

A. Mark Fendrick

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Education

Sept 1974- Jun 1978 Scranton Central High School, Scranton, Pennsylvania

Sept 1978- May 1982 University of Pennsylvania (Economics/Chemistry), Philadelphia, Pennsylvania, B.A.

Sept 1982- May 1987 Harvard Medical School, Boston, Massachusetts, M.D.

Postdoctoral Training

Sept 1984- May 1985 Charles A. Dana Foundation Scholar, University of Pennsylvania School of Medicine, Philadelphia, Pennsylvania

Sept 1987- May 1990 Internship/Residency – Department of Internal Medicine, University of Pennsylvania Medical Center, Philadelphia, Pennsylvania

Sept 1991- May 1993 Robert Wood Johnson Foundation Clinical Scholar, University of Pennsylvania School of Medicine, Division of General Internal Medicine, Department of Medicine, University of Pennsylvania Medical Center and Philadelphia Veterans Affairs Medical Center

Certification and Licensure

1987-93 Pennsylvania (#042468-E)

1991- American Board of Internal Medicine (#1355160) Recertified 2015

1993- Michigan (#4301062417)

Academic Appointments

1985- Senior Fellow, Leonard Davis Institute of Health Economics, University of Pennsylvania, Philadelphia, Pennsylvania

1990 Associate, Swedish Council on Health Care Technology Assessment, Stockholm, Sweden

1991 Associate, Assistance Publique-Hospitaux de Paris, Ecole Polytechnique, Paris, France

1992-94 Lecturer, Department of Health Care Systems, Wharton School of Business, University of Pennsylvania, Philadelphia, Pennsylvania

1993-98 Assistant Professor, Division of General Medicine, Department of Internal Medicine, University of Michigan Medical School, Ann Arbor, Michigan

1993-98 Assistant Professor, Department of Health Management and Policy, University of Michigan School of Public Health, Ann Arbor, Michigan

1996-2010 Co-Director, Consortium for Health Outcomes Innovation Cost Effectiveness Studies (CHOICES), Department of Internal Medicine, University of Michigan School of Medicine, Ann Arbor, Michigan

1998-2003 Associate Professor, Division of General Medicine, Department of Internal Medicine, University of Michigan Medical School, Ann Arbor, Michigan

1998-2003 Associate Professor, Department of Health Management and Policy, University of Michigan School of Public Health, Ann Arbor, Michigan

1998-2016 Core Faculty, Robert Wood Johnson Clinical Scholars Program, University of Michigan, Ann Arbor, Michigan

2002-2010 Director, Health Services Research Core Laboratory, University of Michigan

2002-2004 Core Faculty, Society of General Internal Medicine - Hartford Foundation Collaborative Center for Research and Education in the Care of Older Adults

2003- Professor, Division of General Medicine, Department of Internal Medicine, University of Michigan Medical School, Ann Arbor, Michigan

2003- Professor, Department of Health Management and Policy, University of Michigan School of Public Health, Ann Arbor, Michigan

2005-2012 Co-Director, Center for Value-Based Insurance Design, University of Michigan School of Public Health, Ann Arbor, Michigan

2012- Director, Center for Value-Based Insurance Design, University of Michigan School of Public Health, Ann Arbor, Michigan

Scientific Activities

Editorships

2002- Co-Editor in Chief, American Journal of Managed Care

2013-2019 Co-Editor in Chief, American Journal of Accountable Care

Editorial Board

1996-2002 Gastroenterology Therapy On-Line (<http://www.gastrotherapy.com>)

1997-2002 American Journal of Managed Care

1999-2008 Evidence-Based Gastroenterology

2002-2010 Clineguide

2004-2012 Medical Decision Making

2011- CMDI Report

2011- Integrated Pharmacy Research and Practice

2011- Value-Based Oncology

2013- Journal of Family Practice

2016- Journal of Clinical Medicine

Grant Review

1996 Cost-Reducing Health Care Technologies, National Science Foundation

1998-1999 National Institute of Health, National Institute of Diabetes and Digestive and Kidney Diseases

2001	Medical Research Council (United Kingdom), Physiological Medicine and Infection Board
2005	Centers for Disease Control and Prevention (CDC), National Center for Chronic Disease Prevention and Health Promotion, Special Emphasis Panel
2014	Robert Wood Johnson Foundation, Changes in Health Care Financing and Organization (HCFO) Initiative
2020	Netherlands Organisation for Health Research and Development

Study Sections

2002-2008	National Institute of Health, Health Services Organization and Delivery
2006, 2012	National Institute of Health, National Institute of Diabetes and Digestive and Kidney Diseases, Special Emphasis Panel

Grant Support

Current

PhRMA. Reducing Low-Value Care to Improve Affordability and Enhance Equity. Principal Investigator.
 ECOG-ACRIN/NIH/NCI. ECOP-ACRIN NCORP Research Base. Co-Investigator. Ruth Carlos, Principal Investigator.

Previous (since 2010)

InHealth. The Institute for Health Technology Studies. Value-Based Insurance Design for Diagnostics, Devices, and Procedures: A Novel Approach to Better Acknowledge Effectiveness and Value. Principal Investigator.
 Maine Health Management Coalition. Community Coalitions Health Institute Seed Grant Program. Value-Based Insurance Design for the Patient-Centered Medical Home. Consultant. Nancy Morris, Principal Investigator.
 National Institute of Health. Dizziness in the Emergency Department: A Population-Based Project. Mentor. Lewis Morgenstern, Principal Investigator.
 National Pharmaceutical Council (NPC). Value-Based Insurance Design for Specialty Pharmaceuticals: A Novel Approach to Better Acknowledge Effectiveness and Value. Principal Investigator.
 Gary & Mary West Health Policy Center, Inc. Expanding Coverage for Chronic Disease Care in High-Deductible Health Plans: Quality, Cost and Policy Implications. Principal Investigator.
 Robert Wood Johnson Foundation. State Health Access Reform Evaluation Program: The Clinical and Economic Impact of an Innovative “Clinically Nuanced” Benefit Design for Connecticut State Employees. Co-Investigator. Richard Hirth, Principal Investigator.
 Ohio Public Employees Retirement System. OPERS VBID Program Analysis. Co-Investigator. Rajesh Balkrishnan, Principal Investigator.
 PhRMA. The Role of Clinical Value in Formulary Development. Principal Investigator.
 Robert Wood Johnson Foundation. An Evaluation of Multi-Payer, Medical Episode-Based Payment Reform in Arkansas. Principal Investigator.
 National Pharmaceutical Council (NPC). Reward the Good Soldier: A Novel Approach to Benefit Design That Ties Consumer Cost-Sharing to Clinical Experience. Principal Investigator.
 AHRQ. Engaging Michigan Communities in Deliberations About Medicaid Priorities. Co-Investigator. Susan Goold, Principal Investigator.

