

**Case All-Star Symposium**  
**“Access, Quality and Cost: Health Care for our Nation's Citizens”**  
**October 4, 2004**  
**Intercontinental Hotel 2:15 – 4:15 pm**

**Moderator:**

**Ceci Connolly**  
**National Staff Writer**  
*Washington Post*

Ms. Connolly has been a national staff writer at the *Washington Post* since 1997. She is currently writing about health care in America. Her articles cover a wide range of subjects including Medicare and Medicaid reform, bioterrorism, the uninsured, the pharmaceutical industry and the debate over embryonic stem cell research. During the 2000 presidential campaign, Connolly spent 18 months on the road as the paper's lead reporter covering Vice President Al Gore. After the election, Connolly was a prime contributor to *Deadlock*, the *Post*'s groundbreaking book on the election. During her tenure, she has also covered congressional and gubernatorial elections, House speakers Newt Gingrich and Dennis Hastert, and the political fallout of the Monica S. Lewinsky scandal. In late 1997 she produced a three-part, behind-the-scenes look at the tobacco wars. Prior to joining the *Post*, Connolly was a Washington correspondent for the St. Petersburg (Florida) Times. She moved to Washington in 1992 to work for *Congressional Quarterly*, the magazine of record on Capitol Hill. At the weekly magazine, she wrote about politics and health care. She has also worked for the Associated Press and two New England dailies, the *Concord* (New Hampshire) *Monitor* and the *Quincy* (Massachusetts) *Patriot Ledger*. In 2001, Connolly was awarded a fellowship at the Institute of Politics at Harvard's John F. Kennedy School of Government. She is a graduate of Boston College and the Poynter Institute for Media Studies.

**Panelists:**

**Bruce E. Bradley, MBA**  
**Director of Health Plan Strategy and Public Policy**  
**General Motors**

Mr. Bradley is Director, Health Plan Strategy and Public Policy for General Motors Health Care Initiatives. He is responsible for health care related strategy and public policy with a focus on quality measurement and improvement, consumer engagement and cost effectiveness to 1.2 million GM employees and retirees. Previously, he served as corporate manager of Managed Care for GTE Corporation and had spent nearly 20 years in health plan and health maintenance organization's (HMO) management, where he was co-founder of the HMO Group (now Alliance of Community Health Plans), a national corporation of 15 non-profit, independent group practice HMOs. Mr. Bradley has gained recognition for his work in achieving health plan quality improvement and for his efforts in developing the Health Employer Data and Information Set (HEDIS) measurements and processes. He is a board member of the National Quality Forum, Treasurer of the board of FACCT, a past board member of The Academy for Health Services Research and Policy, and a founding member and past chair of the Leapfrog Group board. A native of Pelham, N.Y., Bradley holds a bachelor's degree in psychology from Yale University and master's degree in business and health care administration from the Wharton School at the University of Pennsylvania.

**Alan Breier, MD**  
**Vice President for Medical and Chief Medical Officer**  
**Eli Lilly and Company**

Dr. Breier is vice president for medical and chief medical officer for Eli Lilly and Company and a member of the Lilly senior management forum and the Lilly Research Laboratories policy committee. Previously, Dr. Breier was a Lilly clinical research fellow, Zyprexa® product team leader, and vice president of pharmaceutical products for Eli Lilly and Company. Dr. Breier received his medical degree in 1980 from the University of Cincinnati School of Medicine. Prior to joining Lilly, Breier completed a three-year research fellowship at the National Institute of Mental Health (NIMH) Intramural Research Program (IRP) and became chief of the outpatient research program at the Maryland Psychiatric Research Center and associate professor of psychiatry at the University of Maryland School of Medicine. In 1993, he was recruited as chief of the unit of pathophysiology and treatment at the NIMH IRP, and promoted to chief of the section of clinical studies. At the NIMH, he established a research program investigating the causes of schizophrenia and development of new treatments for this illness. Dr. Breier is the recipient of many awards, including the A.E. Bennet Award from the Society of Biological Psychiatry and the Joel Elkes International Award from the American College of Neuropsychopharmacology. He is on the editorial board of scientific journals and has published more than 200 scientific articles. He is included in *The Best Doctors in America*.

