

Report On the Visit of Antoine Flahault at UCLA – July 21st 2009

Final version approved by all participants to the visit

Preparation

In June 2009, Antoine Flahault spoke to Bernard Junod, visiting scholar at UCLA, about his intent to travel to Los Angeles as Dean of the French Ecole des Hautes Etudes en Santé Publique (EHESP School of Public Health) and as President-elect of the Association of the Schools of Public Health in the European Region (ASPHER). The purpose would be to meet with Bernard and other UCLA School of Public Health colleagues on Monday July 20th. On July 6th, Antoine asks Bernard to organize his visit at UCLA. On the same day, a first project of agenda was submitted to Professor Robert Kaplan and sent to Dean Linda Rosenstock, Professor Stuart Schweitzer and Dominick Frosch (App. 1). When arriving at UCLA, Bernard met with Stuart and checked the availability of Dean Rosenstock. The final agenda was set up for July 21st with preparatory documents (App 2).

First Meeting (10am to 11am)

Dean Flahault was first welcomed by Dean Rosenstock for a private discussion. At 10:40 am, Stuart and Bernard joined the meeting for a discussion on international exchanges. Dean Rosenstock recalled that she was sailing when Dean Flahault came to Los Angeles at the end of December 2008 so that they just met for the first time. She spoke then about the situation in the United States with respect to President Obama's Health care reform plan. Stuart explained why the task of the President is impossible: no way to satisfy all existing pressure groups, more especially when there is an economic crisis. Dean Rosenstock dwelled on the importance of public health concern when a society faces difficulties.

Dean Flahault mentioned his expertise about the flu epidemics. He asked Dean Rosenstock about the preparation for facing epidemics in the US. She explained that for a few decades, the management of such emergencies had been under the jurisdiction of the Centers for Disease Control and Prevention (CDCP). Trained professionals are available in each State. She then expressed her doubt about the actual public health significance of H1N1 flu in the United States: most people recover.

Dean Flahault asked if it would be possible to have exchanges without paying fees between students for training programs at UCLA and at EHESP School of Public Health. Dean Rosenstock stated that "...taking courses for a degree without paying the university fees is absolutely impossible." Dean Flahault mentioned that perhaps distance learning projects could facilitate exchanges. There is such a project started with Chapel Hill, the London School of Hygiene, and a business school in Denmark. Dean Rosenstock expressed her interest in it.

The discussion focused then on perspectives for developing a formal exchanges program between UCLA and EHESP. Stuart gave Dean Flahault a "Memorandum of Understanding" pertaining to the program he set up (App 3) with the University of Ferrara as an example. Dean Rosenstock mentioned that many such conventions exist at UCLA School of Public Health.

Dean Rosenstock noted how the executive degree in health care management is a strength for the school. She also mentioned the Global Health certificate program where professors and high level students work both in Europe and at UCLA (Jørn Olsen, Onyebuchi Arah). She finally mentioned that the link with EHESP School of Public Health will be facilitated by the actual joint activity with Bernard Junod.

Second meeting (11am to 12:30 pm)

At 11:10, Antoine Flahault, Stuart Schweitzer and Bernard Junod left Linda Rosenstock to meet with Dr. Neil Wenger in another room close to the dean's office.

Bernard introduced the discussion by explaining the interest in meeting with Neil Wenger for our French School which has a strong involvement in French Alzheimer's programs.

Dean Flahault described EHESP to Neil. He mentioned Professor Moïse Desvarieux head of research activity and his link with Columbia University. He also mentioned that EHESP School of Public Health would need CEPH accreditation, and he referred to the President of the Scientific Committee of EHESP School of Public Health, who is also Vice Dean of Montreal University. He observed that "For academic models, the US are the best; whereas the best models of health services are in Europe."

Dean Flahault expressed his intent to launch Public Health Review that was in bankruptcy a couple of years ago. He mentioned his discussion with Professor Jonathan Fielding about this project the day before. He said that he would like to develop a publication close to the Annals of Public Health.

Neil asked about the difference between the American Journal of Public Health (AJPH). Stuart explained that the Annals are annual reviews, almost equivalent to chapters of a textbook.

