

**AGENDA FOR  
FTC'S CONFERENCE ON  
HEALTHCARE INFORMATION & COMPETITION**  
*April 16, 2004*  
*FTC Conference Center*  
*601 New Jersey Avenue N.W.*  
*Washington, DC 20001*

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*Daniel P. Kessler, Organizer*  
*Paul A. Pautler, FTC Contact*  
*Michael G. Vita, FTC Co-Moderator*

8:30 a.m.                    **Coffee & Bagels**

9:00 a.m.                    **Welcome**  
Luke Froeb, Director, Bureau of Economics

**Morning: The Effects of Information**

9:05 - 9:30 a.m.        *The Effect of Quality Information on Consumer Choice of Health Plans: Evidence from the Buyers Health Care Action Group*  
Presented by: Jean M. Abraham, PhD  
Roger Feldman, PhD; Caroline Carlin; Jon Christianson, PhD

9:30 - 9:40 a.m.        **Discussion**

9:40 - 10:10 a.m.      *The Impact of Quality Information on Health Plan Choice*  
Ginger Jin, PhD and Alan Sorensen, PhD

10:10 - 10:20 a.m.     **Discussion**

10:20 - 10:35 a.m.     *Break*

10:35 - 11:05 a.m.     *Consumer Demand for Health Information on the Internet*  
M. Kate Bundorf, PhD; Laurence Baker, PhD; Sara Singer, Todd H. Wagner

11:05 - 11:15 a.m.     **Discussion**

11:15 - 11:45 a.m.     *Overview and Further Discussion*  
Arnold Milstein, MD, MPH (Pacific Business Group on Health)

11:45 - 1:15 p.m.     ***Lunchtime Presentations on AHRQ Projects***  
Irene Fraser (*noon - 12:20 p.m.*) and ***CMS Information Activities*** by Stuart Guterman  
[Box lunches preordered] (*12:25 p.m. -12:45 p.m.*)

**Afternoon: The Effects of Competition**

1:15 - 1:45 p.m.     ***The Effects of Price Competition and Reduced Subsidies for Uncompensated Care on Hospital Mortality***  
Kevin G.M.Volpp, MD, PhD; Jonathan D. Ketcham, PhD;  
Andrew J. Epstein, MPP; Sankey V. Williams, MD

1:45 - 1:55 p.m.     **Discussion**

1:55 - 2:00 p.m.     **Break**

2:00 - 2:30 p.m.     ***Barriers to Entering Medical Specialties***  
Sean Nicholson, PhD

2:30 - 2:45 p.m.     **Discussion**

2:45 - 3:15 p.m.     ***The Interaction of Competition and Regulation in Affecting Product Quality in Medical Services***  
Mark V. Pauly, PhD

3:15 - 3:30 p.m.     **Discussion**

3:30 - 3:45 p.m.     **Break**

3:45 - 4:15 p.m.     ***HMO Competition and HMO Quality: Longitudinal Evidence***  
Presented by: Michael Chernew, PhD  
Dennis P. Scanlon, PhD; Shailender Swaminathan, PhD; and  
Michael Chernew, PhD;

4:15 - 4:30 p.m.     **Discussion**

4:30 - 5:00 p.m.     ***Overview and Further Discussion***  
Martin Gaynor, PhD

5:00 p.m.            ***Adjourn***