**Regina E. Herzlinger, PhD**  
**Nancy R. McPherson Professor of Business Administration**  
**Harvard Business School**

Dr. Herzlinger is the Nancy R. McPherson Professor of Business Administration Chair at the Harvard Business School. She was the first woman to be tenured and chaired at Harvard Business School and the first to serve on a number of corporate boards. She is widely recognized for her innovative research in health care, including her early predictions of the unravelling of managed care and the rise of consumer-driven health care and health care focused factories, two terms that she coined. Dr. Herzlinger received her Bachelor's Degree from Massachusetts Institute of Technology and her Doctorate from the Harvard Business School. She has been married for 37 years to her MIT classmate, Dr. George Herzlinger. Her research has been profiled in industry journals and business publications such as *The Economist* and *Fortune*. She has won the American College of Healthcare Executives' Thompson Book of the Year Award twice, the HFMA's Board of Directors award, and *Management Accounting's* research prize. She is a frequent keynoter at the annual meetings of large health care and business groups. She was named the first CIMA Visiting Professor at the University of Edinburgh and *Managed Healthcare* selected her as one of health care's top ten thinkers. Last, Prof. Herzlinger was elected by her students as one of the outstanding instructors of the Harvard Business School MBA Class.

**Ralph I. Horwitz, MD**  
**Dean, School of Medicine**  
**Vice President for Medical Affairs**  
**Case Western Reserve University**

Dr. Horwitz is the Vice President for Medical Affairs and Dean of the School of Medicine at Case Western Reserve University, and Director of the Case Research Institute. He earned his medical degree from Pennsylvania State College of Medicine at Hershey, did his internship at the Royal Victoria Hospital of McGill University in Montreal, was a Robert Wood Johnson Fellow at Yale University, and completed his internal medicine training at the Massachusetts General Hospital in

Boston. Chair of the Department of Internal Medicine (1994-2003), Dr. Horwitz was also the Harold H. Hines, Jr. Professor of Medicine and Epidemiology at Yale School of Medicine, as well as Chief of the Beeson Medical Service at Yale-New Haven Hospital. His research has resulted in the publication of over 150 original articles and has focused on the development of innovative methods to assess the strategies of clinical care. He was the principal investigator for case control studies of estrogen and cancer of the uterus and breast, and of the relationship between aspirin and Reye's Syndrome. Dr. Horwitz is a member of the American Society for Clinical Investigation, the Association of American Physicians, the American Epidemiological Society, and a Trustee of the ABIM Foundation. In 1997, he was elected to membership on the Institute of Medicine of the National Academy of Sciences Board of Directors.

**Theodore R. Marmor, PhD**  
**Professor of Public Policy and Management**  
**Yale University**

Theodore (Ted) Marmor's scholarship primarily concerns the politics of welfare state policy disputes in North America and Western Europe. He has particularly emphasized the major spending programs. The author or co-author of eleven books, Marmor has published over a hundred articles in a wide range of scholarly journals, as well as being a frequent op-ed contributor to US and Canadian newspapers. After earning his doctorate from Harvard University in 1966, Professor Marmor began his public career as a special assistant to Wilbur Cohen (Secretary of the Department of Health Education and Welfare). He was associate dean of Minnesota's School of Public Affairs, a faculty member at the University of Chicago, the head of Yale's Center for Health Services, a member of President Carter's Commission, and a senior social policy advisor to Walter Mondale in the Presidential campaign of 1984. Marmor has testified before Congress about medical care reform, social security, and welfare issues, as well as being a consultant to government and non-profit agencies including: the States of Kentucky, Delaware, Texas, Illinois, and Vermont; the Department of Health and Human Services; the Urban Institute; National Institute for Mental Health; and the Ford Foundation. He lectures frequently on policy and management issues and has been a commentator on a variety of television and radio programs.

**John C. Rother**  
**Director for Public Policy and Strategy**  
**AARP**

Director for Policy and Strategy for AARP, Mr. Rother is responsible for the federal and state public policies of the Association, for international initiatives, and for formulating AARP's overall strategic direction. He is an authority on health care, long-term care, social security, pensions and employment policies. Prior to joining the AARP in 1984, Mr. Rother served eight years in the U.S. Senate as Special Counsel for Labor and Health to former Senator Jacob Javits (R-NY) and as Staff Director and Chief Counsel for the Special Committee on Aging under its Chair, the late Senator John Heinz (R-PA). He is actively involved with Generations United, the National Committee for Quality Assurance, the Foundation for Accountability in Health Care, the National Academy on Aging, and the National Academy of Social Insurance's Study Panel on Medicare. He has served as a member of the Board of the Corporation for National Service, the Institute of Medicine, the ERISA Advisory Council for the Secretary of Labor, the Secretary's Blue-Ribbon Advisory Commission on the FDA (Edwards Commission), and the Commonwealth Fund's Commission on Elderly People Living Alone. Mr. Rother is an honors graduate of Oberlin College and the University of Pennsylvania Law School.