for patients and providers).

Separate registration fee required \$20.00 for members and non-members, \$10.00 for students and trainees.

The evening will start at 5:30 with a cash bar which will remain open during dinner.

- 5:30 pm** Cash Bar Opens
- 6:00 pm** Dinner will be served
- 6:45 pm** Presentation to begin
- 7:45 pm** Question and Answer period



SPEAKERS:

Ruth B Etzioni, PhD

Dr. Ruth Etzioni is an investigator in the Division of Public Health Sciences at the Fred Hutchinson Cancer Research Center in Seattle. Her work focuses on modeling cancer control strategies for policy development and surveillance analysis. Through her membership on national prostate cancer policy panels she is working to integrate modeling directly into the policy development process.

J. Sanford (Sandy) Schwartz, MD

Sandy Schwartz is Leon Hess Professor of Medicine and Health Management and Economics, School of Medicine and Wharton School, University of Pennsylvania. Past President of the Society for Medical Decision Making and the American Federation for Clinical Research, former Executive Director of Penn's Leonard Davis Institute of Health Economics, and a member of the Institute of Medicine, his research has focused on assessment of medical interventions (focusing on tradeoffs among benefits, -risks and preferences), diagnostic decision making and adoption diffusion of medical innovation. Founding Director of the American College of Physicians' Clinical Efficacy Assessment Project (the medical profession's first evidence-based guideline development program), Sandy is currently serving on the U.S. Preventive Services Task Force, the Blue Cross and Blue Shield Associations Medical Advisory Panel and the NHLBI cardiovascular guidelines committee.

Clyde Schechter, MA, MD

Clyde Schechter is Associate Professor of Family & Social Medicine at the Albert Einstein College of Medicine, Bronx, NY, USA. His research career has highlighted the epidemiologic and economic analysis of cervical and breast cancer screening tests. In the past decade, he has focused on the population impact of breast cancer screening and adjuvant treatment as part of the National Cancer Institute funded CISNET initiative.

Terrence Sullivan, PhD

Dr. Sullivan is President and Chief Executive Officer of Cancer Care Ontario. He joined the provincial cancer agency in 2001 and occupied successively responsible positions in preventive oncology/research. Dr. Sullivan has held senior roles in the Ontario Ministries of Health, Intergovernmental Affairs and Cabinet Office. He served two successive First Ministers of Ontario as Executive Director of the Premier's Council on Health Strategy, including a period of time as Deputy Minister. Dr. Sullivan holds faculty appointments in the Departments of Health Policy, Management and Evaluation and the School of Public Health at the University of Toronto.

SMDM gratefully acknowledges the National Institutes of Health (NIH)/National Cancer Institute (NCI) and the Foundation for Informed Medical Decision Making (FIMDM) for supporting this symposium.

Monday, October 25, 2010 10:30 – 12:00pm



For this year's keynote session, we are asking an economist, an expert in evidence-based medicine, and an ethicist to discuss the Annual Meeting theme: **"Evidence, Ethics, and Economics: The Future of Health Technology Assessment."** One of the challenges of health technology assessment is integrating the information from different disciplines. Not only does each discipline use its own language and methods, but each also views the world a bit differently. For this session, we are asking experienced international experts to talk about what aspect of their research discipline is misunderstood by other disciplines and how transcending that misunderstanding would improve societal decision making.



Health Technology Assessment: The Bioethics Perspective

Daniel Callahan, PhD, Research Scholar and President Emeritus, The Hastings Center, Garrison, NY

Daniel Callahan was the co-founder of The Hastings Center, Garrison, N.Y., and its Director and President from 1969 to 1996. He is presently a Senior Researcher and President Emeritus at the Center. He has been a Senior Lecturer at the Harvard Medical School, and is now a Senior Scholar, Institute of Politics and Policy Studies, Yale University. He is also an Honorary Faculty Member, Charles University Medical School, Prague, the Czech Republic. The Hastings Center is a research and educational organization founded in 1969 to examine ethical issues of medicine, biology and the environment. Dr. Callahan received his PhD in philosophy from Harvard, an MA from Georgetown University, and his B.A. from Yale. He is an elected member of the Institute of Medicine, National Academy of Sciences, a former member of the Director's Advisory Committee, Centers for Disease Control, and of the Advisory Council, Office of Scientific Integrity, U.S. Department of Health and Human Services. He won the 1996 Freedom and Scientific Responsibility Award of the American Association for the Advancement of Science. He was awarded the Centennial Medal of the Harvard Graduate School of Arts and Sciences in 2006. Dr. Callahan is the author or editor of 41 books. They include *Taming the Beloved Beast: How Medical Technology Costs are Destroying Our Health Care System* (Princeton University Press), *Medicine and the Market: Equity v. Choice* (Johns Hopkins University Press, 2006); *What Price Better Health? Hazards of the Research Imperative* (University of California Press, 2003); *False Hopes* (Simon & Schuster, 1998); *The Troubled Dream of Life: In Search of a Peaceful Death* (Simon & Schuster, 1993); *What Kind of Life: The Limits of Medical Progress* (Simon & Schuster, 1990); *Setting Limits: Medical Goals in an Aging Society* (1987); *The Tyranny of Survival* (1973); *Abortion: Law, Choice and Morality* (1970); *Ethics in Hard Times* (1982); and, with his wife, Sidney, *Abortion: Understanding Differences* (1984).



Health Technology Assessment: The Health Economics Perspective

Anthony J. Culyer, CBE, BA, Hon DEcon, Hon FRCP, FRSA, FMedSci, Professor, Ontario Research Chair in Health Policy and System Design; Department of Health Policy, Management and Evaluation, Faculty of Medicine, University of Toronto, Toronto, Canada

Tony Culyer is also a Professor of Economics in the Department of Economics and Related Studies at the University of York, England. Tony is founding co-editor of the *Journal of Health Economics* and was the founding Organiser of the world's first association of health economists (HESG in the United Kingdom) in 1970. He has served on many journal editorial boards in health economics, medicine, medical ethics, social science and medical law, and has published over 250 articles and more than two dozen books. He is a Founding Fellow of the Academy of Medical Sciences, a Fellow of the Royal Society of Arts, and an Honorary Fellow of the Royal College of Physicians. In 1994 Tony authored the "Culyer Report" supporting research and development in the NHS. In 1999 Tony was the founding vice-chair of NICE. He is chair of the Office of Health Economics (London) and was until 2010 Chair of the Canadian Workplace Safety and Insurance Board's Research Advisory Council (Toronto). In 2003-6, he was Chief Scientist at the Institute for Work & Health (Toronto). Between 1992 and 1997 he was Deputy Vice-Chancellor at York and his research took a bit of a nose-dive. His main research interests since then continue to be the development of the extra-welfarist approach to health service evaluation, the integration in decision making of ethical considerations beyond those embodied in 'efficiency', and the design of procedures and institutions that promote 'good' decisions.



Health Technology Assessment: The Evidence Based Medicine/Health Care Perspective

Paul P. Glasziou, MBBS, PhD, FRACGP, Director of the Centre for Evidence-Based Medicine, University of Oxford, London

Paul Glasziou is currently the Director of the Centre for Evidence-Based Medicine, and Professor of Evidence-Based Medicine in the department of Primary Care at the University of Oxford, and also continues work as a part-time General Practitioner. The author of over 150 peer-reviewed publications, in medical decision making, clinical trials, systematic reviews and evidence-based medicine. He is editor of the BMJ's journal of Evidence-Based Medicine, and the author of six books related to evidence based practice. In 2008 he was awarded an NHMRC Australia Fellowship. He is a member of the management committee of the 3 largest clinical trials ever conducted in Australia: the LIPID, FIELD, and ADVANCE studies. He has published 6 books: *Systematic Reviews in Health Care*, *Decision Making in Health Care and Medicine: integrating evidence and values*, *An Evidence-Based Medicine Workbook*, *Clinical Thinking: Evidence, Communication and Decision-making*, *Evidence-Based Medicine: How to Practice and Teach EBM*, and *Evidence-Based Medical Monitoring: Principles and Practice*. As Director of the Centre for Evidence-Based Medicine since 2002, Professor Glasziou has lead numerous workshops, in several countries, on both practicing Evidence-Based Medicine, and how to teach Evidence-Based Medicine.

Monday, October 25, 2010

8:45 AM – 10:15 AM **Plenary Presentation of Top-Ranked Abstracts**

1. The Impact of Values Clarification in a Decision Aid: Evidence From a Randomized Controlled Trial Emerges Slowly Over Time. Presented by Deb Feldman-Stewart, PhD
2. The Moral Psychology of Rationing Among Physicians: The Role of Harm and Fairness Intuitions in Physician Objections to Cost-effectiveness and Cost-containment. Presented by Jon C. Tilburt, MD, MPH
3. Colostomy is Better than Death, but a 4% Chance of Death Might be Better than a 4% Chance of Colostomy: Why People Make Choices Seemingly at Odds with Their Stated Preferences. Presented by Holly Witteman, PhD
4. Problems with Using Expected Value as the Sole Criterion for Choosing Optimal Strategies in Cost-effectiveness Analysis. Presented by Nicolas A. Menzies, BDS, MPH
5. Optimal Strain Selection for the Annual Influenza Vaccine Under the Closest Antigenic Distance Immunity Model. Presented by Osman Ozaltin, MS
6. Decision Making for HIV Prevention and Treatment Scale Up: Bridging the Gap Between Theory and Practice. Presented by Sabina S. Alistar, MS

10:30 AM – 12:00 PM **Keynote Presentation: Daniel Callahan, Anthony J. Culyer and Paul P. Glasziou**

For this year's keynote session, we are asking an economist, an expert in evidence-based medicine, and an ethicist to discuss the Annual Meeting theme: "Evidence, Ethics, and Economics: The Future of Health Technology Assessment." Please see page 7 for additional information.

12:30 PM – 1:30 PM **Career Development: Career Trajectories in MDM: Beyond Academia**

A special panel will provide an opportunity for trainees to learn about different career trajectories in medical decision making. Panelists will discuss the different roles, responsibilities, and tasks associated with various types of positions (from academia to for-profit companies to think tanks to research institutes). They will also discuss the benefits and drawbacks of the setting as it relates to MDM. Please see page 20 for additional information and invited speakers.

