

Re-stimulating Health Care Competition

Presenter Bio

Alain Enthoven, PhD, the Marriner S. Eccles Professor of Public and Private Management, Emeritus, Stanford University

Professor Enthoven holds degrees in Economics from Stanford, Oxford, and MIT. He began his teaching career in 1955 while an Instructor in Economics at MIT. In 1956, he moved to the RAND Corporation in Santa Monica and participated in continuing studies on U.S. and NATO defense strategies. In 1960, he moved to the Department of Defense, where he held several positions leading to appointment, by President Johnson, to the position of Assistant Secretary of Defense for Systems Analysis in 1965. His work there is described in the book *How Much is Enough?* coauthored with K. Wayne Smith and published by the RAND Corporation. In 1963, he received the President's Award for Distinguished Federal Civilian Service from John F. Kennedy. In 1969, he became vice president for Economic Planning for Litton Industries, and in 1971 he became president of Litton Medical Products. In 1972, he was elected to the Institute of Medicine of the National Academy of Sciences and served on its governing Council. He joined the Stanford Faculty in 1973, and began teaching Business Policy and, later, Microeconomics. In 1977, while serving as a consultant to the administration of President Carter, he designed and proposed Consumer Choice Health Plan, a plan for universal health insurance based on managed competition in the private sector. Since 1980, his teaching has been focused on health care.

Professor Enthoven is a fellow of the American Academy of Arts and Sciences. He is Chairman of Stanford's Committee on Faculty/Staff Human Resources. He has been a consultant to the Kaiser Permanente Medical Care Program since 1973. He has served as Chairman of the Health Benefits Advisory Council for CalPERS, the California State employees' medical and hospital care plans. He has been a director of the Jackson Hole Group, PCS, Caresoft Inc., eBenX, Inc. and Georgetown University. He is a member of the research advisory board of the Committee for Economic Development. He was the 1994 winner of the Baxter Prize for Health Services Research and the 1995 winner of the Board of Directors Award of the Healthcare Financial Management Association. In 2008, he was awarded the honorary degree of Doctor of Public Policy by the RAND Graduate School.

In 1997, Governor Wilson appointed him Chairman of the California Managed Health Care Improvement Task Force. Commissioned by the State legislature, the Task Force addressed healthcare issues raised

by managed care. In 1998-99, he was the Rock Carling Fellow of the Nuffield Trust in London and also Visiting Professor at the London School of Hygiene and Tropical Medicine, and Visiting Fellow at New College, Oxford. He wrote the Rock Carling Lecture *In Pursuit of an Improving National Health Service*, recommending further introduction of market forces in the National Health Service. He and Laura Tollen recently edited the book *Toward a 21st Century Health System: The Contributions and Promise of Prepaid Group Practice*. From 2005-2007 he served as project director for the CED and project director of the CED and report *Quality, Affordable Healthcare for All: Moving Beyond the Employer-Based Health Insurance System*, published in 2007.

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Bio**

James C. Robinson, PhD, MPH, Director, Berkeley Center for Health Technology, University of California, Berkeley

James Robinson is Leonard D. Schaeffer Professor of Health Economics and Director of the Berkeley Center for Health Technology (BCHT) at the University of California at Berkeley. He serves on a variety of professional advisory boards, including the Integrated Healthcare Association and National Institute for Health Care Management, and as contributing editor for Health Affairs journal. Professor Robinson gives numerous invited speeches and board presentations for pharmaceutical and technology firms, health insurance plans, hospitals, physician organizations, universities, and public agencies.

At Berkeley, Professor Robinson's research focuses on the biotechnology, medical device, insurance, and health care delivery sectors. He has published three books and over 130 papers in peer-reviewed journals such as the New England Journal of Medicine, JAMA, and Health Affairs. His most recent book, "Purchasing Medical Innovation: The Right Technology for the Right Patient at the Right Price" analyzes the roles of the FDA, health insurers, hospitals, and consumers in the assessment, purchasing, and use of high-cost implantable devices. Professor Robinson's econometric research currently centers on the impact of reference pricing on consumer choices and employer spending for surgical procedures, laboratory tests, diagnostic imaging, and pharmaceuticals.

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Kelly Robison, CEO, Brown & Toland

Kelly Robison was named chief executive officer of Brown & Toland in January 2018. A healthcare executive with 25 years' industry experience, Robison worked in leadership and executive roles with Brown & Toland from 1995 to 2013. Most recently, she was OptumCare's chief development officer and worked to successfully build, acquire and transform large physician groups, growing to more than 30 markets and over 20,000 employed and contracted physicians in various medical groups and independent practice association (IPA) settings. Robison also held previous positions at John Muir Health System and Alameda Alliance for Health. She holds a Bachelor of Arts degree from San Francisco State University and a Master of Public Administration, Health Care Administration from California State University, Hayward.

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Barry Arbuckle, CEO, MemorialCare System

Barry Arbuckle, Ph.D. is President and CEO of MemorialCare, a leading Southern California non-profit integrated health care system with over 200 sites of care. Under his leadership, MemorialCare has experienced unprecedented growth and financial performance. He has appeared on the cover of multiple regional and national business magazines noting MemorialCare's leadership in clinical information, evidence-based medicine, financial and management systems, and preparing for healthcare reform. He is a strong advocate for employers seeking high value health benefit options. Under his leadership, MemorialCare secured an innovative, exclusive direct contract with The Boeing Company for the delivery of healthcare services to its employees in Southern California.

Dr. Arbuckle is past Chair of the Integrated Healthcare Association, California Hospital Association and March of Dimes –California; and is a member of the Health System Executive Council of the Bipartisan Policy Center and the Healthcare Leadership Council—both headquartered in Washington, D.C. In addition, he is Co-Chair of Summation Health Ventures, a healthcare innovation investment company.

He also serves on Becker's Healthcare National Advisory Board and keynotes Becker's Healthcare national conferences. He speaks

nationally and globally on a variety of topics in healthcare, including Health System Strategy, Innovation, Partnerships, and Succeeding in the Value-Based Care.

A graduate of Missouri State University, Arbuckle earned his master's degree from Arizona State University and a Ph.D. from University of North Carolina. He also served on the adjunct faculty for the departments of psychology, sociology and the graduate school of nursing at California State University Long Beach. He is married with four children.