Neil explained his way of developing partnership between internal medicine and public health, and especially health services research. At UCLA, some medical doctors are trained in public health. For example, in courses such as "Practices of Evaluation" taught by Professor Robert Kaplan.

Dean Flahault mentioned how surprised he is at the interest of clinicians in public health. According to him, physicians often considered public health a "branch of mediocrity." Neil was not sure what Dean Flahault meant. Dean Flahault said then that public health is held in low regard by clinicians. Neil explained that according to his own experience, such attitudes are observed between fundamental research and clinical research, but not between medicine and public health.

Dean Flahault asked about the relationship between fundamental research and public health. Stuart explained that toxicology is an example of well recognized fundamental research specialty in public health.

Neil stressed the importance of blending clinical know-how with public health. Many non-clinical aspects of care are not clinical, but are crucial components of the quality of care, especially for the elderly. This was found in cohort studies. Dean Flahault asked about the recruitment criteria for the cohorts. The cohorts were community based. A large spectrum of indicators was registered. Condition-specific interventions pertaining to the level of cholesterolemia, for example are meaningless for elder people.

The discussion focused then around the insurance system for covering the costs of care. The primary government plans in the US are medicare and medicaid, and capitation is often used by managed care plans as a way of reducing cost of care. Stuart mentioned that for primary care, capitation is widely used in California, whereas services by specialists are more often reimbursed on a fee-for-service basis, paying for each intervention.

Neil explained then how he had to proceed to find the specialists participating to the study who would not be biased by conflicts of interests. Avoiding health professionals who were conducting

studies on behalf of drug companies was a condition for the scientific value of the results.

The discussion then extended to ethics in medical care. Some care should be not medical and in some instances the ethical requirement would even be: “don't do something, just stand there!” For many physicians, however, this strategy is counter-intuitive, and appears counter to common practice patterns.

End of life care was also discussed by Neil who compared in a study what happened with or without medical/surgical intervention for a young man with metastatic brain cancer. Responding to the demand for obtaining a small increase in life duration was associated with the drawback of a longer decline with painful consequences of care and high cost.

After this example, the group suggested the value of a comparison of attitudes of health providers from various health systems in industrialized countries. Stuart suggested an “extension” of the weekly “quiz” in the NEJM in which information was given, and readers were urged to identify the patient’s medical condition. This column is regularly published regularly in the NEJM. Dean Flahault suggested developing such a survey in his journal by using a blog. Neil Wenger proposed to send Antoine Flahault pertinent information for succeeding in improving communication between clinical medicine and public health.

Lunch

Further exchanges occurred from 1 to 2:30 during the lunch at the Getty Center’s restaurant. Dean Flahault suggested that our school organize a seminar with presenting health services research of Stuart and, if possible, with his colleague, Professor Gerard de Pourville, of ESSEC. Bernard was asked to explore the possibilities for such a project.

Dean Flahault explained that the Rennes campus is a prestigious locus for EHESP School of Public Health and that other working teams of EHESP might also be located in other areas.

The main issues of interest to ASPHER include cultural diversity of Northern and Southern countries and specific needs of Eastern countries. Bernard recalled that he was appointed as a member of the “honor committee” of ASPHER and he has strong interests in such international activities.

Dean Flahault asked Bernard Junod to meet with him in August in France to discuss his further projects at EHESP.

Bernard Junod, UCLA, August 5th 2009

Appendix 1: E-mail announcing the visit and preliminary agenda

De: Junod, Bernard Date: lun. 06/07/2009 13:02
À: Lindarosenstock@ph.ucla.edu; jo@ucla.edu; sschweit@ucla.edu;
DFrosch@mednet.ucl.edu
Flahault, Antoine; rmkaplan@ucla.edu; moise.desvarieux@ehesp.fr;
Cc: r Wolfe@ph.ucla.edu; severine.thieffry@ehesp.fr;
veronique.zastaswny@ehesp.fr
Objet : Visit of Antoine Flahault on July 20th 2009 at UCLA
Pièces jointes : .
[Visit agenda.doc\(7Ko\)](#)

Hello Linda Rosenstock, Jorn Olsen, Stuart Schweitzer and Dominik Frosch,

Professor Antoine Flahault, Dean of the French Ecole des Hautes Etudes en santé publique (EHESP School of Public Health), asked me today to organise his visit at UCLA. It will take place on Monday July 20th. The preliminary agenda for his visit. has been submitted to Robert Malcolm Kaplan. Unfortunately, he'll not be present on that time.