Tuesday, October 26, 2010

8:15 AM – 8:45 AM **Presidential Address**

SMDM as a Catalyst: Personally, Professionally, Playfully and Powerfully!
 Kathryn McDonald, MM, SMDM President, Stanford University

8:45 AM – 9:45 AM **SMDM Leadership Awards**

- Career Achievement Award
- Eugene Saenger Distinguished Service Award
- John M. Eisenberg Practical Application of Medical Decision Making Research Award
- Best Short Course Award

10:00 AM – 11:00 AM **DEM Keynote Speaker: Peter J. Pronovost, MD, PhD, FCCM**

Safe Patients, Smart Hospitals: What Can the DEM Movement Learn from Successes in Therapeutic Safety?

World-renowned patient safety leader and change agent Peter Pronovost will leverage his extensive personal experience with creating a culture of safety in medicine and the use of simple interventions such as checklists to create measurable improvements in patient safety to suggest a path forward for the burgeoning Diagnostic Error in Medicine movement.

11:00 AM – 11:45 AM **DEM Panel Discussion with Keynote Speaker**

Research Methods Panel Discussion: Is there a Right Way Forward?

This panel discussion will offer participants the opportunity to directly interact with research leaders in the field of DEM.

1:00 PM – 2:30 PM **Concurrent Oral Presentations, Session 4**

I. SMDM/SJDM/DEM Invited Papers On Dual Processes in Reasoning and Decision Making

This symposium is half of an NSF-supported research exchange between SMDM and the Society for Judgment and Decision Making (SJDM). International speakers will present recent theoretical and research-based accounts of the intuitive-analytical spectrum of human reasoning and decision making, with emphasis on the role and mechanisms of intuition.

Invited Guest Speakers include

- Tilmann Betsch, PhD, Chair for Social, Economic and Organizational Psychology, University of Erfurt
- Wim De Neys, PhD, CNRS Senior Research Scientist, University of Toulouse
- Valerie Thompson, BSc, MA, PhD, Department of Psychology, University of Saskatchewan

4:00 PM – 5:30 PM **SMDM Annual Business Meeting, open to all attendees**

The annual business meeting is an excellent way for members and non-members to learn exactly what SMDM has achieved, addressed and is focusing on for the future.

5:30 PM – 6:30 PM **ISPOR-SMDM Modeling Good Research Practices Task Force**

The ISPOR-SMDM Joint Modeling Good Research Practices Task Force has launched a joint effort to ensure that good research practices on modeling techniques remain useful for all current modeling techniques as well as to foster the use of model-based results to inform health care decisions. An update on the work of the task force will be provided.

Wednesday, October 27, 2010

8:00 AM – 9:30 AM

Symposium: *Health Technology Assessment Around the World: High and Low Resource Settings, Libertarian and Communitarian Societies*

The session will offer a survey of how new drugs and technologies are evaluated around the world. Four speakers have been invited from countries with varying health systems, in varying resource settings. Each speaker will discuss the institutions and methods employed in their countries and describe the specific challenges that face their health systems in the next decade. Invited Guest Speakers include:

- Joseph L. Mathew, Chair of the Interest Sub-Group on Developing Countries, Health Technology Assessment International (HTAi),
- Magdalena Wladyziuk-Blicharz, Central and Eastern European Society of Technology Assessment in Health Care (CEESTAHC),
- Leslie Levin, Ministry of Health and Long-Term Care Medical Advisory Secretariat,
- Jean R. Slutsky, Director, Center for Outcomes and Evidence, Agency for Healthcare Research and Quality

9:30 AM – 10:00 AM

SMDM Early Career Awards

- Outstanding Paper by a Young Investigator
- Lee B. Lusted Student Prize Award

11:45 AM

SMDM General Meeting Adjourns

1:00 PM – 3:00 PM

Symposium presented by Health Technology Assessment International (HTAi):

Handling Uncertainty in HTA: International Developments in Policy and Practice, and Their Implications for Research

HTAi is offering this FREE symposium after the SMDM Annual Meeting concludes, separate RSVP requested. Please see Partnerships or the HTAi website for details, <http://www.htai.org/index.php?id=418>



Left to right: Kathryn McDonald (2010 President), Mark Roberts (2009 President), and Gillian Sanders (2008 President)

Concurrent Oral Presentations

SMDM receives many high quality oral abstracts for the Annual Meeting. Each concurrent Oral Presentation Session is comprised of two to three sessions with a focus on a particular theme. Within each session theme there will be five to six individual presentations generally about 15 minutes each. With thirteen individual theme sessions and five to six presentations in each SMDM approximately 78 oral presentations. Oral and Poster abstracts will be available to download from the SMDM website prior to the meeting and will be published online in the SMDM journal, *Medical Decision Making*.

Monday, October 25, 2010

1:30 PM – 3:00 PM

Concurrent Oral Presentations, Session 1

- A. GUIDELINES FOR PRACTICE AND POLICY
- B. RISK PERCEPTION * Included in this session is the presentation of the Lee Lusted Student Winner from the European SMDM Meeting
- C. MEDICAL EDUCATION AND DECISION AIDS

2:00 PM – 3:00 PM

Diagnostic Error in Medicine Oral Presentations will be presented during this time at the DEM Conference being held concurrently.

4:30 PM – 6:00 PM

Concurrent Oral Presentations, Session 2

- D. SIMULATION AND HEALTH TECHNOLOGY ASSESSMENT APPLICATIONS
- E. HEALTH SERVICES AND POLICY RESEARCH
- F. PREFERENCES

Tuesday, October 26, 2010

10:15 AM – 11:45 AM

Concurrent Oral Presentations, Session 3

- G. THEORY AND METHODS IN HEALTH TECHNOLOGY ASSESSMENT
- H. HEALTH SERVICES AND POLICY RESEARCH

1:00 PM – 2:30 PM

Concurrent Oral Presentations, Session 4

- I. SJDM JOINT SESSION
- J. GLOBAL HEALTH AND PREFERENCES
- K. METHODS IN HEALTH TECHNOLOGY ASSESSMENT

Wednesday, October 27, 2010

10:15 AM – 11:45 AM

Concurrent Oral Presentations, Session 5

- L. METHODS AND APPLICATIONS IN COMPARATIVE EFFECTIVENESS RESEARCH
- M. SIMULATION AND DECISION MODELING
- N. EVIDENCE FOR CLINICAL DECISIONS

Poster Presentations

SMDM receives many high quality poster abstracts for their Annual Meeting. There will be approximately 40-50 posters presented per session with an approximate total of 180-200 posters. Oral and Poster abstracts will be available to download from the SMDM website prior to the meeting and will be published online in the SMDM journal, *Medical Decision Making*.

Poster Presentations are scheduled for:

1. Sunday 6:30 - 8:30 pm
2. Monday 7:00 - 8:30 am
3. Monday 3:00 - 4:30 pm*

* Note: The DEM Annual Meeting Poster Session will run concurrent with the SMDM Poster Session 3

4. Tuesday 2:30 - 4:00 pm

Posters will be presented in the following categories:

- Judgement and Decision Making
- Advances in Quantitative Methods
- Cost-Effectiveness Analysis
- Health Services and Policy Research
- Health Status and Preferences
- Comparative Effectiveness
- Diagnostic Errors in Medicine
- Resources for Research



Partnerships

Diagnostic Error in Medicine 3rd International Conference

The Diagnostic Error in Medicine (DEM) 2010 Conference is being held at the same time, October 25-27, 2010, in the same hotel on the same meeting room floor. By registering for one meeting you will have access to both the SMDM and DEM meetings.

Tuesday, October 26, 2010

10:00 AM – 11:00 AM

DEM Keynote Speaker: Peter J. Pronovost, MD, PhD, FCCM

Safe Patients, Smart Hospitals: What Can the DEM Movement Learn from Successes in Therapeutic Safety?

World-renowned patient safety leader and change agent Peter Pronovost will leverage his extensive personal experience with creating a culture of safety in medicine and the use of simple interventions such as checklists to create measurable improvements in patient safety to suggest a path forward for the burgeoning Diagnostic Error in Medicine movement.

11:00 AM – 11:45 AM

DEM Panel Discussion with Keynote Speaker

Research Methods Panel Discussion: Is there a Right Way Forward?

This panel discussion will offer participants the opportunity to directly interact with research leaders in the field of DEM.

ISPOR-SMDM Modeling Good Research Practices Task Force

This ISPOR-SMDM Joint Modeling Good Research Practices Task Force will provide a guidance for: a) delineating the approach and design of modeling studies and the identification and preparation of required data, b) selecting a modeling technique, c) implementing and validating the model, d) addressing uncertainty around model results, e) reporting the modeling study results to assure transparency, and f) using model-based study results to inform decision-making. Since there are multiple issues to be addressed by this Modeling Task Force, and to assure each issue is adequately addressed including defining preferred practices for different modeling techniques.

The goal is to ensure that good research practices on modeling techniques remain useful for all current modeling techniques as well as to foster the use of model-based results to inform health care decisions, a Modeling Good Research Practices Task Force was created to address (1) advances in modeling, (2) approaches to evaluating variability in models, and (3) transparency in reporting of models.

The development of these modeling good research practices is in collaboration with The Society for Medical Decision Making (SMDM). The ISPOR Board of Directors approved this initiative March 25, 2010 and the SMDM Board approved May 1, 2010. <http://www.ispor.org/TaskForces/GRPModelingTf.asp>

Tuesday, October 26, 2010

5:30 PM – 6:30 PM

ISPOR-SMDM Modeling Good Research Practices Task Force

This ISPOR-SMDM Joint Modeling Good Research Practices Task Force will provide an update. The Task Force will produce several papers (parts) to this Modeling Task Force Report, similar to the papers published in Medical Decision Making, Primer on Medical Decision Analysis Part 1 – Part 5 [8-12].

Health Technology Assessment International (HTAi)

The mission of HTAi is to support and promote the development, communication, understanding and use of health technology assessment (HTA) around the world, as a scientifically based and multidisciplinary means of informing decision making regarding the introduction of effective innovations and the efficient use of resources in health care.

