

The Fourth Annual  
Global Health Economics  
Colloquium:  
**The Economics of  
Non-Communicable  
Diseases**

Friday, February 10, 2017  
8:30 am–5:00 pm  
UCSF Mission Bay  
Genentech Hall



University of California  
San Francisco



Policy makers worldwide need to optimize societal investments to improve the health of the populations they serve, while balancing competing societal priorities. The explosive increase in non-communicable diseases (NCDs) such as cardiovascular disease, cancer, diabetes, and chronic respiratory conditions has led to an unprecedented pressure on scarce health care resources, even as the World Health Organization has established global targets to reduce premature mortality from NCDs by 25% by 2025.

Please join us for an exciting colloquium that brings together experts, policy makers, researchers, and trainees to discuss recent developments in the **economics of NCDs** and in **cost-effectiveness analysis**. Drawing upon NCD case studies from around the world, we will explore how high-quality economic evaluations can improve decision-making at regional and national levels. We will discuss new guidelines for cost-effectiveness analysis and the role of economics in reducing health inequality.

- 8:00 am** **Coffee and Registration**
- 8:30 am** **Welcome and Opening Remarks by Organizers**  
**Dhruv Kazi**, UCSF  
**James G. Kahn**, UCSF  
**Douglas Owens**, Stanford University  
**William Dow**, UC Berkeley
- 8:45 am** **Economics of Non-Communicable Diseases (NCDs): Examples from around the World**  
Moderator: **Sergio Bautista**, Mexico National Institute of Public Health and UC Berkeley  
*Aging in Costa Rica*, **Will Dow**, UC Berkeley  
*Berkeley's Experience with the Soda Tax*, **Kristine A. Madsen**, UC Berkeley  
*The Economics of Mental Health and Substance Abuse*, **James G. Kahn**, UCSF
- 10:00 am** **Keynote – Making the Economic Case for Investment in NCD Prevention and Treatment**  
**Rachel Nugent**, Vice President for Chronic Disease, RTI Seattle, Editor, Disease Control Priorities Project (3rd Edition), and Member, *Lancet* Commission for NCDs and Injuries of the Poorest Billion  
Discussant: **Dhruv Kazi**, UCSF
- 11:15 am** **Break**
- 11:30 am** **Optimal Study Design in Health Economics**  
Moderator: **James G. Kahn**, UCSF  
*Randomized Trials: Behavioral Economic Incentives for Tobacco Cessation*, **Justin White**, UCSF  
*Instrumental Variables: Economic Status and Long-term Health Outcomes*, **Rita Hamad**, Stanford-UCSF  
*Natural Experiment: The Association Between Free Trade and Obesity*, **Eran Bendavid**, Stanford University  
*Network Meta-analysis and Cost-Effectiveness in Oncology*, **Jeroen Paul Jansen**, Precision Health Economics
- 12:45 pm** **Networking Lunch** (Indian buffet)
- 1:45 pm** **NCD Economic Evaluations in Action**  
Moderator: **Neal Powe**, UCSF  
*A Pain in the Neck: The Rising Costs of Rheumatology Drugs*, **Jinoos Yazdany**, UCSF  
*Should National Treatment Guidelines Incorporate Cost-Effectiveness Evaluations?*, **Mark Hlatky**, Stanford University
- 2:15 pm** **Keynote – Recommendations of the Second Panel on Cost-Effectiveness in Health and Medicine**  
**Gillian Sanders-Schmidler**, Co-Chair, Second Panel on Cost-Effectiveness in Health and Medicine; Past President, Society for Medical Decision Making; Professor, Duke University; and Director, AHRQ-funded Evidence-based Practice Center, Duke University  
Discussant: **Douglas Owens**, Stanford University
- 3:45 pm** **Break**
- 3:55 pm** **Frontiers in Health Economics**  
Moderator: **Colin Boyle**, UCSF  
*Efficiency, Equity, and Ethics*, **Elliot Marseille**, Health Strategies International  
*Brave New World: Economics & Health under President #45*, **Dhruv Kazi**, UCSF  
*Integrated Care Delivery Models for NCDs*, **Neelam Sekhri Feachem**, UCSF
- 5:00 pm** **Closing Remarks and Reception** (*con vino*)

**Rachel Nugent, PhD, MA**, is Vice President for Global Non-communicable Diseases at RTI International. She joined RTI in February 2016 to lead a new global initiative to prevent and reduce the health and economic burdens of chronic non-communicable diseases in low- and middle-income countries. Prior to this position, Dr. Nugent was Associate Professor in the Department of Global Health at the University of Washington and Director of the Disease Control Priorities Network. She has advised the World Health Organization, the US Government and non-profit organizations on the economics and policy environment of NCDs. She is a member of WHO's Expert Advisory Panel on Management of Non Communicable Diseases (NCDs), the NCD Alliance External Advisory Panel, and *The Lancet* Commission on NCDs of the Poorest Billion. Dr. Nugent focuses on using economic analysis for priority-setting in health, and has worked with global and national institutions to increase use of evidence for decision-making. Her current research includes tracking donor funding on NCDs and assessing costs and benefits of NCD policies and interventions. She received her MPhil and PhD degrees in economics from the George Washington University.



**Gillian Sanders-Schmidler, PhD**, is a Professor of Medicine at Duke University Medical Center. Dr. Sanders-Schmidler received her undergraduate degree in Mathematics from Princeton University in 1993 and her doctorate in Medical Informatics from Stanford University in 1998. She was an Assistant Professor of Medicine at Stanford's Center for Primary Care and Outcomes Research from 1998 through 2003 when she joined the faculty at Duke University. Her research focuses on the development of evidence-based decision models to evaluate the comparative effectiveness of alternative prevention, treatment, and management strategies for chronic diseases—and the translation of such models into formats/tools that patients, healthcare providers, and policymakers can use in decision-making. Dr. Sanders-Schmidler is Past President of the Society for Medical Decision Making (SMDM). She served as Director of Duke's Evidence-based Practice Center (EPC III) funded by the Agency for Healthcare Research and Quality (AHRQ) from 2009–2013, and is current Director of the Duke EPC V 2014–2019. She directs Duke's Evidence Synthesis Group. She recently co-chaired the 2nd Panel for Cost Effectiveness in Health and Medicine.



In an effort to save paper, in accordance with UCSF's *LivingGreen* program, we've included the full bios of the organizers, panelists, moderators and discussants online at [tiny.ucsf.edu/GHEConbios](http://tiny.ucsf.edu/GHEConbios).

UCSF units supporting the Colloquium are the Global Health Economics Consortium, Global Health Sciences, and the Philip R. Lee Institute for Health Policy Studies.

Stanford University supporting units are the Center for Innovation in Global Health and Stanford Health Policy.

UC Berkeley's supporting unit is the School of Public Health.