Please, let me know if you would be available according to the projected agenda (see joined file) and the place where we could meet.

Best regards.

Bernard Junod

Bernard Junod
MD, MPH, MS in Epi
Senior lecturer
Ecole des Hautes Etudes en Sante Publique
EHESP School of Public Health
Department of Epidemiology and Clinical Research
Rennes (France)

Visiting Scholar at UCLA (CHS 61-250)
and at Nasjonalt folkehelseinstitut in Oslo

Visit of Antoine Flahault at UCLA School of Public Health On July 20th 2009

Preliminary program

Professor Antoine Flahault is the Dean of the French Ecole des Hautes Etudes en Santé Publique (EHESP School of Public Health). He is also the President of the Association of the Schools of Public Health in the European Region. He is well known in the Association of Drug Companies multinational in France.

Proposed program

- 11 am Meeting with Linda Rosenstock ,
- 12 am Meeting with Linda Rosenstock, Stuart Schweitzer and Bernard Junod
Discussion of a commentary to be submitted to Public Health Reports on international exchanges
- 1230 am Lunch with Stuart Schweitzer, Jorn Olsen and Bernard Junod
- 230 pm Meeting with Stuart Schweitzer and Bernard Junod
Exchange between UCLA and EHESP School of Public Health in 2010
-Participation of Stuart Schweitzer to teaching and research at EHESP School of Public Health
-Participation of Bernard Junod to teaching and research at UCLA School of Public Health
- 3:30 pm Meeting with Dominik Frosch and Bernard Junod
(Drug Policy Research, Rand Corporation)

Appendix 2: Sending of the final program with preparatory documents

De: Junod, Bernard Date: ven. 17/07/2009 09:31
À: Flahault, Antoine; lindarosenstock@ph.ucla.edu; ssschweit@ucla.edu;
NWenger@mednet.ucla.edu
Cc: rmkaplan@ucla.edu; fredzimmerman@ucla.edu; Desvarieux, Moise;
rwolfe@ph.ucla.edu; severine.thieffry@ehesp.fr; veronique.Zastawny@ehesp.fr
Objet : Visit of Antoine Flahault at UCLA
Pièces jointes : .
[AFvisitUCLA.doc\(1Mo\)](#).
[international exchanges PHR.doc\(69Ko\)](#)

Dear all,

Here is the proposed agenda with accompanying documents prepared for the visit of Antoine Flahault on Tuesday July 21st at UCLA (file "AFUCLA2009.doc", file "international exchanges PHR.doc" and file "ACOVE.pdf").

The first appointment is scheduled at 10 am in the office of Linda Rosenstock (see map on file AFUCLA2009.doc). At 10:30 am, Stuart Schweitzer and me will join the discussion about international exchanges. At 11 am, we'll leave Linda for further discussions with Neil Wenger. Then, he will have to leave us: he has rounds in ethics in the afternoon.

At 1230, I invite all participants for lunch at Getty museum restaurant. Excellence of Getty's cultural promotion might give us good ideas for public health promotion! Stuart will provide the transportation by car. We would be most honored if Linda could join us for lunch.

Best wishes to all of you.

Bernard

Bernard Junod
MD, MPH, MS in Epi
Senior lecturer
Ecole des Hautes Etudes en Sante Publique
EHESP School of Public Health
Department of Epidemiology and Clinical Research
Rennes (France)

Visiting Scholar at UCLA (CHS 61-250)
and at Nasjonalt folkehelseinstitutt in Oslo