State of New York, CMS. Role of V-BID in State of New York State Innovation Model. Principal Investigator.

Gary & Mary West Health Policy Center, Inc. Expanding Insurance Options for Chronic Disease Care: Quality, Cost and Policy Implications. Co-Investigator. Laurence McMahon, Principal Investigator.

Robert Wood Johnson Foundation. A National Survey of Value-Promoting Consumer Behaviors in High-Deductible Health Plans. Co-Investigator. Jeff Kullgren, Principal Investigator.

PhRMA. Analysis of Vaccine Cost-Sharing in the Medicare Program. Principal Investigator.

Global Health Living Foundation. The Role for Targeted Patient Assistance Programs to Enhance Access to Clinically-Indicated Medications in the Setting of Increased Cost-Related Non-adherence. Principal Investigator.

California Public Employees Retirement System (CalPERS). Incorporating Value-Based Insurance Design in the California Public Employees Retirement System. Principal Investigator.

PhRMA. Indication-Specific Pricing Coupled with Value-Based Insurance Design: Opportunities to Drive More Health per Pharmacy Dollar. Principal Investigator.

Laura and John Arnold Foundation. Quantitative Evaluation of Arkansas Episodic Payment Initiative. Principal Investigator.

PhRMA. Estimating the Value of Pharmaceuticals in Common Chronic Conditions in Medicare Beneficiaries. Principal Investigator.

State of Michigan, CMS. Healthy Michigan Plan CMS Evaluation FY17. Co-Investigator. John Ayanian, Principal Investigator.

AHRQ. Impact of No Cost Contraception on Utilization and Direct Medical Expenditures. Co-Investigator. Vanessa Dalton, Principal Investigator.

Laura and John Arnold Foundation. Designing a High-Value Health Plan. Michael Chernew, Principal Investigator.

Boehringer Ingelheim. Outcomes-Based Contracting with Value-Based Insurance Design: Opportunities to Drive More Health Per Pharmacy Dollar. Principal Investigator.

PhRMA. An Estimation of the Health and Economic Impact of Pharmaceuticals in Medicare Beneficiaries with Chronic Conditions. Principal Investigator.

PhRMA. Engaging State Stakeholders to Identify and Remove Low-Value Care. Principal Investigator.

Honors and Awards

1978	Pennsylvania State Senatorial Scholar
1980	Alpha Epsilon Delta Honor Society
1982	Summa cum laude, University of Pennsylvania
1992, 1993	American Federation for Clinical Research Trainee Award
1994-1996	Career Development Award in Pharmacoeconomics and Outcomes Research, Pharmaceutical Research and Manufacturers of America Foundation
1996	Governor's Award, American College of Gastroenterology
1997	Best Poster Prize, 13 th Annual Meeting of the International Society for Technology Assessment in Health Care, Barcelona, Spain
2001	Best Podium Presentation, 4 th Annual European Congress, International Society for Pharmacoeconomics and Outcomes Research, Cannes, France
2004-2006	Society of General Internal Medicine, Research Mentorship Award (with Peter Cram, MD, MBA)

2009	Health Care Research Award, National Institute for Health Care Management Foundation
2011	Testimony, United States Senate, Committee on Health, Education, Labor, & Pensions
2013	Testimony, United States House of Representatives, Ways & Means Subcommittee on Health
2013	Token of Appreciation from Medical Students Award, UM Medical School
2014	Testimony, State of Michigan Health Policy Committee
2014	Molly and Sidney N. Zubrow Award, Pennsylvania Hospital, Penn Medicine
2014	Elected to the Institute of Medicine National Academy of Sciences
2015	Kauver Lectureship, University of Colorado Denver
2016	Testimony, State of Michigan Senate HHS Subcommittee
2016	Testimony, United States Senate, Armed Services Personnel Subcommittee
2017	Testimony, United States House of Representatives, Ways & Means Subcommittee on Health
2017	Policy Award, National Forum for Heart Disease & Stroke Prevention
2019	W. Allen Tisdale Lecture, University of Vermont Larner College of Medicine
2021	Testimony, State of Massachusetts Joint Committee on Health Care Financing

Memberships and Offices in Professional Societies

1993-	Member, American College of Physicians
1993-2001	International Society for Technology Assessment in Health Care, Board of Directors, 1995-1998
1993-	Member, Society of General Internal Medicine
1993-2010	Member, Society for Medical Decision Making
1996-2010	International Society for Pharmacoeconomics and Outcomes Research, Board of Directors, 2000-2002

Teaching Activities

National

1991-1993	Lecturer, The Health Care System, Wharton School of Business, University of Pennsylvania, Philadelphia, PA.
Mar 2019	Value-Based Insurance Design. Fuqua School of Business, Duke University, Durham, NC.

University of Michigan (selected since 2010)

Feb 2010	Value-Based Insurance Design: More Health at Any Price. Grand Rounds, Department of Internal Medicine.
Feb 2010	Economic Analysis and Value-Base Insurance Design. Clinical and Translational Research. BIOS 557, School of Public Health.
Apr 2010	Value-Based Insurance Design. Robert Wood Johnson Clinical Scholars Program.
Apr 2010	Value-Based Insurance Design. College of Pharmacy.
Aug 2010	Economic Evaluation and Decision Analysis. Robert Wood Johnson Clinical Scholars Program Summer Session.
Sept 2010	Value-Based Insurance Design. IOE 691, School of Engineering.

Feb 2011 Value-Based Insurance Design. HMP 631, School of Public Health.

Apr 2011 Value-Based Insurance Design. Robert Wood Johnson Clinical Scholars Program.

Aug 2011 Economic Evaluation and Decision Analysis. Robert Wood Johnson Clinical Scholars Program Summer Session.

Oct 2011 Value-Based Insurance Design. M2 Health Economics/Health Policy Core Lecture, School of Medicine.

Oct 2011 Value-Based Insurance Design. HSPA Presentation, School of Public Health.

Nov 2011 Value-Based Insurance Design. HMP Workshop for Integrating and Discussing Topics in Healthcare, School of Public Health.

Nov 2011 V-BID Center Symposium.

Nov 2011 Value-Based Insurance Design. Alpha Epsilon Delta.

Dec 2011 Value-Based Insurance Design. IOE 691, School of Engineering.

Dec 2011 Value-Based Insurance Design. Department of Obstetrics and Gynecology HSR Seminar.