Wednesday, October 27, 2010

1:00 PM – 3:00 PM

Symposium being presented by Health Technology Assessment International (HTAi):

Handling Uncertainty in HTA: International Developments in Policy and Practice, and Their Implications for Research

HTAi is offering this FREE symposium after the SMDM Annual Meeting concludes on Wednesday. Attendance is open to all SMDM Meeting attendees, members and non-members of HTAi, and is not restricted to those already attending SMDM. However, space is limited, so attendees are asked to pre-register by email. info@htai.org Symposium details: <http://www.htai.org/index.php?id=418>

This symposium is a significant opportunity to hear from experts from agencies, governments, and industry about: Policy and practical approaches to defining and addressing evidence uncertainty / International approaches to “managed entry” of new technologies / Implications of recent trends for research design and practice / Perspectives from HTA bodies, payers and government, research centres, and industry. Featured speakers will include:

- Chris Henshall, HTAi Policy Forum Chair
- Helen Stevenson, former ADM and Executive Officer of the Ontario Drug Plan
- Jens Grueger, VP - Global Market Access, Pfizer
- Leading figures from European HTA and payer bodies
- International experts in coverage with evidence development, clinical research design, and technology policy

Panel presentations:

- I. The NICE approach – managing access to new technology, and implications for primary research
 - II. Experiences from the Netherlands – approaches and challenges in developing real-world evidence to inform policy
 - III. Generating real-world evidence to address uncertainty: global trends in study design, research funding, and access with evidence development
 - IV. Perspectives on the implications of international developments / i. Industry perspective / ii. Government perspective
- Additional programme details to be added as the symposium approaches.

SHORT COURSE INFORMATION



Full Descriptions of the Short Courses being offered may be found on the website at http://www.smdm.org/2010meeting/short_courses_overview.shtml

Important Dates:

Thursday, September 23, 2010

Friday, October 1, 2010

Friday, October 1, 2010

Sunday, October 24, 2010

Hotel Reservations, Deadline for Group Rate

Early Bird Registration Deadline (3 weeks prior to the Meeting)

Cancellation Deadline (3 weeks prior to the Meeting)

SMDM Short Courses



Short Course Fees

- Registration for a short course is separate and in addition to the general Annual Meeting registration.
- **Registration fee includes:** Continental Breakfast, coffee breaks, session materials.

	THRU 10/1/2010	AFTER 10/1/2010	THRU 10/1/2010	AFTER 10/1/2010
Short Course with General Annual Meeting Registration	FULL DAY	FULL DAY	1/2 DAY	1/2 DAY
Regular & Institutional Member	\$270.00 USD	\$340.00 USD	\$135.00 USD	\$170.00 USD
Trainee, Emeritus, Attendees from Non-High Income Countries and Non-NA First Time Attendees	\$230.00 USD	\$270.00 USD	\$115.00 USD	\$135.00 USD
Non-Member	\$500.00 USD	\$630.00 USD	\$250.00 USD	\$315.00 USD
Short Course Only, without General Annual Meeting Registration	FULL DAY	FULL DAY	1/2 DAY	1/2 DAY
Member and Non-Member	\$550.00 USD	\$580.00 USD	\$275.00 USD	\$290.00 USD
Trainee, Emeritus, Attendees from Non-High Income Countries and Non-NA First Time Attendees	\$320.00 USD	\$370.00 USD	\$160.00 USD	\$185.00 USD

Payment Information

- All registration fees listed are in US Dollars.
- Credit Cards accepted: VISA, MasterCard, Discover or AMEX
- If you are paying by check, make the check payable (in U.S. funds) to "SMDM." Please write registrant's name on check.

Cancellation / Substitution Policy

We all have unforeseen emergencies that may occur. Whenever possible we encourage you to send a colleague as a substitution. If you are having a colleague attend in your place please notify the office so we can make the proper adjustments. Please send your colleague's name and contact information to the office at fax +1 (908) 450-1119 OR email to info@smdm.org. Note, if the substitute colleague is not a member, the non-member fee will apply.

We will accept notification of cancellations up until Friday, October 1, 2010 (3 weeks prior to the meeting.) All requests must be in writing, faxed to +1 (908) 450-1119 OR email to info@smdm.org. Cancellations received on or prior to Friday, October 1, 2010 will receive a full refund, less a \$50 administrative fee, after the conclusion of the meeting. No refunds will be given after Friday, October 1, 2010, but again you may send a colleague as a substitution.

Reimbursement will be issued in the form that payment was received. Please allow 3-4 weeks for reimbursements to be processed.

Full Descriptions of the Short Courses being offered may be found on the website at http://www.smdm.org/2010meeting/short_courses_overview.shtml

COURSE OFFERINGS

Full Day Short Courses

Sunday, October 24, 2010 9:00 AM – 5:30 PM

- Full Day 1:** INTRODUCTION TO INFECTIOUS DISEASE TRANSMISSION MODELS
- Full Day 2:** META-ANALYSIS: STATISTICAL METHODS FOR COMBINING THE RESULTS OF INDEPENDENT STUDIES
- Full Day 3:** PRINCIPLES AND PRACTICES OF PERSON-LEVEL COST-EFFECTIVENESS ANALYSIS
- Full Day 4:** AN INTRODUCTION TO DISCRETE CHOICE EXPERIMENTS IN HEALTH CARE
- Full Day 5:** NICE DECISION MAKING

Morning Half Day Short Courses

Sunday, October 24, 2010 9:00 AM – 12:30 PM

- AM 1:** MEDICAL DECISION MAKING WITH BAYESIAN NETWORKS
- AM 2:** MDM 101: COMMON MDM METHODS AND APPLICATIONS
- AM 3:** MODELING APPROACHES FOR ANALYZING HEALTH CARE PROBLEMS – AN INTRODUCTORY OVERVIEW AND COMPARISON
- AM 4:** MICROSOFT EXCEL: BASIC SKILLS FOR EFFICIENCY AND MODELING
- AM 5:** INCORPORATING QUALITY OF LIFE INTO ECONOMIC EVALUATIONS: HEALTH UTILITIES MEASUREMENT
- AM 6:** INTRODUCTION TO DESIGNING EVIDENCE-BASED PATIENT DECISION AIDS
- AM 7:** BASIC PSYCHOLOGY OF MEDICAL DIAGNOSIS
- AM 8:** PROPENSITY SCORE METHODS FOR ESTIMATING CAUSAL TREATMENT EFFECTS USING OBSERVATIONAL DATA
- AM 9:** THE THRESHOLD TECHNIQUE: HOW DOES THIS RESEARCH METHOD WORK ANYWAY?
- AM 10:** METHODS FOR BUILDING ARCHIMEDES-TYPE MODELS

Afternoon Half Day Short Courses

Sunday, October 24, 2010 2:00 PM – 5:30 PM

- PM 1:** HOW-TO HANDS-ON WORKSHOP: PRESENTATION SKILLS
- PM 2:** QUANTIFYING BENEFIT-RISK TRADEOFF PREFERENCES FOR REGULATORY DECISION MAKING
- PM 3:** INTRODUCTION TO DISCRETE-EVENT SIMULATION FOR HEALTHCARE
- PM 4:** PSYCHOLOGY OF MEDICAL DECISION MAKING II: MODELING JUDGMENT, THE BRUNSWIKIAN APPROACH
- PM 5:** ECONOMIC ASSESSMENT IN CLINICAL TRIALS
- PM 6:** CAUSAL INFERENCE AND CAUSAL DIAGRAMS IN MEDICAL DECISION MAKING
- PM 7:** GENERATING AND USING ELICITED EVIDENCE FOR DECISION MODELS
- PM 8:** EVIDENCE-BASED DIAGNOSIS (ROC CURVES, INTERVAL LIKELIHOOD RATIOS AND BEYOND)
- PM 9:** MARKOV DECISION PROCESSES - ANALYTIC METHODS FOR SEQUENTIAL DECISIONS
- PM 10:** MICROSOFT EXCEL: ADVANCED SKILLS FOR EFFICIENCY AND MODELING

Full Descriptions of the Short Courses being offered may be found on the website at http://www.smdm.org/2010meeting/short_courses_overview.shtml

FULL DAY COURSE DESCRIPTIONS

FD 1 INTRODUCTION TO INFECTIOUS DISEASE TRANSMISSION MODELS

Course Level: Beginner **Course Limit:** 20

Faculty: Chris T. Bauch, PhD, Associate Professor, University of Guelph, Beate Sander, RN, MBA, MEdDev, Health Economist, Ontario Agency for Health Protection and Promotion; David N. Fisman, MD, MPH, Associate Professor, University of Toronto; Amy L. Greer, PhD, Senior Mathematician, Public Health Agency of Canada

Control of infectious diseases poses an important challenge to healthcare and public health decision-makers. However, traditional “static” models for evaluation of infectious disease interventions are not always appropriate: they ignore the fundamentally transmissible nature of these diseases, which can lead to distorted estimates of program effectiveness and cost-effectiveness. In such cases, it may be preferable to employ transmission (or “dynamic”) models. These can capture effects such as the way that force of infection changes over time once an intervention is introduced, the tendency of infectious disease incidence to exhibit seasonal patterns, and the potential benefits associated with herd immunity. Transmission models are a broad class of models, including classical deterministic compartmental models, agent-based models, and other types of stochastic models. This course will introduce investigators to the construction, simulation, and interpretation of such models. Investigators will also learn about two widely used software platforms for developing and analyzing transmission models.

FD 2 META-ANALYSIS: STATISTICAL METHODS FOR COMBINING THE RESULTS OF INDEPENDENT STUDIES

Course Level: Beginner **Course Limit:** NA

Faculty: Ingram Olkin, PhD, , Stanford University, Thomas A. Trikalinos, MD, PhD, Co Director, Tufts Evidence-based Practice Center, Tufts Medical Center

Meta-analysis is a formal, systematic method to synthesize the results of independent studies, considering and integrating the combined weight of evidence to determine the effect of an intervention or the strength of an association. Meta-analysis is being used increasingly in the medical and health sciences to augment traditional methods of narrative research to inform and guide practice and policy, in areas as disparate as estimating the effectiveness of mammography in detection of breast cancer and the consistency of gene-disease association studies.