Visit of Antoine Flahault, dean of EHESP School of Public Health

UCLA – July 21st 2009

<i>Time</i>	<i>Place</i>	<i>Content</i>	<i>Documentation</i>
10:00 am	UCLA School of Public Health - Deans' office	Meeting with Linda Rosenstock	- EHESP in Science - Map of UCLA
10:30 am	Dean's office	Stuart Schweitzer and Bernard Junod join the discussion on international exchanges	- Presentation of Stuart Schweitzer - Draft for Public Health Reports*
11:00 am	Room 16035 A	Meeting with Neil Wenger, Stuart Schweitzer and Bernard Junod - Care for elderly people (ACOVE) - Courses on ethics, pharmaceutical economics and practices of evaluation - Exchanges EHESP / UCLA	- Presentation of Neil Wenger (p. 6) - Paper on ACOVE* - Course descriptions (pp 7-11)
12:30	Getty museum restaurant	Lunch	- Getty museum

* Separate files

France Launches Public Health School à l'Anglo-Saxonne

RENNES, FRANCE—If imitation is the sincerest form of flattery, schools of public health in Britain and the United States should feel pleased. France has just created a new institute, the first of its kind in France, that takes its inspiration from the Harvard School of Public Health, the London School of Hygiene and Tropical Medicine, and other famous Anglo-Saxon institutes. Its goal: to give France, currently a bit of a laggard in public health research and education, an institute that can compete with the world's best.

The new French School of Advanced Studies in Public Health (EHESP) holds some trump cards: strong political backing, a new master's degree in English to lure anglophone students and teachers, and a dream location in the heart of Paris, next to the Notre Dame cathedral. But some experts say making it a success remains an uphill climb.

Many countries in continental Europe don't have a tradition of public health schools separate from the faculty of medicine. In contrast, there are 40 in the United States. Public health expertise is particularly scattered in France, says Jacques Bury, a former director of the Association of Schools of Public Health in the European Region who now works for a private consulting company in Geneva, Switzerland.

To address that situation, France passed a public health law in 2004 that ordered EHESP into existence. It doesn't start from scratch, however.

Officially opened this month, the school is an evolution of the National School of Public Health, an "école d'administration" with a €57 million annual budget, in Rennes, 400 kilometers west of Paris. For the past 45 years, it has trained managers and inspectors for France's state-run health care system. The new school—the law gives it the status of a university—will continue that mission but add master's and Ph.D. programs and dramatically expand its research in areas such as epidemiology, information sciences, and health care management, says EHESP dean Antoine Flahault. The existing school, whose research

focuses on environmental health and social sciences, will morph into two of EHESP's five departments.

New construction is planned for the Rennes campus to accommodate those plans. In addition, Flahault has convinced the city of Paris to give EHESP an entire floor in the Hôtel-Dieu, a legendary hospital that occupies "one of the 10 best addresses in the world," says Flahault. Putting the master's program there should help lure top talent, he says.

Flahault, 47, an expert in infectious disease modeling at Pierre and Marie Curie University in Paris, is an unabashed admirer of the Anglo-Saxon schools. He plans to apply for accreditation from the U.S. Council on Education for Public Health in Wash-

ington, D.C., which so far has accredited only one non-U.S. school. That would be a way to assure that EHESP is doing its job well, and it might help persuade U.S. students and staff to come to France, he says.

Making the school compete in research at the international level will be a challenge, however, says Yves Charpak, a former policy officer at the World Health Organization who now heads international affairs at the Pasteur Institute in Paris. EHESP does

not have a big purse to recruit outsiders; the government, which strongly supports the school, has promised Flahault 12 new professorships, but to become a true science powerhouse, EHESP will need to draw in research teams from universities and institutes such as the biomedical research agency INSERM, which have their own agendas.

But Flahault is optimistic that the new school will become a magnet. And he hopes to tap other sources of money as well, such as endowed professorships—yet another Anglo-Saxon idea that he plans to copy.

—MARTIN ENSERINK



Grand ambitions. Dean Antoine Flahault wants the new public health school to compete with the world's best.

App 2: Final program with preparatory documents

The screenshot shows a web browser window displaying Google Maps. The address bar contains the search text: "Charles E Young Drive South UCLA School of Public Health - Entrance". The search bar on the right of the page says "Search Maps" and "Show search options". Below the search bar, it says "Find businesses, addresses and places of interest. [Learn more.](#)".

