

# 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

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 cardio-vascular 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**, Associate Professor of Medicine, UCSF  
**James G. Kahn**, Director, UCSF Global Health Economics Consortium  
**Douglas Owens**, Director, Center for Health Policy and Center for Primary Care and Outcomes Research, Stanford University  
**William Dow**, Kaiser Permanente Endowed Chair in Health Policy Management, UC Berkeley School of Public Health
- 8:45 am**      **Economics of Non-Communicable Diseases (NCDs): Case Studies 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*, **TBD**  
*The Economics of Mental Health and Substance Abuse*, **James G. Kahn**, UCSF
- 10:15 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
- 11:30 am**      **Optimal Study Design in Health Economics**  
Moderator: **James G. Kahn**, UCSF  
*Randomized Trials: 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 Economics
- 12:45 pm**      **Networking Lunch** (gourmet boxed lunches)
- 1:45 pm**      **NCD Economic Evaluations in Action**  
*A Pain in the Neck: Drug Costs in Rheumatology*, **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; Associate Professor, Duke University; and Director, AHRQ-funded Evidence-based Practice Center, Duke University  
Discussant: **Douglas Owens**, Stanford University
- 3:45 pm**      **Frontiers in Health Economics**  
*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**      **Reception**