

# The University of Michigan Center for Value-Based Insurance Design

*Announces an Inaugural Symposium*

## Insuring Value

### Innovative Health Benefit Design to Preserve Quality and Contain Cost

**Keynote Presentation by Andrew Webber,**  
President and CEO, National Business Coalition on Health

**December 15, 2005**

8:00 a.m. Registration  
& Continental Breakfast

3:30 p.m. Adjourn  
(Lunch is Provided)

Vandenberg Room  
Michigan League  
911 North University  
Ann Arbor, Michigan 48109

Register by December 5 at [www.vbidcenter.org](http://www.vbidcenter.org).

“Insuring Value: Innovative Health Benefit Design to Preserve Quality and Contain Cost” is a gathering of leaders involved in the design and administration of health benefit plans. The symposium examines the concept of value-based benefit design within the current environment in which purchasers must address the crisis posed by rising health care costs, without diminishing health outcomes. Panelists, including representatives from large employers and health plans, will discuss challenges facing health care purchasers and plan design strategies that can enhance the value associated with employer provided health care coverage.

#### About the Center

The University of Michigan Center for Value-Based Insurance Design engages in the design, evaluation, and promotion of health insurance products created to achieve improvements in health outcomes while managing costs faced by patients and employers. Initial support for the center is provided by the University of Michigan and Pfizer.

- **Michael Chernew, PhD**, professor of health management and policy, is director of the center.
- **A. Mark Fendrick, MD**, professor of internal medicine and health management and policy, is co-director of the center.

**Registration deadline: December 5, 2005**

Although there is no registration fee, registration is required to attend. Please register at [www.vbidcenter.org](http://www.vbidcenter.org).

#### Travel, Accommodations, and Parking

For information please visit [www.vbidcenter.org](http://www.vbidcenter.org) or contact Jenifer Martin Lowry at 734.615.7197, [martinjj@umich.edu](mailto:martinjj@umich.edu).