The map itself shows a portion of Los Angeles, California. A red pin is placed on the UCLA Medical Center. Major roads shown include the San Diego Freeway (I-15) and Wilshire Boulevard. Landmarks such as the Los Angeles National Cemetery and Westwood Memorial Cemetery are also visible. The map interface includes a compass, a scale bar (200m / 1000ft), and a toolbar with options for "Traffic", "More...", "Map", "Satellite", and "Terrain".

At the bottom right of the map, there is a copyright notice: "©2009 Google - Map data ©2009 Tele Atlas".

Stuart O. Schweitzer, Ph.D.

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Biographical Information

Stuart O. Schweitzer is Professor of Health Services. He teaches courses in health economics, health system organization and financing, pharmaceuticals, and comparative health systems. Professor Schweitzer earned his Ph.D. in economics from the University of California, Berkeley. He has taught at Wayne State University and Georgetown University, as well as having been on the research staff of The Urban Institute and the National Institutes of Health. He served on President Carter's Commission for a National Agenda for the Eighties, and has held visiting appointments at Oxford University, CREDES (Paris), ESSEC (Paris), the University of Ferrara (Italy), and the Shanghai Medical University. His research interests are in the areas of health policy, especially as they pertain to pharmaceuticals, gerontology, and the financing of health care. Dr. Schweitzer directed a 6-year assessment of health screening and promotion for the elderly, financed by the Health Care Financing Administration. He is currently directing a study of drug pricing for developing countries. He co-directs the UCLA Research Program in Pharmaceutical Economics and Policy, with Professors William Comanor and Michael Intriligator.

Selected Publications

Schweitzer SO, *Pharmaceutical Economics and Policy*, New York: Oxford University Press, 1997.

Schweitzer SO and Comanor WS, "Pharmaceutical Prices and Expenditures," in Andersen RA, et al, (eds), *Changing the U.S. Health Care System* (3rd ed), San Francisco, CA: Jossey-Bass, 2006.

Di Tommaso MR and Schweitzer SO, "Why Do Biotechnology Firms Cluster? Some Possible Explanations" Chapter 8 in Sugden R, Cheng RH, and Meadows R (eds.) *Urban and Regional Prosperity in a Globalized, New Economy*, Cheltenham (UK): Edward Elgar Publishers, 2004.

Di Tommaso, MR, Schweitzer, S.O., "Intangible Clusters of Firms", in Bianchi P and Labory S (eds.), *The Economic Importance of Intangible Assets* , London: Ashgate, 2006.

Di Tommaso MR and Schweitzer SO, eds., *Health Policy and High-Tech Industrial Development: Learning from Innovation in the Health Industry* , Cheltenham England: Edward Elgar Publishers, 2005.

Di Tommaso and Schweitzer, "Why Apply Industrial Policy to the Health Industry?" in Di Tommaso and Schweitzer, eds., *Ibid.*

Schweitzer SO and Di Tommaso MR and, "The Health Industry Model: New Roles for the Health Industry", in Di Tommaso and Schweitzer, eds., *Ibid.*

Connell J, Schweitzer SO and, Schoenberg FP, "Factors Underlying High-Technology Industrial Clusters in the United States: The Case of Biotechnology Firms,"in Di Tommaso and Schweitzer, eds., *Ibid.*

Spence M, Teleki S, Schweitzer SO, and Millares, M, "The effect of direct-to-consumer pharmaceutical advertising on prescribing", *Medical Care Review and Research* , 62(5): 544-559, 2005.

Schweitzer SO, "Trying Times at the FDA – The Challenge of Ensuring the Safety of Imported Pharmaceuticals," *New England J of Medicine* 358(17):1773-1777, April 24, 2008.

Neil S. Wenger, M.D., M.P.H.
Professor, Medicine
Director, UCLA Healthcare Ethics Center
Chair, Ethics Committee, UCLA medical Center

Neil S. Wenger is Professor of Medicine in the Division of General Internal Medicine at UCLA and a consulting researcher at RAND. He is director of the UCLA Healthcare Ethics Center and is chair of the Ethics Committee at the UCLA Medical Center. He also is director of the NRSA Primary Care Research Fellowship in the UCLA Division of General Internal Medicine and Health Services Research. Dr. Wenger is an active general internist and carries out research in the empirical study of clinical ethics, care of and decision making for the older patient, and quality of health care. He directs the Assessing Care of the Vulnerable Elders project, which has developed a quality-of-care assessment system for vulnerable older persons and interventions to improve care for this group. Other areas of interest include medication adherence, teaching clinical ethics, and measuring the quality of end-of-life care.