Feb 2012 Value-Based Insurance Design. Noon Conference, Department of Internal Medicine.

Feb 2012 Value-Based Insurance Design. UC280, Undergraduate Research Opportunity Program Biomedical Seminar.

Aug 2012 Economic Evaluation and Decision Analysis. Robert Wood Johnson Clinical Scholars Program Summer Session.

Feb 2013 Value-Based Insurance Design. Noon Conference, Department of Internal Medicine.

Apr 2013 Preparing Testimony for Policymakers. HMP 617, School of Public Health.

May 2013 "Point-Counterpoint: Should Researchers Be Advocates?" Institute for Health Policy & Innovation Seminar Series.

Aug 2013 Economic Evaluation and Decision Analysis. Robert Wood Johnson Clinical Scholars Program Summer Session.

Sept 2013 Value-Based Insurance Design: Translating Research to Policy. Robert Wood Johnson Clinical Scholars Program.

Oct 2013 Value-Based Insurance Design: Translating Research into Policy. Department of Radiology. Grand Rounds.

Feb 2014 Women's Reproductive Health and the Affordable Care Act. WS 400.

Mar 2014 Pharmacoeconomics and Outcomes Research. HMP 637, School of Public Health.

Mar 2014 Evidence-Based Medicine: Ethics. P 545, College of Pharmacy.

Mar 2014 Health Insurance and Payment. HMP 631, School of Public Health.

Aug 2014 Economic Evaluation and Decision Analysis. Robert Wood Johnson Clinical Scholars Program Summer Session.

Nov 2014 Cost-effectiveness Analysis in Health. HMP 610, School of Public Health.

Jan 2015 Value-Based Insurance Design. Robert Wood Johnson Clinical Scholars Program. Noon Conference.

Feb 2015 How Obamacare Makes Preventive Care Easier for Consumers: Educational Discussions for Clinical Nurses. University of Michigan Taubman Clinic.

Feb 2015 Internal Medicine Noon Conference.

Mar 2015 Health Economics II. HMP 663, School of Public Health.

Sept 2015 Strategies to Build Policy Impact in an Interdisciplinary Cancer Care Delivery Program. CanSORT Annual Meeting.

Oct 2015 General Medicine Research Conference.

Nov 2015 Cost Effectiveness Analysis. HMP 610, School of Public Health.
 Dec 2015 Pharmacoeconomics & Outcomes Research. HMP 637, School of Public Health.
 Dec 2015 University Health Services CME Lecture.
 Dec 2015 UMHS IT Update Session.
 Dec 2015 Hematology/Oncology Journal Club. Value Initiatives in Cancer Care.
 Jan 2016 Internal Medicine Noon Conference.
 Feb 2016 Understanding & Improving the US Healthcare System MOOC.
 Mar 2016 Medical Benefit Advisory Committee.
 Jun 2016 Hematology/Oncology Research Conference.
 Jun 2016 IHPI Lunch & Learn.
 Jul 2016 National Scholars Summer Session.
 Nov 2016 Cost Effectiveness Analysis. HMP 610, School of Public Health.
 Nov 2016 General Medicine Research Conference.
 Jan 2017 Alpha Epsilon Delta.
 Jan 2017 Case Studies in Health Services Administration. HMP 682, School of Public Health.

 Feb 2017 Understanding & Improving the U.S. Healthcare System MOOC.
 Mar 2017 UMHS Healthcare Administration Scholars Program.
 Jul 2017 National Scholars Summer Session.
 Nov 2017 Cost-Effectiveness Analysis. HMP 610, School of Public Health.
 Feb 2018 Dean's Scholars Program.
 Feb 2018 UMHS Healthcare Administration Scholars Program.
 Mar 2018 Michigan Center for Inter-Professional Education.
 Jun 2018 Michigan Medical Scholars. Multi-Disciplinary Symposium.
 Jul 2018 National Clinician Scholars Program.
 Sept 2018 Health Services Research Symposium.
 Nov 2018 National Clinician Scholars Program. Noon Seminar.
 Apr 2019 UMHS Healthcare Administration Scholars Program.
 Jun 2019 Health Policy and Health Economics Path of Excellence. Seminar.
 Jul 2019 National Clinical Scholars Program.
 Oct 2019 Cost-Effectiveness Analysis. HMP 610, School of Public Health.
 Nov 2019 Reimbursement Strategies, Value & Quality. Ford School of Public Policy.
 Dec 2019 Center for Healthcare Outcomes & Policy (CHOP). Department of Surgery.
 Jan 2020 UMHS Healthcare Administration Scholars Program.
 Feb 2020 UMMS. Strategic Management for Physicians. Introducing the Professional Physician.

 Feb 2020 Internal Medicine Noon Conference.
 Mar 2020 Economics of Health Management and Policy. HMP 660, School of Public Health.

 Apr 2020 V-BID: Enhancing Access and Affordability to Essential Clinical Services During COVID-19 and Beyond. Grand Rounds, Department of Internal Medicine.

 July 2020 IHPI/NCSP Summer Sessions: Measuring & Rewarding Value; The Rise of High-Deductible Plans.

 Oct 2020 2020 Presidential Platforms in Healthy Policy, Health Policy Path of Excellence.
 Oct 2020 Cost-Effectiveness Analysis. HMP 610, School of Public Health.
 Nov 2020 Economics of Health Management and Policy. HMP 660, School of Public Health.

Jan 2021	Value-Based Cases. Patients & Populations Branch.
Jan 2021	UMHS Healthcare Administration Scholars Program.
Mar 2021	Risk and Insurance. HMP 631, School of Public Health.
July 2021	IHPI/NCSP Summer Sessions: Turning a Crisis Into Opportunity: Can COVID-19 Help Set a Path to Improved Health Care Efficiency?
Sept 2021	Osher Lifelong Learning Institute. The Futurescape of Medicine Series. Healthcare Financing: A Broken System in Need of Repair

Committee and Administrative Services (*since 2002*)

National (*since 2002*)