FD 3 PRINCIPLES AND PRACTICES OF PERSON-LEVEL COST-EFFECTIVENESS ANALYSIS

Course Level: Beginner **Course Limit:** NA

Faculty: Jeffrey Hoch, PhD, Health Economist, Cancer Care Ontario, Elisabeth A.L. Fenwick, PhD, Senior Lecturer in Health Economics, University of Glasgow; Katia Noyes, PhD, Associate Professor, University of Rochester

This class introduces the principles and practices of estimation and uncertainty as they apply to person-level cost-effectiveness analysis (CEA). The USA has recently spent over \$1 billion on comparative effectiveness research, often involving person-level data. The purpose of this class is to build the capacity of SMDM attendees to do and explain CEA in an intuitive, non-technical manner. The fundamental activities of CEA—estimation and uncertainty—will be taught through theory bursts followed by group work exercises. The first part of the day long class will focus on estimation and uncertainty skills involving the incremental cost-effectiveness ratio (ICER). The second part of the day long class will focus on estimation and uncertainty skills involving the incremental net benefit (INB). At the end of the class, participants will have a deeper understanding of estimation and uncertainty concepts and the ability to do and explain them in an intuitive, non-technical manner.

FD 4 AN INTRODUCTION TO DISCRETE CHOICE EXPERIMENTS IN HEALTH CARE

Course Level: Intermediate **Course Limit:** NA

Faculty: Dean A. Regier, PhD, Research Associate, The Research Institute of the Hospital for Sick Children, John F.P. Bridges, PhD, Assistant Professor, Johns Hopkins Bloomberg School of Public Health; Deborah Marshall, PhD, , University of Calgary

The application of stated preference discrete choice experiments (DCEs)—an approach that fits within the broader paradigm of conjoint analysis—to value outcomes associated with health and health care provision has steadily increased over the past decade. DCEs are based on the assumption that health goods can be described by their attributes, and individuals derive value from the levels of the attributes. DCEs are popular because they provide a flexible approach to preference-based measurement that enables researchers to value the salient outcomes associated with health and the provision of health care, including patient reported outcomes. DCEs also allow for welfare measures such as willingness to pay, which can be incorporated into cost benefit analysis. Understanding how patients perceive and value different aspects of healthcare and incorporating these values into formal technology assessment and decision-making can ultimately result in clinical and policy decisions that better reflect individuals' preferences.

FD 5 NICE DECISION MAKING

Course Level: Intermediate **Course Limit:** 50

Faculty: Sarah Davis, MPhys, Senior Lecturer in Health Economics, University of Sheffield, Jonathan Michaels, MB BChir MA, MChir, Professor of Vascular Surgery, University of Sheffield, The University of Sheffield; Mark Sculpher, PhD, Professor, University of York; Matt Stevenson, PhD, Dr, The School of Health and Related Research, University of Sheffield; Ken Stein, MB ChB MSc, Professor of Public Health, Peninsula College of Medicine & Dentistry; Francis Ruiz, BSc GradDip PSychol MSc, Senior Adviser (Health Economics), National Institute for Health and Clinical Excellence

The National Institute for Health and Clinical Excellence (NICE) conducts rigorous appraisals of new technologies to provide guidance to the UK National Health Service. Its methods and processes have influenced policies on the rational use of medical interventions worldwide.

Full Descriptions of the Short Courses being offered may be found on the website at http://www.smdm.org/2010meeting/short_courses_overview.shtml

MORNING HALF DAY SHORT COURSES

AM 1 MEDICAL DECISION MAKING WITH BAYESIAN NETWORKS

Course Level: Beginner **Course Limit:** NA

Faculty: Oguzhan Alagoz, PhD, Assistant Professor, University of Wisconsin-Madison, Mehmet Ayvaci, MS, Graduate Student, University of Wisconsin-Madison

Bayesian Network (BN) is a probabilistic graphical model used for data classification, identification of causal relationships, and output prediction. BNs allow a domain expert to model uncertain relationships between a variable of interest with unknown values (e.g., modeling uncertain relationships to predict risk of a disease) and clinical findings/observations (known variables) and are particularly useful for medical diagnosis (e.g., estimating breast cancer risk using mammography findings). Attractive features of BNs include encoding dependencies among all variables, thereby addressing problems with incomplete data; informing causal relationships, thereby increasing understanding about a problem domain and predicting consequences of treatment; combining prior knowledge (which often comes in causal form) and available data; and user friendliness of graphical representations.

AM 2 MDM 101: COMMON MDM METHODS AND APPLICATIONS

Course Level: Beginner **Course Limit:** NA

Faculty: Joel Tsevat, MD, MPH, , University of Cincinnati, James Stahl, MD, CM, MPH, Massachusetts General Hospital; Karen M. Kuntz, ScD, Professor, University of Minnesota; Nananda F. Col, MD, MPH, MPP, Director, Maine Medical Center; Alan Schwartz, PhD, Associate Professor, University of Illinois at Chicago

This course will introduce students to 5 of the most common methods presented at Society for Medical Decision Making meetings: 1) cost-effectiveness analysis, 2) health status and utilities, 3) simulation modeling, 4) shared decision making, and 5) decision psychology. Each lecture will present an overview of terminology and methods, with examples of applications, so that students can better understand SMDM meeting abstract presentations.

AM 3 MODELING APPROACHES FOR ANALYSING HEALTH CARE PROBLEMS – AN INTRODUCTORY OVERVIEW AND COMPARISON

Course Level: Beginner **Course Limit:** NA

Faculty: Beate Jahn, PhD, Senior Scientist, UMIT - University for Health Sciences, Medical Informatics and Technology, Hall i.T., Austria, James Stahl, MD, CM, MPH, Massachusetts General Hospital; Mark S. Roberts, MD, MPP, Professor of Medicine, University of Pittsburgh School of Medicine; Uwe Siebert, MD, MPH, MSc, SD, , UMIT - University for Health Sciences; Sally Brailsford, MSc PhD, Professor of Management Science, University of Southampton

Most courses about modeling in health care have their focus on a single modeling approach. This course provides an overview about alternative approaches: 1) Decision trees (DT), 2) Markov Models (MM), 3) Microsimulation 4) Discrete Event Simulation (DES), 5) Agent based modelling (ABM), 6) System Dynamics (SD). It provides the unique opportunity to get inside into alternative modeling techniques and to discuss model selection with the several experts.

AM 4 MICROSOFT EXCEL: BASIC SKILLS FOR EFFICIENCY AND MODELING

Course Level: Beginner **Course Limit:** NA

Faculty: Gregory S. Zaric, PhD, , University of Western Ontario, David W. Hutton, PhD, University of Michigan School of Public Health; Lauren E. Cipriano, BSc, BA, PhD Candidate, Stanford University; Eva Enns, MS, PhD Candidate, Stanford University

Microsoft Excel has become the tool of choice for quantitative analysis in MBA programs because of its power, flexibility, ease of use, transparency, and widespread availability. However, it has not been fully exploited by the decision analysis community. Many decision problems can be analyzed in Excel. Excel can be used to organize and model input parameters, build small or large models, analyze and graphically display results, and perform sensitivity analysis. Excel is a ubiquitous platform for developing simple or complicated models. Additionally, several common decision analysis software tools integrate with Excel. Improved proficiency with Excel can save time for almost anyone. This is the first of two courses on Excel modeling. In this course we introduce basic Excel tools and functions to enable participants to gain comfort with the program and the start building useful models.

AM 5 INCORPORATING QUALITY OF LIFE INTO ECONOMIC EVALUATIONS: HEALTH UTILITIES MEASUREMENT

Course Level: Beginner **Course Limit:** NA

Faculty: Feng Xie, PhD, Assistant Professor, McMaster University, Eleanor Pullenayegum, PhD, Assistant Professor, McMaster University

Economic evaluations have been required to inform evidence-based reimbursement decision makings in many jurisdictions. Quality-adjusted life year (QALY) combining both quality and quantity of life facilitates a broader comparison across diseases/programs, and thus is a recommended outcome measure in economic evaluations by decision makers such as the National Institute for Health and Clinical Excellence (NICE) and the Canadian Agency for Drugs and Technologies in Health (CADTH). Measuring utilities for health status through preference elicitation has been a common method to incorporate quality of life into economic evaluations. This short course will introduce different preference elicitation techniques including the visual analogue scale, standard gamble, time trade-off, and discrete choice experiment and how to use and analyse preference-based quality of life instruments such as the EQ-5D and the Health Utilities Index in economic evaluations.

continued on next page

Full Descriptions of the Short Courses being offered may be found on the website at http://www.smdm.org/2010meeting/short_courses_overview.shtml

MORNING HALF DAY SHORT COURSES CONTINUED

AM 6 INTRODUCTION TO DESIGNING EVIDENCE-BASED PATIENT DECISION AIDS

Course Level: Beginner **Course Limit:** NA

Faculty: Deb Feldman-Stewart, PhD, Professor, Division of Cancer Care and Epidemiology

This is an introductory course that will provide a basic framework to guide both pre-design planning and a systematic design strategy. Pre-design planning includes setting objectives for the decision aid and how each will be evaluated. Design steps include deciding on what medium to use, what components to include in the aid, what information to include, and how to present it. Research evidence that helps designers meet their objectives will be provided and gaps in research will be identified. Existing guidebooks and the International Patient Decision Aid Standards (IPDAS) will be discussed.

AM 7 BASIC PSYCHOLOGY OF MEDICAL DIAGNOSIS

Course Level: Intermediate **Course Limit:** NA

Faculty: Robert M. Hamm, PhD, Professor, University of Oklahoma Health Sciences Center, Marieke De Vries, PhD, Leiden University Medical Center

The course addresses the psychology of clinicians' diagnostic performance, in terms of both accurate categorization of the cause of the patient's complaint, and adjustment of the probability the patient has a diagnosis given new information. Understanding good diagnostic performance requires clarity on the nature of the diagnostic task and the best way to use information diagnostically, and a vocabulary for describing how clinicians do these tasks and for measuring their shortcomings. Attendees are shown the normative rules (for categorizing based on symptom diagnosticity, for updating probabilities with Bayes' theorem, for deriving test thresholds or action thresholds based on utility of missing diagnoses or unnecessarily treating for them) and learn how to apply those rules in diagnosis. Moreover, they learn to judge the suitability of research methods for characterizing what clinicians do, and how clinicians fall short of the best diagnostic reasoning, in situations where those rules apply.

AM 8 PROPENSITY SCORE METHODS FOR ESTIMATING CAUSAL TREATMENT EFFECTS USING OBSERVATIONAL DATA

Course Level: Intermediate **Course Limit:** NA

Faculty: Peter C. Austin, PhD, Senior Scientist, Institute for Clinical Evaluative Sciences

This course will introduce participants to the concept of the propensity score and its use for estimating causal treatment effects using observational data. A conceptual background for propensity-score analysis will be presented. Participants will learn how to: estimate a propensity score model; assess the specification of this model; and estimate treatment effects using the propensity score.

