

**UCLA School of Public Health  
Department of Health Services  
2005 - 2006**

SEMINAR ON PHARMACEUTICAL ECONOMICS AND POLICY

1.     October 6, 2005  
  
       William S. Comanor  
       UCLA and UCSB  
  
       Title: "An Introduction to the Economics of the Pharmaceutical Industry"
  
2.     November 3, 2005  
  
       Stephen Marder  
       UCLA  
  
       Title: "Academic, Industry, and Government Collaboration in Drug  
       Development"
  
3.     November 10, 2005  
  
       Alan Garber  
       Stanford University  
  
       Title: "Barriers to Health Care Productivity"
  
4.     December 1, 2005  
  
       John Rizzo  
       State University of New York, Stonybrook  
  
       Title: "Generic Scrip Share and the Price of Brand Name Drugs"
  
5.     January 19, 2006  
  
       Michael Nichol  
       USC  
  
       Title: "Patient Compliance with Pharmaceuticals as a Predictor of Health Care  
       Costs"

6. February 16, 2006  
  
Jack Needleman  
UCLA  
  
Title: “The Off-Label Use of Pharmaceuticals: Conflicting Incentives for Physicians and Drug Companies”
7. February 23, 2006  
  
Jeffrey Macher  
Georgetown University  
  
Title: “Pharmaceutical Manufacturing Strategies and their Relationship to FDA Oversight and Enforcement.”
8. March 9, 2006  
  
John A. Vernon  
University of Connecticut  
  
Title: “The Cost of US Pharmaceutical Price Reductions: a Financial Simulation Model of R&D Decisions”
9. May 18, 2006  
  
Alan Mathios  
Cornell University  
  
Title: “The Impact of DTC Advertising on the Demand for Pharmaceuticals: the cases of smoking cessation and cholesterol reducing drugs”
10. June 1, 2006  
  
Dean Jamison  
University of California, San Francisco  
  
Title: “A Friendly Review of STRONG MEDICINE by Michael Kramer and Rachael Glennerster”

All meetings are held in the Dean's Conference Room 16-059 CHS at the UCLA School of Public Health on Thursday afternoons from 4:30 PM - 6:30 PM. There will be dinner with the speaker at the UCLA Faculty Center following the Seminar.