2002	Expert Reviewer, Management of Chronic Hepatitis C, AHRQ Publication 02-E030, Agency for Healthcare Research and Quality
2003-2006	Medical Advisory Board, Pri-Med Institute
2003-2008	Cost-effectiveness Subcommittee, Chronic Renal Insufficiency Cohort Study (CRIC), National Institutes of Health
2004-	Centers for Medicare and Medicaid Services, Medicare Coverage Advisory Committee (MEDCAC)
2004-2011	Pharmacy and Therapeutics Committee, MedImpact Healthcare Systems, Inc.
2005-2012	Scientific Advisory Committee, Institute for Health Technology Studies (InHealth)
2005-2012	Scientific Advisory Committee, K30 Mentored Training Program in Clinical Investigation, Washington University School of Medicine
2007-2011	Advisory Committee, Pfizer Scholars Program in Health Policy
2009-2013	Advisory Board, Center for Medical Technology Policy
2010-2012	Advisory Committee, Community Coalitions Health Institute (CCHI), National Business Coalition on Health
2011-	External Advisory Committee, Section for Value and Comparative Effectiveness, New York University School of Medicine
2011-2013	Committee on Geographic Variation in Health Care Spending and Promotion of High-Value Care, IOM, NAS
2011-	Advisory Council, North Carolina Prevention Partners
2012-	Advisory Board, Virginia Center for Health Innovation
2012-2016	Advisory Board, Health Care Incentives Improvement Institute
2012-2016	Co-Chair, Employer-Purchaser Engagement Center, Patient-Centered Primary Care Collaborative
2014-2016	Advisory Board, IMS Health
2014-	Advisory Board, Catalyst for Payment Reform
2014-2016	Executive Steering Committee, Fit for Work America
2015	Advisory Board, Patient-Centered Outcomes Research Institute (PCORI)
2015-	Selection Committee, Hearst Health Prize for Excellence in Population Health
2016-	Member, AcademyHealth - ABIM Foundation Community on Low-Value Care
2016-	Advisory Board, International Society for Pharmacoeconomics and Outcomes Research Initiative on Value Assessment Frameworks
2016-	Advisory Board, Springboard Healthy Scranton, Geisinger Health System
2020-	Co-Chair, Workshop: Why Has the Progress on Hypertension Control Ceased in the U.S. and How Can Progress Be Restarted: NIH's Role? NHLBI CDC

Michigan

2008-2013 Co-Chair, Michigan Cardiovascular Alliance, Michigan Department of Community Health

University of Michigan

2000-2005 New Medical Technology Assessment Committee, M-Care
2002-2005 Chair, Collaborative Health Services Research Initiative for Practice Improvements, University of Michigan Health System
2002-2010 Awards Committee, Department of Internal Medicine
2002 Executive Committee, Center for the Advancement of Clinical Research
2002 Grant Reviewer, Life Sciences, Values and Society Program
2003 Advisory Committee, K30 Clinical Research Training Program
2005-2008 Co-chair, Value-Based Benefit Committee, Michigan Healthy Community Initiative
2006- Scientific Advisory Committee, Faculty Research Development Program, Department of Radiology
2013 Participant, 14th Annual Michigan Road Scholars Tour
2015-2016 Member, President's Committee on National Service & Policy Engagement

Consulting Positions

1993- Merck and Co.
2010- Zansors
2013- Amgen
2013- Center for Medicare and Medicaid Services (CMS)
2013-2018 Lilly
2014-2016 Pfizer
2014-2016 Sanofi
2015- Sempre Health
2015- Wellth
2016- AbbVie
2016- Freedman Health
2017- MedZed
2017- Risalto Health
2017-2018 Takeda
2017- Centivo
2017- State of Minnesota
2017- Bayer
2017- Exact Sciences
2018- Community Oncology Association
2018- Health at Scale Technologies
2018-2019 Intarcia
2018- EmblemHealth
2018- PenguinPay
2018-2019 Health Management Associates
2019- Virginia Center for Health Innovation
2019- U.S. Department of Defense
2019- Health & Wellness Innovations
2019- GRAIL, Inc.

2019-	Covered California
2019-	Yale – New Haven Health System
2019-	Montana Health Cooperative
2020-	HealthCorum
2020-	Phathom Pharmaceuticals, Inc.
2020-	Risk International
2020-	Hygieia
2020-	Wildflower Health
2021-	Pair Team
2021-	Mercer
2021-	MedIncontext
2021-	Silver Fern Healthcare

Visiting Professorships

Feb 1998	Oregon Health Sciences University
Feb 1998	University of Connecticut Health Science Center
Oct 1998	University of New Mexico School of Medicine
Nov 1998	McMaster University
Jun 2000	Medical College of Wisconsin
Mar 2002	University of California at Los Angeles
Feb 2003	Temple University
Sept 2003	Oklahoma University Health Sciences Center
Aug 2004	University of Iowa
Oct 2004	University of Manitoba Faculty of Medicine
Mar 2005	UMDNJ-Robert Wood Johnson Medical School
Apr 2005	Cleveland Clinic Foundation
Apr 2007	University of Illinois at Chicago
Mar 2011	University of Pennsylvania
Feb 2012	University of Chicago
Apr 2015	University of Colorado
Oct 2015	Yale University
Apr 2016	Memorial Sloan Kettering
Jul 2016	Stanford University
Apr 2017	Harvard Medical School
Oct 2019	University of Vermont Larner College of Medicine

Extramural Invited Presentations

International (selected since 2015)

“Value Based Insurance Design”

Chinese Economic Society. Shenzhen, China. Jun 2016.

China-U.S. Precision Medicine Industry & Policy Forum. Shenzhen, China. Jun 2016.

Beijing Hospital. Beijing, China. Jun 2016.

Transformative Primary Care: Promoting Health and Well-Being for Displaced, Immigrant, and Vulnerable Patients. Rome, Italy. Sept 2019.

The 2nd Sichuan Health and Insurance Forum Agenda. Web presentation. Oct 2020.

National (selected since 2015)

“Value Based Insurance Design.”