AM 9 THE THRESHOLD TECHNIQUE: HOW DOES THIS RESEARCH METHOD WORK ANYWAY?

Course Level: Intermediate **Course Limit:** 40

Faculty: Hilary A. Llewellyn-Thomas, PhD, Co-Director, The Center for Informed Choice, Dartmouth Medical School, R. Trafford Crump, PhD, Dartmouth Medical School

The Threshold Technique (TT) measures attitudes towards a particular "target" therapy. It proceeds by repeatedly varying the level of a key attribute, and, with each variation, asking the respondent to choose between the "target" therapy and an alternate "reference" therapy. The TT is very flexible. [Consider a current analgesic (the reference) versus a new medication (the target) offering greater pain relief but with a higher risk of gastric bleed. TTs can reveal the minimal pain relief that patients would require—or the maximal risk of gastric bleed they would accept—before preferring the new drug over their current medication.] However, the TT focuses on a single attribute, so it can address only narrowly-defined, context-specific research problems. This course provides the skills needed to: appreciate the TT's flexibility; identify the research problems that can/can't be addressed using the TT; design different versions of the TT; and critique publications about the TT.

AM 10 METHODS FOR BUILDING ARCHIMEDES-TYPE MODELS

Course Level: Intermediate **Course Limit:** NA

Faculty: David Eddy, MD, PhD, Chief Medical Officer Emeritus, Archimedes Inc

Archimedes is a physiology-based, continuous, large-scale simulation model of diseases, populations, and healthcare systems. It is designed to span multiple diseases and operate at the level of detail of clinical and administrative decisions. It is used to support decisions for both individuals and populations. This course will describe how this type of model is formulated using object-oriented programming and how equations are derived and validated. It will cover methods for representing physiological pathways, the occurrence and progression of diseases, the development of symptoms, encounters with healthcare systems, care processes and protocols, prevention programs, tests and treatments, logistics and utilization, patient behaviors, provider behaviors, costs, and quality of life. It will also describe how the model represents information, uncertainty, and variations in practices, as well as methods for customizing the model to particular settings. Participants with appropriate training will be able to use the methods to develop similar models.

Full Descriptions of the Short Courses being offered may be found on the website at http://www.smdm.org/2010meeting/short_courses_overview.shtml

AFTERNOON HALF DAY SHORT COURSES

PM 1 HOW-TO HANDS-ON WORKSHOP: PRESENTATION SKILLS

Course Level: Beginner **Course Limit:** 20

Faculty: M.G. Myriam Hunink, MD, PhD, Professor, Erasmus MC, Tessa S.S. Genders, MSc, Ms., Erasmus MC

Presentation skills are essential in communicating your work. Really good work frequently goes unnoticed because a scientist does not know how to present it. Sometimes it is the slides that don't work, sometimes it is hard to hear what the speaker is saying, sometimes it is fear of public speaking that interferes. Presenting well can be learned: it is a skill. In this interactive how-to hands-on workshop we will review preparing your presentation, speaking skills while delivering your message, how to deal with nervousness, and how to answer questions.

PM 2 QUANTIFYING BENEFIT-RISK TRADEOFF PREFERENCES FOR REGULATORY DECISION MAKING

Course Level: Beginner **Course Limit:** NA

Faculty: F. Reed Johnson, PhD, Distinguished Fellow and Principal Economist, Research Triangle Institute, A. Brett Hauber, PhD, Senior Economist, RTI Health Solutions, RTI Health Solutions

Regulators, clinicians, and patients routinely make decisions involving tradeoffs between treatment safety and clinical benefits measured in dissimilar metrics. Both the U.S. Food and Drug Administration and the European Medicines Agency have undertaken initiatives to evaluate approaches and develop guidance for benefit-risk evaluations. This course will help attendees assess methods for systematically quantifying and comparing the benefits and risks of medical interventions, including professional judgment of nominal risk and benefit incidence rates; comparing weighted risk and benefit incidence rates, where each outcome is assigned a relative importance or preference weight; and comparing actual risk exposures with maximum acceptable risks using stakeholders' stated willingness to accept risk to achieve specified therapeutic benefits. This course will provide attendees criteria for evaluating advantages and disadvantages of different approaches to benefit-risk analysis, hands-on experience in eliciting and interpreting benefit-risk tradeoff data, and examples of how benefit-risk tradeoff data have helped inform regulatory decision-making.

PM 3 INTRODUCTION TO DISCRETE-EVENT SIMULATION FOR HEALTHCARE

Course Level: Beginner **Course Limit:** NA

Faculty: James Stahl, MD, CM, MPH, Massachusetts General Hospital

Discrete-event simulation (DES) is a method for modeling systems where competition for resources is an important feature, such as healthcare. DES has been successfully applied in industrial engineering and operations research since the 1960s. In DES, models approximate the same cause and effect relationships found in real, proposed or conceptual systems. This allows investigators to experiment using both sensitivity analysis and "what-if" experiments where the model structure and causal relationships are varied. DES is most useful when analyzing problems that involve resource constraints, competition for resources, interdependent events, or for understanding emergent behavior and illustrating and communicating complex processes to stakeholders. Basic concepts include entities, events, attributes, resources, queues and delays. Basic statistical concepts discussed will include observational, e.g.- waiting times, and time-persistent statistics e.g., utilization and queue length.

PM 4 PSYCHOLOGY OF MEDICAL DECISION MAKING II: MODELING JUDGMENT, THE BRUNSWIKIAN APPROACH

Course Level: Beginner **Course Limit:** NA

Faculty: Robert S. Wigton, MD, MS, Professor, College of Medicine, University of Nebraska Medical Center, Thomas G. Tape, MD, Professor, Chief of General Internal Medicine, College of Medicine, University of Nebraska Medical Center; Robert M. Hamm, PhD, Professor, University of Oklahoma Health Sciences Center; Esther Kaufmann, PhD, University of Teacher Education Central Switzerland, Zug

The development and refinement of the lens model and the lens model equation have led to many studies of judgment and decision making. In addition, Brunswik's views of the probabilistic nature of the natural world and reliance of judgment on unreliable and redundant cues has provided a basis for the analysis of medical diagnosis. In the course, we will explain these concepts and show how they can be applied to studies of medical decision making.

PM 5 ECONOMIC ASSESSMENT IN CLINICAL TRIALS

Course Level: Advanced **Course Limit:** NA

Faculty: Henry Glick, PhD, Associate Professor of Medicine, General Internal Medicine, University of Pennsylvania, Jalpa Doshi, PhD, Assistant Professor of Medicine, General Internal Medicine, University of Pennsylvania

Prospective economic evaluation of clinical trials is an increasingly important component of the clinical development program for new clinical therapies (e.g., treatments, behavioral interventions, and drugs). The statistical methods used for analysis of economic data from prospective studies are constantly evolving. In this course, the faculty and participants will explore issues in the design and analysis of economic assessments in trials and introduce both standard and recently proposed statistical methods for these assessments. The course format is primarily didactic; its content is both theoretical and applied (with STATA 8.0 computer software documented to assist in use).

continued on next page

Full Descriptions of the Short Courses being offered may be found on the website at http://www.smdm.org/2010meeting/short_courses_overview.shtml

AFTERNOON HALF DAY SHORT COURSES CONTINUED

PM 6 CAUSAL INFERENCE AND CAUSAL DIAGRAMS IN MEDICAL DECISION MAKING

Course Level: Intermediate **Course Limit:** NA

Faculty: Uwe Siebert, MD, MPH, MSc, SD, Prof., UMIT - University for Health Sciences, Medical Informatics and Technology

One of the most important tasks of decision makers is to derive causal interpretations using both statistical analyses of original datasets and decision analysis. Often an intervention, action or risk factor is modeled to have a "causal effect" on one or more model parameters (e.g., probability, rate, or mean of outcome). Therefore, both the biostatistician and the decision analyst need tools to check: (1) when effect estimates have a causal interpretation and when they do not; and (2) the appropriate methods to derive causal effects instead of merely statistical associations.

PM 7 GENERATING AND USING ELICITED EVIDENCE FOR DECISION MODELS

Course Level: Intermediate **Course Limit:** 20

Faculty: Laura Bojke, PhD, MSc, BA, Research Fellow, University of York, Marta Soares, Msc, Research fellow, University of York

Many decision making bodies use a rigorous health technology assessment (HTA) process to appraise technologies. Evidence to inform an economic assessment is often drawn from a variety of sources including the use of expert opinion. An elicitation method links experts' beliefs to an expression of these in a statistical form. Formal elicitation methods are gaining momentum in HTA but still there are few practical applications. There is a time burden in designing and conducting formal elicitation. However, elicited evidence may be extremely valuable, particularly where there is sparse data, significant uncertainties or bias.

PM 8 EVIDENCE-BASED DIAGNOSIS (ROC CURVES, INTERVAL LIKELIHOOD RATIOS AND BEYOND)

Course Level: Intermediate **Course Limit:** NA

Faculty: Michael A. Kohn, MD, MPP, Associate Professor, University of California, San Francisco, Thomas B. Newman, MD, MPH, Professor, University of California, San Francisco

This hands-on workshop is based on real examples from the medical literature. We will review multiple studies of diagnostic tests and show how the data can be (but often are not) presented to maximize the information to be gained from the test. We will also discuss various common but under-recognized biases and how they affect results. After this course, you will understand • the principles of diagnostic test assessment, including the calculation and use of interval likelihood ratios and the relationship between these likelihood ratios and the ROC curve • how to go beyond the area under the curve to get the most out of published ROC curves • when odds ratios are preferable to likelihood ratios and vice versa • underappreciated flaws, biases, and limitations in studies of diagnostic tests • how to minimize or resolve limitations and best present diagnostic test information to experienced clinicians.

PM 9 MARKOV DECISION PROCESSES - ANALYTIC METHODS FOR SEQUENTIAL DECISIONS

Course Level: Advanced **Course Limit:** NA

Faculty: Andrew Schaefer, PhD, Associate Professor, University of Pittsburgh, Mark S. Roberts, MD, MPP, Professor of Medicine, University of Pittsburgh School of Medicine; Lisa Maillart, PhD, Associate Professor, University of Pittsburgh

Participants will learn how to model Markov decision processes, how to solve them, and previous applications to medical decision making.