Families USA Health Action Conference. Washington, DC. Jan 2015.
Evergreen Health. Baltimore, MD. Jan 2015.
Worldwide Employee Benefits, Cleveland Chapter. Cleveland, OH. Feb 2015.
Worldwide Employee Benefits. Webinar. Feb 2015.
Journal of the American College of Radiology. Tweet Chat. Feb 2015.
Integrated Benefits Institute (IBI). San Francisco, CA. Mar 2015.
OmedaRx EBM Assessments & Adherence Conference. San Francisco, CA. Mar 2015.
U.S. Chamber of Commerce. Washington, DC. Apr 2015.
Jefferson School of Population Health. Health Forum. Philadelphia, PA. Apr 2015.
International Society for Pharmacoeconomics and Outcomes Research (ISPOR) 20th Annual International Meeting. Philadelphia, PA. May 2015.
National Association of Health Underwriters Education Foundation. Webinar. May 2015.
National Academy of Social Insurance Medicare at 50. Washington, DC. Jun 2015.
New York State Innovation Model Webinar. Albany, NY. Jun 2015.
National Governors Association, National Academy of Medicine. Harrisburg, PA. Jul 2015.
AJMC. Tweet Chat. Jul 2015.
Smarter Health Care Coalition Congressional Briefing. Washington, DC. Jul 2015.
The Colorado Health Foundation 2015 Health Symposium. Keystone, CO. Jul 2015.
State Health Access Reform Evaluation (SHARE). Webinar. Aug 2015.
CMMI State Innovation Model Grantees. Webinar. Aug 2015.
Academy of Managed Care Pharmacy. Washington, DC. Sept 2015.
Yale University, Dept of Int Medicine Grand Rounds. New Haven, CT. Sept 2015.
American Federation of Teachers. AFL-CIO. Webinar. Sept 2015.
Alliance for Health Reform Roundtable. Washington, DC. Sept 2015.
HFMA’s 9th Annual Thought Leadership Retreat. Washington, DC. Oct 2015.
Florida Hospital Association Managed Care Conference. Orlando, FL. Oct 2015.
Houston Business Coalition on Health. Houston, TX. Nov 2015.
Public Sector Health Care Roundtable. Washington, DC. Nov 2015.
Consumers Union. Health Care Costs & Quality. New Orleans, LA. Nov 2015.
American Federation of Teachers. AFL-CIO. Webinar. Dec 2015.
National Diabetes Prevention Program Summit. Baltimore, MD. Dec 2015.
Pennsylvania Department of Health. Harrisburg, PA. Dec 2015.
Virginia Center for Health Innovation. Richmond, VA. Jan 2016.
Connecticut V-BID Consortium. Webinar. Jan 2016.
Evolent Health Employer Provider Summit. Nashville, TN. Jan 2016.
Pennsylvania SIM Alternative Payment Work Group. Webinar. Jan 2016.
Baycare Biannual Employer Symposium. Tampa, FL. Feb 2016.
National Association of State Health CO-OPs. Washington, DC. Feb 2016.
PAN Foundation Cost-sharing Roundtable. Washington, DC. Feb 2016.
Health Affairs. Patients’ and Consumers’ Use of Evidence. Washington, DC. Apr 2016.
Virginia Hospital and Healthcare Association. Webinar. Apr 2016.
California Association of Health Plans (CAHP). San Francisco, CA. Apr 2016.
Geisinger Health System Speaker Series. Danville, PA. Apr 2016.
SALGBA 2016 Conference. San Antonio, TX. Apr 2016.
Army-Baylor University Graduate Program in Health and Business Administration.
San Antonio, TX. Apr 2016.

Center for Health Policy and Outcomes Seminar. Memorial Sloan Kettering. New York, NY. Apr 2016.

City of New York, Department of Health & Mental Hygiene. New York, NY. Apr 2016.

U.S. Department of Defense. Military Health Agency. Falls Church, VA. May 2016.

Oklahoma Center for Healthcare Improvement. Tulsa, OK. May 2016.

OPERS Health Care Horizons Forum. Columbus, OH. Jun 2016.

Stanford University, Dept of Int Medicine Grand Rounds. Palo Alto, CA. Jul 2016.

California Public Employees' Retirement System. Board of Directors. Sonoma, CA. Jul 2016.

Merck & Co., Inc., Grand Rounds. Gwynedd, PA. Sept 2016.

3M Value-Based Care Conference. Chicago, IL. Sept 2016.

ACOEM/NBGH Health & Productivity. Webinar Series. Sept 2016.

ACOs & Emerging Healthcare Delivery Coalition. Philadelphia, PA. Oct 2016.

Healthcare Vision Summit. Washington, DC. Nov 2016.

MedInsight Client Forum. San Diego, CA. Nov 2016.

J & J Healthcare Systems Meeting. Dallas, TX. Nov 2016.

Pacific Business Group on Health. San Francisco, CA. Dec 2016.

Milliman Healthcare Intelligence Client Forum. Webinar. Jan 2017.

Journal of the American College of Radiology. Tweet Chat. Jan 2017.

AAPAN Annual Forum. Tucson, AZ. Jan 2017.

AcademyHealth National Health Policy Conference. Washington, DC. Jan 2017.

NPC Board of Directors Meeting. Washington, DC. Feb 2017.

Patient Assistance Network Cost-Sharing Roundtable. Washington, DC. Feb 2017.

National Academy of Medicine Roundtable on Genomics & Precision Health. Washington, DC. Mar 2017.

WELLCOM Health. Wealth, and Work Benefits Series. Omaha, NE. Apr 2017.

Health Plan Alliance. Spring Leadership Meeting. Southlake, TX. Apr 2017.

Better Medicare Alliance National Medicare Advantage Summit. Arlington, VA. Apr 2017.

Pharmaceutical Policy Research Seminar. Department of Population Medicine. Harvard Medical School, Harvard University, Boston, MA. Apr 2017.

SALGBA 2017 National Conference. Orange County, CA. May 2017.

Healthcare Career Advancement Program. Chicago, IL. Jun 2017.

Employee Benefit Research Institute Policy Forum #81. Washington, DC. Jul 2017.

BIO. Congressional Briefing, "The Cost and Value of Prescription Medicines". Washington, DC. Jul 2017.

National Forum for Heart Disease and Stroke Prevention Value and Access Steering Committee Focus on Value-Based Insurance Design. Webinar. Jul 2017.

National Pharmaceutical Council. "Same Condition, Different Costs: Should Patients Pay Different Amounts?" Webinar. Jul 2017.

Alliance for Health Policy Summit. Washington, DC. Jul 2017.

Centers for Medicare & Medicaid Services. Center for Consumer Information and Insurance Oversight Speaker Series. Bethesda, MD. Sept 2017.

Center for Medicine in the Public Interest. Washington, DC. Sept 2017.

BenefitFocus Carrier Executive Forum. Charleston, SC. Sept 2017.

Accenture Value Based Care Delivery Community Call. Webinar. Sept 2017.

Silicon Valley Employers Forum Roundtable. Sunnyvale, CA. Oct 2017.

Community Oncology Alliance Payer Exchange Summit VII. Tysons, VA. Oct 2017.

Smarter Health Care Coalition Summit. Washington, DC. Oct 2017.

Takeda-Lundbeck Annual Partner Day. Washington, DC. Nov 2017.

Provider Network Symposium. West Hartford, CT. Dec 2017.

NBGH. An Employer's First Steps Toward Paying for Value. Webinar. Dec 2017.

AMA Council on Medical Service Policy Makers. Washington, DC. Jan 2018.

AHIP Employer Sponsored Insurance: Attitudes and Innovation. Washington, DC. Feb 2018.

Rhode Island Business Group on Health Legislative Breakfast. Providence, RI. Feb 2018.

American Hospital Association Provider-Sponsored Health Plan Strategic Leadership Group Meeting. Chicago, IL. Apr 2018.

2018 Community Oncology Alliance Conference. Washington, MD. Apr 2018.

Freedman Healthcare. Connecticut V-BID Technical Assistance I. Webinar. May 2018.

Midwest Business Group on Health. Chicago IL. May 2018.

Pittsburgh Business Group on Health Rx Solutions Forum. Pittsburgh, PA. May 2018.

Better Medicare Alliance National Medicare Advantage Summit. Washington, DC. May 2018.

Atlantic State of Care. Washington, DC. May 2018.

Freedman Healthcare. Connecticut V-BID Technical Assistance II. Webinar. May 2018.

American Medical Association Annual Meeting. Chicago, IL. Jun 2018.

NEBGH 7th Annual Health & Wellness Benefits Conference. New York, NY. Jun 2018.

Freedman Healthcare. State Innovation Model Value Based Insurance Design Consortium. Webinar. Jun 2018.

Freedman Healthcare. Connecticut V-BID Technical Assistance III. Webinar. Jun 2018.

American Diabetes Association's 78th Scientific Sessions. Orlando, FL. Jun 2018.

Health Plan Alliance Health System and Health Plan Leadership Forum. Chicago, IL. Jun 2018.

Institute for Healthcare Policy and Innovation. Vail Symposium. Vail, CO. Jul 2018.

National Forum. Value and Access Partner Spotlight. Webinar. Aug 2018.

America's Physician Groups Member. Webinar. Aug 2018.

Employee Benefit News. Benefits Forum and Expo 2018. New Orleans, LA. Sept 2018.

The Alliance Northwest Employer Meeting. Eau Claire, WI. Sept 2018.

ASCO Oncology Practice Conference. Phoenix, AZ. Sept 2018.

Center for Workforce Health and Performance. V-BID in Action: The Case of Diabetes. Webinar. Oct 2018.

NORD Rare Diseases and Orphan Products Breakthrough Summit. Washington, DC. Oct 2018.

Health Care Payment Learning & Action Network. LAN Fall Summit. Tysons, VA. Oct 2018.

Smarter Health Care Coalition Fall Summit. Washington, DC. Oct 2018.

Association for Value-Based Cancer Care Summit. New York, NY. Oct 2018.

St. Louis Area Business Health Coalition Annual Meeting. St. Louis, MO. Oct 2018.

Association of Black Cardiologists. Dr. Walter M. Booker, Sr. Memorial Symposium. Chicago, IL. Nov 2018.

Connecticut Joint Replacement Institute, Connecticut Health Council, Connecticut Business Group on Health. Moving to Value Forum. Hartford, CT. Dec 2018.

UCLA Health. Natural Experiments in Translation for Diabetes. Bethesda, MD. Jan 2019.

Health Care Transformation Task Force. Consumer Engagement in Benefit Design. Webinar. Feb 2019.

American Medical Student Association. Health Care for All Scholars Program. Webinar. Feb 2019.

National Pharmaceutical Council. Going Below the Surface Forum. Washington, DC. Feb 2019.

VBID Health. Low-Value Care 101 Webinar. Webinar. Feb 2019.

Fuqua School of Business, Duke University. Durham, NC. Mar 2019.

Relph Benefit Advisors. 20/20 Vision Conference. Verona, NY. Mar 2019.

HealthCare 21 Business Coalition Health & Productivity Forum. Knoxville, TN. May 2019.

Alliance of Community Health Plans Spring 2019 Clinical Meeting. Dallas, TX. May 2019.
The Hill. Cost, Quality and Care: The Medicare Equation. Washington, DC. Jun 2019.
Public Sector HealthCare Roundtable. 2nd Annual Congressional Forum. Washington, DC.
Jun 2019.

Better Medicare Alliance Medicare Advantage Summit. Washington, DC. Jul 2019.
V-BID X: A New Plan Option for the Individual Health Insurance Market Webinar.
Ann Arbor, MI. Jul 2019.

Smarter Care Virginia. VA Center for Health Innovation. Richmond, VA. Aug 2019.
Centers for Disease Control & Prevention. Hypertension Control Planning Meeting.
Atlanta, GA. Sept 2019.

Congressional Black Caucus Foundation, Inc. Annual Legislative Conference.
Washington, DC. Sept 2019.

American Heart Association. CEO Roundtable. Sept 2019.
Harvard University. 9th U.S.-China Health Summit. Boston, MA. Sept 2019.
National Alliance Annual Forum. Benefit Design in Action: Eliminating Low-Value Care
While Incentivizing High-Value Care. Washington, DC. Nov 2019.

Health Management Academy. Medicare Advantage Summit. Arlington, VA. Nov 2019.
State of Connecticut High Deductible Health Plan Task Force. Hartford, CT. Dec 2019.
American College of Cardiology Benefit Design Summit. Washington, DC. Dec 2019.
National Alliance of Healthcare Purchaser Coalitions. Preventive Care Benefits Guidance
Webinar. Dec 2019.

Virginia Center for Health Innovation. Clinical Learning Series. Ann Arbor, MI. Jan 2020.
NEBGH. V-BID X for Employers, Webinar. Jan 2020.

Smarter Health Care Coalition Congressional Briefing. Washington, DC. Jan 2020.
AHIP Medicare Advantage Congressional Briefing. Washington, DC. Jan 2020.
National Academy of Medicine. Value Incentives & Systems Action Collaborative Meeting.
Washington, DC. Feb 2020.

Health Resources and Services Administration. Advisory Committee on Interdisciplinary,
Community-Based Linkages. Washington, DC. Feb 2020.

Montana Health Co-Op Board Meeting. Webcast. Apr 2020.
Centers for Disease Control and Prevention. Quarter 2 Million Hearts® Cardiac Rehabilitation
Collaborative (CRC) Meeting. May 2020.

Washington Health Alliance. Webinar. Jun 2020.
The Value in Cancer Care Consortium. 1st International Summit on Interventional
Pharmacoeconomics. Jun 2020.

Florida Alliance for Healthcare Value. Summer Education Series: Eliminating Low Value Care
While Incentivizing High Value Care. Jul 2020.

Virginia All Payer Claims Database Advisory Committee. Web presentation. Aug 2020.
Center for Value-Based Insurance Design and Smarter Health Care Coalition. Increasing
Access to Necessary Care During the COVID-19 Pandemic & Beyond. Webinar.
Aug 2020.

National Association of Health Data Organizations. Using APCDs to Measure Low Value Care.
Web presentation. Aug 2020.