PM 10 MICROSOFT EXCEL: ADVANCED SKILLS FOR EFFICIENCY AND MODELING

Course Level: Advanced **Course Limit:** NA

Faculty: Gregory S. Zaric, PhD, University of Western Ontario, David W. Hutton, PhD, University of Michigan School of Public Health; Lauren E. Cipriano, BSc, BA, PhD Candidate, Stanford University; Eva Enns, MS, PhD Candidate, Stanford University

Microsoft Excel has become the tool of choice for quantitative analysis in MBA programs because of its power, flexibility, ease of use, transparency, and widespread availability. However, it has not been fully exploited by the decision analysis community. Many decision problems can be analyzed in Excel. Excel can be used to organize and model input parameters, build small or large models, analyze and graphically display results, and perform sensitivity analysis. Excel is a ubiquitous platform for developing simple or complicated models. Additionally, several common decision analysis software tools integrate with Excel. Improved proficiency with Excel can save time for almost anyone. This is the second of two courses on Excel modeling. In this course we demonstrate how to use Excel to build a number of common types of decision-analytic models. All examples will be done with Excel only and will not require the use of any add-in packages.

Awards and Interest Groups

Awards

The Awards Committee manages the awards presented at the Annual Meeting.

Calls for nominations for all awards are distributed in the fall of each year, a few weeks after the Annual Meeting. Members of SMDM are encouraged to submit nominations.

- The **Career Achievement Award** recognizes distinguished senior investigators who have made significant contributions to the field of medical decision making. **The 2010 award will be presented to: J. Sanford (Sandy) Schwartz, MD, University of Pennsylvania**
- The **Eugene L. Saenger Award for Distinguished Service to SMDM** recognizes service to SMDM in terms of leadership, role in the operations of the Society, and contributions to the scientific and educational activities of the Society. **The 2010 award will be presented to: Mark Helfand, MD, MPH, MDM Editor, Oregon Health and Science University**
- The **John M. Eisenberg Award for Practical Application of Medical Decision Making Research** recognizes an individual or organization that has demonstrated sustained leadership in translating medical decision making research into practice, and that has taken exceptional steps to communicate the principles and/or substantive findings of medical decision making research to policy makers, to clinical decision makers, and to the general public. **The 2010 award will be presented to: Douglas Owens, MD, MS, Stanford University**
- The **Award for Outstanding Paper by a Young Investigator** is presented for a paper published in the year prior to the award. The definition of a "young investigator" is contained in the call for nominations distributed in the fall of each year. **The 2010 award will be presented to: Angelo Volandes, MD. "Video Decision Support Tool for Advance Care Planning in Dementia: Randomized Controlled Trial," was published in the prestigious British Medical Journal in 2009 (BMJ. 2009 May 28;338:b2159. doi: 10.1136/bmj.b2159.**
- The **Lee B. Lusted Student Prize Award**. Each year the Lee B. Lusted Prize Student Fund recognizes students' original research in medical decision making. The prize provides a cash award to a winner and three runners up in order to attract the best and brightest young minds to SMDM. Recipients will be chosen during the Annual Meeting.
- The **Best Short Course Award** will be announced during the Leadership Awards presentation.

2009 Award Winners



The Society for Medical Decision Making relies on contributions from its members to support the John M. Eisenberg Practical Application of Medical Decision Making Research Award and the Lee B. Lusted Student Prize Award. We are asking every member to consider making a tax deductible contribution to one or both of these award programs along with their registration. If you are considering a larger donation, please go to smdm.org and click on Support SMDM. If every Annual Meeting attendee contributes a small amount, we will ensure that the John M. Eisenberg Practical Application of Medical Decision Making Research Award and the Lee B. Lusted Student Prize Award continue to support and strengthen the field of medical decision making! SMDM is a 501(c)3 not-for-profit organization; Federal Tax ID #31-0992960.

SMDM Interest Groups and Committees

Interest Groups and Committees will be having breakfast or lunch meeting and invite all attendees to join them. The schedule for when Interest Groups and Committees will be meeting will be posted on the Annual Meeting web page. Visit the SMDM website for more information about each Interest Group and how to sign up to attend an Interest Group Meeting.

Groups meeting during breakfast will have the continental breakfast provided outside the meeting rooms. Groups meeting during lunch, lunch is not provided. We ask that participants use the first 1/2 hour of the break to have their lunch for which the hotel offers many options, then join the group for the last hour of the break for discussions.

Interest Groups

Clinical Research Integrity Interest Group
 Decision Psychology Interest Group
 Diagnostic Error in Medicine Interest Group
 Disaster Simulation Modeling Interest Group
 Discrete Event Simulation Interest Group
 Ethics Research Interest Group
 Infectious Disease Modeling Interest Group
 Medical Informatics Interest Group
 Pharmacoeconomics Interest Group
 Shared Decision Making Interest Group
 Teaching MDM Interest Group

Committees

Education Committee
 Global Health Committee
 Institutional Membership
 Membership Committee
 Methods Papers Committee
 Public Health Committee
 Publications Committee
 Technology Assessment Committee

Mentoring and Career Development Opportunities

Mentoring

2010 Mentoring Program:

The SMDM Education Committee is excited to offer a formal one-to-one mentoring program this year. Our one-to-one mentoring sessions at the Annual Meeting offer the opportunity for new meeting attendees, trainees, junior faculty, and others to meet and get advice from established members of the Society in an informal setting. The purpose of the program is to provide mentoring about career trajectory and research topics and establish new networks of colleagues. Other potential discussion topics could include navigating the annual meeting and discussion about presented research, perceived strengths and weaknesses in your work or skills and advice on improvement. SIGN-UP FOR MENTORING! Check the SMDM website at http://www.smdm.org/2010meeting/mentoring_info.shtml as the meeting dates approach for information about registration and to view a list of the SMDM mentors who have volunteered for the One-to-One sessions.

We welcome questions and suggestions. For more information about mentoring opportunities please contact:
Rosie Thein, MD, MPH, PhD, rosie.thein@gmail.com Natasha Stout, PhD, nstout@hsph.harvard.edu



Career Development Opportunities

Sunday, October 24, 2010 2:00 PM – 5:30 PM PM Half Day Short Course

PM 1 HOW-TO HANDS-ON WORKSHOP: PRESENTATION SKILLS

Course Level: Beginner **Course Limit:** 20

Faculty: M.G. Myriam Hunink, MD, PhD, Professor, Erasmus MC, Tessa S.S. Genders, MSc, Ms., Erasmus MC

Presentation skills are essential in communicating your work. Really good work frequently goes unnoticed because a scientist does not know how to present it. Sometimes it is the slides that don't work, sometimes it is hard to hear what the speaker is saying, sometimes it is fear of public speaking that interferes. Presenting well can be learned: it is a skill. In this interactive how-to hands-on workshop we will review preparing your presentation, speaking skills while delivering your message, how to deal with nervousness, and how to answer questions.

Monday, October 25, 2010 12:30 PM – 1:30 PM

Career Development: Career Trajectories in MDM: Beyond Academia

A special panel will provide an opportunity for trainees to learn about different career trajectories in medical decision making. Panelists will discuss the different roles, responsibilities, and tasks associated with various types of positions (from academia to for-profit companies to research institutes). They will also discuss the benefits and drawbacks of the setting as it relates to MDM.

Panel Facilitator: **Mary C. Politi, PhD**, Washington University in St. Louis, St. Louis, MO

Panelists will include: **Angie Fagerlin, PhD**, University of Michigan, Ann Arbor, MI, **Deborah Braccia, DNSc, MPA**, Regional Account Scientific Director, Oncology Scientific Operations - Managed Markets Novartis Oncology and **Jeffrey Hoch, PhD**, Li Ka Shing Knowledge Institute of St. Michael's Hospital, University of Toronto, and Cancer Care Ontario, Toronto, Ontario.

CV and Job Announcement Books

This year we will be providing two career development services: a CV book and a Job Announcement book. For those on the job market or those looking to hire, a CV/Job book will be available at the registration desk. **New this year:** This CV/Job book will also be emailed electronically one week before the conference to those who register in advance of the meeting. Interested parties are encouraged to schedule informational and formal interview sessions during the conference, and we hope that this new process will help facilitate planned informational and interview sessions.

CV Submissions:

Please submit the following information:

- Your name
- Whether you are
 - 1) a student/trainee;
 - 2) currently employed;
 - 3) other
- A brief statement describing the position sought (PDF or Word document)
- Your CV (PDF or Word document)

Job Announcement Submissions:

Please submit the following information:

- Your institution and contact information
- Whether the position you advertise is:
 - 1) full time;
 - 2) part time;
 - 3) intern/traineeship
- The job announcement (one-sided, 8 1/2 x 11 page; PDF or Word document)

All submissions must be emailed to info@smdm.org by Friday, October 1, 2010. All attachments should be PDF or Word document.

We welcome questions and suggestions. For more information about career development opportunities please contact:

Mary Politi, PhD mpoliti@gwmail.wustl.edu Beate Sander, RN, MBA, MEcDev bsander@uhnres.utoronto.ca

Social Networking

Social Networking

Sunday, October 24, 2010 12:30 PM – 2:00 PM Trainee Luncheon, ticket fee is \$5.00

The Trainee Luncheon will be held on Sunday, between the morning and afternoon short courses. This is a wonderful opportunity for trainees (graduate students, postdoctoral fellows and clinical fellows) attending the meeting to meet and talk informally with each other and senior members of the Society. The luncheon is held on the first day of the meeting so that these conversations can continue over the course of the meeting. The cost of the luncheon is \$5.00 USD per trainee. Tickets should be purchased in advance.

Sunday, October 24, 2010 5:30 PM – 6:30 PM New Member and First Time Attendee Reception, no charge

This reception immediately follows the Sunday's short courses and will provide opportunities for new members and first time attendees to meet each other and SMDM leaders. Our goal is to help new members and first time conference attendees get the most out of their experience with SMDM and the Annual Meeting. Please join us for an informal orientation, where you will meet members of the Board, Chairs of the Interest Groups, gain insight into how our meeting operates, and receive help in identifying the sessions that are a good fit for you. We look forward to meeting you and having you work with us as we craft the future of SMDM.

Sunday, October 24, 2010 and Tuesday, October 26, 2010 Dining Out On Your Own in Groups with Experts in MDM

Social Dinners with MDM Experts: Enjoy an evening of stimulating discussion with your peers and experts in Medical Decision Making, while experiencing the local Toronto scene! Choose from a range of discussion topics and nearby restaurants. Details and sign-up sheets will be sent via email prior to the conference and available at the registration desk.

Monday, October 25, 2010 6:30 – 9:30 pm Off Site Evening Event, ticket fee is \$45.00 USD

Please join us at the Thompson Landry Gallery which is one of the newest additions to the arts community at the Historic Distillery District. Pioneering new ground for galleries in Toronto. The Thompson Landry Gallery showcases both the very best of the new generation of contemporary artists, as well as the great masters of Quebec. Housed in a beautiful 2700 square foot space in the Stone Distillery Building, it is the only gallery in Toronto specializing purely in Quebec artists and sculptors. A Taste of Quebec is Toronto's first specialty food boutique specializing in only the very best terroir products from the province of Quebec; featuring the finest artisan cheeses, terrines, gourmet oils and other epicurean delicacies.



Important Dates:

Thursday, September 23, 2010 Hotel Reservations, Deadline for Group Rate
Friday, October 1, 2010 Early Bird Registration Deadline (3 weeks prior to the Meeting)
Friday, October 1, 2010 Cancellation Deadline (3 weeks prior to the Meeting)

Monday, October 25 - Wednesday, October 27, 2010 SMDM Annual Meeting Dates

General Session Registration Fees

Registration fee includes: Continental Breakfast, coffee breaks, access to all session materials on the SMDM website. Attendees of the SMDM meeting will have access to all DEM programming

SMDM Annual Meeting Fees	Thru 10/1/2010	After 10/1/2010
General Annual Meeting Registration		
Regular Member & Institutional Member	\$450.00	\$520.00
Trainee, Emeritus, Attendees from Non-High Income Countries and Non-NA First Time Attendees	\$170.00	\$220.00
Non-Member	\$610.00	\$675.00
New Regular Member Package, includes Annual Meeting fees and 1 year membership	\$685.00	\$755.00
New Trainee Member Package, includes Annual Meeting fees and 1 year membership	\$235.00	\$285.00
One Day only		
Regular Member & Institutional Member and Non-Member	\$250.00	\$315.00
Trainee, Emeritus, Attendees from Non-High Income Countries and Non-NA First Time Attendees	\$155.00	\$195.00
CME Certificate Processing Fee Any attendee who would like a CME Certificate there is a processing fee for filing.	\$25.00	\$25.00
Special Events		
Pre-meeting Dinner Symposium, Saturday, October 23, 2010		
Regular Member, Institutional Member and Non-Member	\$20.00	\$20.00
Trainee, Emeritus, Non-High Income Countries, and Non-NA 1st Time Attendees	\$10.00	\$10.00
Trainee Luncheon, Sunday, October 24, 2010	\$5.00	\$5.00
Social Event: Thompson Landry Gallery, Monday, October 25, 2010	\$45.00	\$45.00
Donations		
See descriptions of the award funds on page 19.		
<ul style="list-style-type: none"> • SMDM General Support • SMDM/AHRQ Health Policy Fellowship • Lusted Prize Award Fund • John M. Eisenberg Award Fund 		

Payment Information

- All registration fees listed are in US Dollars.
- Credit Cards accepted: VISA, MasterCard, Discover or AMEX
- If you are paying by check, make the check payable (in U.S. funds) to "SMDM." Please write registrant's name on check.

Cancellation / Substitution Policy

We all have unforeseen emergencies that may occur. Whenever possible we encourage you to send a colleague as a substitution. If you are having a colleague attend in your place please notify the office so we can make the proper adjustments. Please send your colleague's name and contact information to the office at fax +1 (908) 450-1119 OR email to info@smdm.org. Note, if the substitute colleague is not a member, the non-member fee will apply.

We will accept notification of cancellations up until **Friday, October 1, 2010 (3 weeks prior to the meeting.)** All requests must be in writing, faxed to +1 (908) 450-1119 OR email to info@smdm.org. Cancellations received on or prior to Friday, October 1, 2010 will receive a full refund, less a \$50 administrative fee, after the conclusion of the meeting. No refunds will be given after Friday, October 1, 2010, but again you may send a colleague as a substitution. Reimbursement will be issued in the form that payment was received. Please allow 3-4 weeks for reimbursements to be processed.

Accreditation / CME Credit

CME for US Attendees:

An accredited application for US attendees has been submitted to University of Alabama School of Medicine. This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the University of Alabama School of Medicine and The Society of Medical Decision Making.

The University of Alabama School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. The University of Alabama School of Medicine designates this educational activity for a maximum of *TBD* AMA PRA Category 1 credit(s)[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity. The University of Alabama School of Medicine is an equal opportunity/affirmative action institution.

There is a \$25.00 CME Processing fee which covers the entire meeting including the Saturday dinner symposium, short courses, oral and poster presentations. Attendees who register for CME will need to complete an Annual Meeting evaluation on-line and then complete a CME request on-line for the number of hours attended. Information on completing the CME request will be provided to registrants prior to and following the Annual Meeting.

CME for Canadian attendees:

An accredited application for Canadian attendees has been submitted to the Office of Continuing Education and Professional Development Faculty of Medicine, University of Toronto for Royal College Section 1 (Specialists), and Canadian College of Family Physicians Mainpro-M1 credits (family physicians).

There is a \$25.00 CME Processing fee which covers the entire meeting including the Saturday dinner symposium, short courses, oral and poster presentations. Attendees who register for CME will need to complete an Annual Meeting evaluation on-line and then complete a CME request on-line for the number of hours attended. Information on completing the CME request will be provided to registrants prior to and following the Annual Meeting.

International Travelers Information

Passport Requirements for Toronto

As of June 2009, everyone wishing to enter Canada by air, land and sea is required to produce a passport. Getting your passport is easy, but requires some advanced planning. To ensure you receive your passport in time, be sure to send in your documents at least six weeks prior to your departure date. Full details on attaining or renewing your passport can be found at travel.state.gov/passport. Note: If you already have a valid passport, make sure to double check the expiration date as it needs to be valid for six months following your departure.

Visa Information (For Non-US Passport Holders)

Important: A visa may be required for non-US passport holders when entering Canada and re-entering the USA! ACP has partnered with Citizenship and Immigration Canada to assist visitors in obtaining the documents necessary for travel. Non-US citizens visiting Canada may also require a Visa (TRV) except citizens of countries where an exception has been granted. Visas may also be required for non-US passport holder to re-enter the USA.

Consent to Use of Photographic Images

Registration and attendance at, or participation in, SMDM's Annual Meeting, and other activities constitutes an agreement by the registrant to SMDM's use and distribution (both now and in the future) of the registrant or attendee's image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities.

HOTEL ACCOMMODATIONS & TRANSPORTATION

Hotel Reservations

Sheraton Centre Toronto Hotel

123 Queen Street West
Toronto, Ontario M5H 2M9
Canada
www.sheratontoronto.com

The CAA/AAA Four Diamond Sheraton Centre Toronto is connected to PATH, a 16-mile underground network of shops and services. The Sheraton Centre Toronto Hotel is located across from city hall, and is in the heart of the financial and entertainment district. The largest city in Canada, Toronto is a cosmopolitan area with a large international population. The center of Canadian finance, it also has a lively cultural scene with art, superb restaurants and world-class shopping.

Thursday, September 23, 2010 is the "cut-off date" for accepting reservations under the SMDM Group Block. Reservation requests received after 5:00 p.m. local time at Hotel on the cut-off date will be accepted at Hotel's prevailing rate, *based on availability*.

SMDM's group rates listed below will be offered, based on availability, until Thursday, September 23, 2010. After this date, or once the block has filled, the group rate is not guaranteed. Reserve your room now to ensure you receive the discount!

Regular Single/Double: \$229.00 CAD Upgraded Club Level Single/Double: \$290.00 CAD Suites: \$300.00 CAD and up

SMDM requests that, to the extent possible, double rooms be used for people saving money by sharing rooms. Extra person charge is \$30.00 CAD per room per night. Children under 18 may stay for free in their parent's room using existing bedding.

The guest room rates established for Group's meeting will be offered three (3) days prior and three (3) days after the meeting dates, *subject to availability of guest rooms at the time of reservation*.

There are two ways to make your Hotel Reservations

1. On line visit the SMDM Meeting Webpage for a link to on line hotel reservations.
2. Call Sheraton Centre Toronto Hotel at +1 (888) 627-7175. When calling please refer to this group code to ensure you receive the discounted rate. **Group Code: "SMDM 2010" OR "Society for Medical Decision Making 2010"**

Hotel Parking Information:

The hotel offers Valet Parking for \$40.00 CAD per night with unlimited in and out privileges. Availability is limited to 215 spots and are distributed first come, first served. The hotel extends up to 30 minutes complimentary parking in our Motor Court for the unloading of luggage at time of arrival. There are various City and privately owned parking lots in the neighborhood of the hotel. Rates vary from \$5.00 to \$20.00 per hour, with daily maximum of \$5.00 to \$40.00. Full detail of charges and lots is available at www.greenp.com

Travel and Transportation

The Sheraton is conveniently located two blocks away from both Queen & Osgoode subway stations. Valet parking is available on property and public parking can be found directly across Queen St. at City Hall. Taxi's and limousine services are readily available to guests.