America's Health Insurance Plans. National Conference on Medicare, Medicaid & Dual
Eligibles. Emerging Trends in Value-Based Care---A Policy and Technology
Perspective. Web presentation. Aug 2020.

Defense Health Board. TRICARE Modernization Working Group. Web presentation.
Sep 2020.

Medscape. Expert Perspectives in Preventative Screening for CRC. Web presentation. Sep 2020. <https://www.medscape.org/viewarticle/939478>.

Economic Alliance for Michigan. Health Purchaser Forum. Web presentation. Sep 2020.

Pittsburgh Business Group on Health. Annual Meeting. Web presentation. Sep 2020.

Integrated Benefit Institute. The Conference Board Healthcare Conference. Web presentation. Sep 2020.

Mid-American Coalition on Health Care. 8th Annual Health and Productivity Forum. Web presentation. Oct 2020.

National Heart, Lung, and Blood Institute, National Institutes of Health. In the U.S., Why has Blood Pressure Control Declined Nationally and What Solutions Will Improve Blood Pressure Control? Web workshop, Co-Chair. Oct 2020.

Midwest Business Group on Health / Mid-American Coalition on Health Care. The Value of Authorized Generics. Webinar. Oct 2020.

Research Consortium for Health Care Value Assessment. Higher Health Care Value Post COVID-19. Webinar. Oct 2020.

Program in Health Economics and Outcomes Research Methodologies, University of Washington. Web presentation. Oct 2020.

Coalition Against Surprise Medical Billing Hill Briefing. Webinar. Oct 2020.

Million Hearts Cardiac Rehabilitation Think Tank: Advancing New Care Models. Web presentation. Oct 2020.

Community Oncology Alliance. Applying Value-Based Insurance Design in Oncology. Web presentation. Oct 2020.

Population Health Alliance Innovation Summit. Web presentation. Oct 2020.

Center for Value-Based Insurance Design and Centers for Medicare & Medicaid Services. Virtual Roundtable with CMS Administrator Seema Verma. Webinar. Oct 2020.

American Academy of Actuaries. COVID-19 and the Future of Health Care Delivery and Payment. Web presentation. Nov 2020.

National Alliance of Health Annual Forum. Adapting Design Strategies During the COVID-19 Era. Web presentation. Nov 2020.

Association for Accessible Medicines Great Speakers Series. Eliminating Low Value Care While Incentivizing High Value Care. Web presentation. Nov 2020.

Network of Digital Evidence. NODE.Health Digital Medicine Conference. Web presentation. Dec 2020.

Centers for Medicare & Medicaid Services. Increasing Uptake of COVID-19 Vaccine. Web presentation. Dec 2020.

Altarum Healthcare Value Hub Webinar. The Marathon After the Sprint: Ensuring Value & Equity in the Future of Telehealth. Webinar. Dec 2020.

VuMedi. Reducing COVID-19 Vaccine Hesitancy: Why Is This Important? Recorded presentation. Dec 2020.

Alliance of Community Health Plans. COVID-19 Vaccine Adherence. Webinar presentation. Jan 2021.

America's Health Insurance Plans. Successfully Navigating the Value-Based Insurance Design (VBID) Model. Webinar presentation. Feb 2021.

Million Hearts: Value-Based Insurance Design Opportunities for Cardiovascular Disease Prevention and Management. Webinar presentation. Feb 2021.

District of Columbia Health Benefit Exchange Authority. Social Justice & Health Disparities Working Group Meeting. Web presentation. Feb 2021.

Employee Benefits Research Council. The Conference Board. Web presentation. Mar 2021.

Employee Benefits Council. The Conference Board. Web presentation. Mar 2021.

All-Payer Claims Database Council Learning Network. Web presentation. April 2021.
 America's Health Insurance Plans and U.S. Office of Personnel Management. Federal
 Employees Health Benefits Program Carrier Conference. Web presentation.
 April 2021.

Milliman MedInsight. Advancements in Quantifying Low-Value Care Opportunity: Reducing
 Harmful Cascades of Care. Web presentation. May 2021.

Agilon Medical Director & Pod Leader Retreat. Web presentation. May 2021.

Purchaser Business Group on Health Primary Care Payment Reform Workgroup: Benefit Design
 Change. Web presentation. June 2021.

Congressional Doctors Caucus, Washington DC. Web presentation. July 2021.

Kansas Business Group on Health Roundtable. Web presentation. July 2021.

Exact Sciences Evidence Update. Web presentation. July 2021.

Reuters. The role of early detection as part of a comprehensive population health management
 strategy. Web presentation. July 2021.

Patients Rising Summer Learning Series. Congressional Deskside Briefing: Drug Prices. Web
 presentation. July 2021.

Colorado Consumer Health Initiative. Web presentation. Aug 2021.

HealthPayerIntelligence Virtual Summit: Plotting a Path Forward. Web presentation. Aug
 2021.

Eli Lilly & Company, Avalere Health, and Network for Excellence in Health Innovation. Equity
 in Health and Healthcare Summit. Web presentation. Sept 2021.

Janssen Scientific Affairs Town Hall. Web presentation. Sept 2021.

Smarter Health Care Coalition/America's Health Insurance Plans Panel Discussion. Web
 presentation. Sept 2021.

Local (selected since 2015)

“Value Based Insurance Design”

CHRT Policy Fellowship. Center for Healthcare Research & Transformation. Ann Arbor, MI.
 Feb 2015.

Michigan Association of Health Underwriters (MAHU). Okemos, MI. Oct 2015.

West Michigan Association of Health Underwriters. Grand Rapids, MI. Mar 2016.

Michigan Association of Health Plans Summer Conference. Acme, MI. Jul 2016.

Midwest Social/Administrative Pharmacy Conference. Ann Arbor, MI. Aug 2016.

Healthcare Financial Management Association. Plymouth, MI. Oct 2016.

UAW Retiree Medical Benefits Trust. Detroit, MI. Oct 2016.

CHRT Policy Fellowship. Center for Healthcare Research & Transformation. Ann Arbor, MI.
 Feb 2017.

Michigan Association of Health Plans Summer Conference. Acme, MI. Jul 2017.

Midwest AMCP 9th Annual Day of Education. Plymouth, MI. Sept 2017.

IHPI National Advisory Board Meeting. Ann Arbor, MI. Oct 2017.

Michigan Radio, Stateside. <http://vbidcenter.org/stateside-interview/>. Ann Arbor, MI.
 Feb 2018.

CHRT Policy Fellowship. Center for Healthcare Research & Transformation. Ann Arbor, MI.
 Feb 2018.

Henry Ford Health System. Detroit MI. May 2018.

Henry Ford Health System Internal Medicine Grand Rounds. Detroit, MI. Sept 2018.

CHRT Policy Fellowship. Center for Healthcare Research & Transformation. Ann Arbor, MI.
 Feb 2019.

Economic Alliance for Michigan Health Purchaser Forum. Detroit, MI. May 2019.

Trinity Health Annual Payer Strategies and Product Development Summit. Ypsilanti, MI. Jul 2019.
CHRT Policy Fellowship. Center for Healthcare Research & Transformation. Ann Arbor, MI. Feb 2020.
ICLE Health Law Institute. Plymouth, MI. Mar 2020.
Michigan State of Reform Health Policy Conference. An Honest Conversation About Cost Drivers. Web presentation. May 2021.

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Peer-Reviewed Publications

1. Bloom BS, Fendrick AM. Waiting for Care Queuing and Resource Allocation. *Med Care.* 1987;25(2):131-9.
2. Bloom BS, Fendrick AM, Ramsey SD. Changes in Peptic Ulcer Disease and Gastritis/Duodenitis in Great Britain 1970-1985. *J Clin Gastroenterol.* 1990;12(1):100-8.
3. Lee TH, Cook EF, Fendrick AM, Shammash JB, Wolfe EP, Weisberg MC, Goldman L. Impact of Initial Triage Decision on Nursing Intensity in Patients with Chest Pain. *Med Care.* 1990;28(8):737-45.
4. Fendrick AM, de Pouvourville G, Bitker C, Pelletier G. Treatment of Symptomatic Cholelithiasis in France: A Decision Analysis comparing Cholecystectomy and Biliary Lithotripsy. *Int J Technol Assess Health Care.* 1992;8(1):166-84.
5. Hillman AL, Bloom BS, Fendrick AM, Schwartz JS. Cost and Quality Effects of Alternative Treatments for Persistent Gastroesophageal Reflux Disease. *Arch Intern Med.* 1992;152(7):1467-72.
6. Fendrick AM, Javitt JC, Chiang YP. Cost-Effectiveness of the Screening and Treatment of Diabetic Retinopathy. *Int J Technol Assess Health Care.* 1992;8(4):694-707.
7. Gelijns AC, Fendrick AM. Dynamics of Innovation on Minimally Invasive Therapy. *Health Policy.* 1993;23(1-2):153-66.
8. Bloom BS, Hillman AL, Fendrick AM, Schwartz JS. A Reappraisal of Hepatitis B Vaccination Using Cost-Effectiveness Analysis. *Ann Intern Med.* 1993;118(4):298-306.
9. Fendrick AM, Gleeson SP, Cabana MD, Schwartz JS. Asymptomatic Gallstones Revisited: Is There a Role for Laparoscopic Cholecystectomy? *Arch Fam Med.* 1993;2(9):959-968.
10. Fendrick AM, Ridker PM, Bloom BS. Improved Health Benefits of Increased Use of Thrombolytic Therapy. *Arch Intern Med.* 1994;154(14):1605-9.
11. Fendrick AM, Escarce JJ, McClane C, Shea JA, Schwartz JS. Hospital Adoption of Laparoscopic Cholecystectomy. *Med Care.* 1994;32(10):1058-63.
12. Trobe JD, Fendrick AM. The Effectiveness Initiative Part 1: Medical Practice Guidelines. *Arch Ophthalmol.* 1995;113(6):715-717.
13. Fendrick AM, Goodman CS, Trobe JD. The Effectiveness Initiative Part 2: The Spectrum of Effectiveness Research. *Arch Ophthalmol.* 1995;113(7):862-865.
14. Fendrick AM. Clinical and Economic Assessment of New Surgical Technologies. *J Natl Cancer Inst.* 1995;(19):57-60.
15. Feld S, Pritzker JG, Lockett AR, Fendrick AM, et al. A Case-Based Review of the AACE Clinical Practice Guidelines for the Management of Thyroid Disease. *J Clin Outcomes Manag.* 1995;2:29-38.
16. Fendrick AM, Chernen ME, Hirth RA, Bloom BS. Alternative Management Strategies for Patients with Suspected Peptic Ulcer Disease. *Ann Intern Med.* 1995;123(4):260-268.

17. Fennerty M, Castell D, Fendrick AM, Halpern M, Johnson D, Kahrilas P, Lieberman D, Richter J, Sampliner R. The Diagnosis and Treatment of GERD in a Managed Care Environment. Suggested Disease Management Guidelines. *Arch Intern Med.* 1996;156(5):477-484.
18. Bloom BS, Fendrick AM, McClane C. Predicting Effects of Minimally Invasive Therapy. *Health Policy.* 1996;35(2):179-187.
19. Bloom BS, Fendrick AM. The Tension Between Cost Containment and the Underutilization of Effective Health Services. *Int J Technol Assess Health Care.* 1996;12(1):1-8.
20. Fendrick AM, Chernew ME, Hirth RA, Menon D. Understanding the Behavioral Response to Medical Innovation. *Am J Manag Care.* 1996;2(7):793-799.
21. Scheiman JM, Conaway DC, Fendrick AM. Optimizing Outcomes for Patients at Risk for NSAID-Induced Ulcer Disease. *J Clin Outcomes Manag.* 1996;3(5):23-36.
22. Bloom BS, Fendrick AM. Timing and Timeliness in Medical Care Evaluation. *Pharmacoeconomics.* 1996;9(3):183-187.
23. Fendrick AM, Hirth RA, Chernew ME. Differences Between Generalist and Specialist Physicians Regarding *Helicobacter pylori* and Peptic Ulcer Disease. *Am J Gastroenterol.* 1996;91(8):1544-1548.
24. Bloom BS, Fendrick AM, Chernew ME, Patel P. Clinical and Economic Effects of Mupirocin on Preventing *Staphylococcus aureus* in Hemodialysis Patients. *Am J Kidney Dis.* 1996;27(5):687-694.
25. Hirth RA, Fendrick AM, Chernew ME. Specialist and Generalist Physicians' Adoption of Antibiotic Therapy to Eradicate *Helicobacter pylori* Infection. *Med Care.* 1996;34(12):1199-1204.
26. Olson AD, Fendrick AM, Deutsch D, Chernew ME, Hirth RA, Patel C, Bloom B. Evaluation of Initial Non-Invasive Therapy in Pediatric Patients Presenting with Suspected Ulcer Disease. *Gastrointest Endosc.* 1996;44(5):554-561.
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30. Krumholz HM, Fendrick AM, Williams C, Hynes WM. Differences in Physician Compensation for Cardiovascular Services by Age, Sex, and Race. *Am J Manag Care.* 1997;3(4):557-563.
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