By Airport Shuttle

Transportation to and from Pearson International Airport runs every 1/2 hour from 4:15am until 4:10pm and every 20 minutes after 4:10pm. Tickets can be purchased from the hotel's tour desk or with the driver. Pickup is located on the Richmond Street side of the hotel's parking facility. To request a fare quote or to make a reservation, please visit <http://torontoairportexpress.hudsonltd.net/res?USERIDENTRY+SCT&LOGON=GO>

REGISTRATION FORM

Register On-Line at www.smdm.org

32ND
ANNUAL MEETING
OCTOBER 24-27, 2010 Sheraton Centre Toronto Hotel

EVIDENCE,
ECONOMICS, & ETHICS:
THE FUTURE OF HEALTH TECHNOLOGY ASSESSMENT



First Name: _____ Last Name: _____ Degree(s): _____ Name to Appear on Badge: _____

Institution / Organization / Company: _____

Address: _____

City: _____ State/Province: _____ Zip: _____ Country: _____

Email: _____ Phone: _____ Fax: _____

Emergency Contact Name/ Phone #: _____

Special Accommodations for a Disability SPECIFY: _____ Food Allergies SPECIFY: _____

First Time Attendee Student/Trainee What other meetings do you attend? AMIA NPSF SGIM Other _____

I plan to also attend some of the DEM Annual Meeting Sessions while at SMDM

SHORT COURSE REGISTRATION	Thru 10/1	After 10/1	Thru 10/1	After 10/1	TOTAL FEE
Short Course <i>with</i> Meeting Registration	FULL DAY COURSE		1/2 DAY COURSE		
Regular Member & Institutional Member	\$270.00	\$340.00	\$135.00	\$170.00	\$ _____
Trainee, Emeritus, Non-High Income Countries and Non-NA 1st Time Attendees	\$230.00	\$270.00	\$115.00	\$135.00	\$ _____
Non-Member	\$500.00	\$630.00	\$250.00	\$315.00	\$ _____
Short Course <i>Only, without</i> Meeting Registration	FULL DAY COURSE		1/2 DAY COURSE		
Member and Non-Member	\$550.00	\$580.00	\$275.00	\$290.00	\$ _____
Trainee, Emeritus, Non-High Income Countries and Non-NA 1st Time Attendees	\$320.00	\$370.00	\$160.00	\$185.00	\$ _____

I would like to attend the following Short Course(s). Please enter the short course code that corresponds to the course

SC Full day # _____ SC AM # _____ SC PM # _____

ANNUAL MEETING FEES	Thru 10/1	After 10/1	TOTAL FEE
General Annual Meeting Registration			
Regular Member & Institutional Member	\$450.00	\$520.00	\$ _____
Trainee, Emeritus, Non-High Income Countries and Non-NA 1st Time Attendees	\$170.00	\$220.00	\$ _____
Non-Member	\$610.00	\$675.00	\$ _____
Annual Meeting Registration and 1 year Membership Package			
New Regular Member / Renewal and Meeting Package	\$685.00	\$755.00	\$ _____
New Trainee Member / Renewal and Meeting Package	\$235.00	\$285.00	\$ _____
One Day Only Please check which day you will be attending <input type="checkbox"/> Mon <input type="checkbox"/> Tues <input type="checkbox"/> Wed			
Regular Member, Institutional Member & Non-Member	\$250.00	\$315.00	\$ _____
Trainee, Emeritus, Non-High Income Countries and Non-NA 1st Time Attendees	\$155.00	\$195.00	\$ _____
Continuing Medical Education Credits			
CME Processing Fee	\$25.00	\$25.00	\$ _____
Special Events			
Pre-meeting Dinner Symposium			
Regular Member, Institutional Member and Non-Member	\$20.00	\$20.00	\$ _____
Trainee, Emeritus, Non-High Income Countries and Non-NA 1st Time Attendees	\$10.00	\$10.00	\$ _____
Trainee Luncheon	\$ 5.00	\$ 5.00	\$ _____
Social Event: Thompson Landry Gallery	\$45.00	\$45.00	\$ _____

Donations

SMDM General Support \$ _____ SMDM/AHRQ Health Policy Fellowship \$ _____

Lusted Prize Award Fund \$ _____ John M. Eisenberg Award Fund \$ _____

PAYMENT INFORMATION

SMDM Tax ID#: 31-0992960

GRAND TOTAL \$ _____

All registration fees listed are in US Dollars.

If you are paying by **credit card** please fax to +1 (908) 450-1119. Credit cards accepted are VISA, MasterCard, Discover or AMEX

If you are paying by **check** please mail to the office address below. Make the check payable (in U.S. funds) to "SMDM." Please write registrant's name on check.

SMDM, 390 Amwell Road, Suite 402, Hillsborough, NJ 08844 USA

Credit Card # _____ Expiration Date _____

Print name as it appears on credit card _____

CANCELLATION / SUBSTITUTION POLICY: We will accept notification of cancellations up until Friday, October 1, 2010 (3 weeks prior to the meeting.) All requests must be in writing, faxed to (908) 359-7619 OR email to info@smdm.org. Cancellations received on or prior to Friday, October 1, 2010 will receive a full refund, less a \$50 administrative fee, after the conclusion of the meeting. No refunds will be given after Friday, October 1, 2010, but again you may send a colleague as a substitution.

First Name: _____ Last Name: _____ Degree(s): _____

Title: _____

Department: _____

Institution/Organization/Company: _____

Address: _____

Address: _____

City, State/Province: _____ ZIP/Postal Code: _____ Country: _____

E-mail address: _____

Telephone Number, Ext.: _____ Fax Number: _____

New Renew

List me in the SMDM on-line membership directory (available only to SMDM members) Yes No

How did you learn about SMDM: Colleague SMDM Website Attended an SMDM Meeting Other: _____

Membership Categories:

Check your desired class of membership.

- Regular:** Educators, researchers, clinicians, managers, and policy makers who have an interest in medical decision making.
- 1-year: Regular \$235
 - 2-year: Regular \$470
 - 3-year: Regular \$705
 - 1-year: Non-high* Income Country \$65

*To see a list of Non-High Income Countries, http://www.smdm.org/documents/WHONon-highincomecountries_000.pdf

- Trainee:** A trainee from residencies, degree programs, and fellowships in all related disciplines. A Trainee Verification Form is required with this application. The form can be found on the Become a Member page of www.smdm.org
- 1-year: Trainee \$ 65
 - 2-year: Trainee \$130
 - 3-year: Trainee \$195

- Emeritus:** Society member who reaches the age of 65, with five years of active membership. Awarded by majority vote of the Board.
- 1-year: Emeritus \$130
 - 2-year: Emeritus \$260
 - 3-year: Emeritus \$390

Areas of Interest and Expertise (check up to 3 in each):

INTEREST

- Assessment of patients' preferences, values, and utilities
- Biomedical ethics
- Biostatistics
- Cognitive aspects of decision making; judgment and decision psychology
- Decision analysis and cost-effectiveness analysis
- Development and analysis of large databases
- Development and evaluation of practice guidelines
- Expert systems and decision technologies
- Global health
- Health care technology assessment
- Health policy
- Outcome and health status assessment
- Medical and patient education
- Medical economics
- Policy impact
- Quality of care assessment and improvement
- Risk, case mix, and severity of illness

EXPERTISE

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Primary Professional Setting (check one best answer):

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|---|--|---|
| <input type="checkbox"/> Academic Center/University | <input type="checkbox"/> Health Care Association | <input type="checkbox"/> Institute or Foundation |
| <input type="checkbox"/> Device/Pharmaceutical Manufacturer | <input type="checkbox"/> Health System | <input type="checkbox"/> State/Federal Government |
| <input type="checkbox"/> For-Profit Research Organization | <input type="checkbox"/> Hospital or Health Center | <input type="checkbox"/> Other _____ |

Payment Information

SMDM Tax ID #: 31-0992960

- All fees listed above are in US Dollars.
- If you are paying by credit card please fax to +1 (908) 450-1119. Credit cards accepted are VISA, MasterCard, Discover or AMEX
- If you are paying by check please mail to the office address below. Make the check payable (in U.S. funds) to "SMDM." Please write member's name on check. Mail to : SMDM, 390 Amwell Road, Suite 402, Hillsborough, NJ 08844 USA

Check (payable to SMDM)

Credit Card: VISA Mastercard Discover AMEX

Credit Card # _____ Expiration Date _____

Print name as it appears on credit card _____ Total Amount to be Charged: \$ _____

Note: Contributions or gifts to associations which are exempt under IRS 501(c)6 are not tax deductible as charitable contributions. However, they may be deducted as ordinary and necessary business expenses.



*gratefully acknowledges the following organizations
for their support of the 2010 Annual Meeting.*



Agency for Healthcare Research and Quality (AHRQ)

Funding for this conference was made possible in part by 1R13 HS018130-01 from the Agency for Healthcare Research and Quality (AHRQ). The views expressed in written conference materials or publications and by speakers and moderators do not necessarily reflect the official policies of the Department of Health and Human Services; nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.



Canadian Agency for Drugs and Technologies in Health (CADTH)

Funding for the Annual Meeting was made possible (in part) by the Canadian Agency for Drugs and Technologies in Health (CADTH). The views expressed in written conference materials or publications and by speakers and moderators do not necessarily reflect the official policies of Canadian Agency for Drugs and Technologies in Health (CADTH).



Foundation for Informed Medical Decision Making (FIMDM)

Funding for the dinner symposium was made possible (in part) by the Foundation for Informed Medical Decision Making (FIMDM). The views expressed in written conference materials or publications and by speakers and moderators do not necessarily reflect the official policies of the Foundation for Informed Medical Decision Making (FIMDM).



National Institutes of Health (NIH) / National Cancer Institute (NCI)

Funding for this conference was made possible (in part) by grant number 1R13CA142007-01 from the National Cancer Institute. The views expressed in written conference materials or publications and by speakers and moderators do not necessarily reflect the official policies of the Department of Health and Human Services; nor does mention by trade names, commercial practices, or organizations imply endorsement by the U.S. Government.



National Science Foundation (NSF)

Funding for the SJDM Oral Presentation was made possible (in part) by The National Science Foundation (NSF). The views expressed in written conference materials or publications and by speakers and moderators do not necessarily reflect the official policies of The National Science Foundation (NSF).



University of Toronto

Funding for the Annual Meeting was made possible (in part) by the University of Toronto. The views expressed in written conference materials or publications and by speakers and moderators do not necessarily reflect the official policies of the University of Toronto.



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ANNUAL MEETING

EVIDENCE,
ECONOMICS, & ETHICS:
THE FUTURE OF
HEALTH TECHNOLOGY ASSESSMENT



2010
OCTOBER 24-27

SHERATON CENTRE TORONTO HOTEL • TORONTO, ONTARIO, CANADA • www.smdm.org

Important Dates:

Thursday, September 23, 2010

Hotel Reservations, Deadline for Group Rate

Friday, October 1, 2010

Early Bird Registration Deadline
(3 weeks prior to the Meeting)

Friday, October 1, 2010

Cancellation Deadline
(3 weeks prior to the Meeting)