App 2: Final program with preparatory documents

Sample of course descriptions

ETHICAL ISSUES IN PUBLIC HEALTH HS 249L

~~NB—This course will be managed by Robert Kaplan next year~~

Winter Quarter 2009

Tuesdays and Thursdays, 1-2:50 PM

Room 43-105 CHS

Professor Patricia Ganz

pganz@mednet.ucla.edu

Tracy Yee, MPH, special reader

tracyyee@ucla.edu

Purpose: The aims of this course are (1) to acquaint students with ethical aspects of public health, health policy, and management of health services, as distinguished from the ethical aspects of the individual doctor-patient relationship; (2) to explore the impact of legislation and policy decisions on the scope of ethical decision-making; and (3) to develop the ability of students to analyze ethical issues in support of public health policies.

Anticipated competencies: At the end of this course, students should be able to use an ethical framework to analyze and discuss ethical issues raised in contemporary public health and health care. Such issues face us in everyday professional and personal life, and the ability to think critically about the ethical implications of policies and practice of public health are key goals of our graduate education.

Methods: The course will be conducted through a combination of lecture, case discussions and debates, as well as class discussion.

Course requirements:

- 1) Mid-term examination: **Tuesday, February 10, 2009, 1-3PM.**
- 2) Class participation, case discussion and debates.

-An issue paper (8-10 pages) on an issue in health care, setting forth an ethical problem in health policy or management, providing differing points of view, options for solution, and your recommendation and reasons, including references. This should be stimulated by a current article in the press/media. You should meet with Dr. Ganz or the teaching assistant no later than February 18 to discuss the topic you have selected and obtain approval.

~~January 2009~~

Health Services 205: Pharmaceutical Economics and Policy

Course Syllabus

Winter Quarter 2009

Instructor: Stuart O. Schweitzer, Ph.D.

Department of Health Services

UCLA School of Public Health

Course Objectives

This course will acquaint students with policy issues pertaining to the pharmaceutical sector, together with tools of economic analysis that may be used to design and evaluate policies. Though the share of national health expenditures allocated to pharmaceuticals is smaller than that allocated to either hospitals or physician services, there are several reasons why this particular sector deserves independent, serious study. The first reason is that the relatively small share of expenditures belies the significant effect that drugs have in improving the efficiency of other health system inputs, especially hospitals, physician services, nursing homes, and home care. The second is the important role that the pharmaceutical industry plays in development of America's high-tech industrial base. It derives from and contributes to the enormous increase in the nation's stock of intellectual and human capital. The pharmaceutical sector also contributes favorably to the nation's financial and commodity trade balance. Lastly, the sector illustrates many conflicts inherent in allocating new technology in a health system that utilizes government intervention as well as free markets.

Parts of this course will be held jointly, by videoconference, with a similar course taught at the Ecole Supérieure de Science Economique et de Commerce (ESSEC) in Paris, one of the leading business schools in France.

Course Readings

The text for the course will be S.O. Schweitzer (2006), *Pharmaceutical Economics and Policy* 2nd ed (New York: Oxford University Press). The text is noted as **PEP** in the schedule of readings. Additional readings will be available on the web. UCLA students can access the readings through the my.ucla.edu web portal (click on HS 205). Others can download the readings from <http://ccle.ucla.edu/course/view/09WHLTSER205-1>.

Course Organization and Requirements

Student performance in the course will be evaluated through class discussion (50 percent) and a term paper (50 percent). The course will be in a seminar format, with students reporting on required readings. Classes will be held Thursdays from 8-11am.

Office Hours

The instructor is available to meet with students during office hours 11am-noon

HS422: PRACTICES OF EVALUATION IN HEALTH SERVICES
Winter, 2009- M/W- 10:00-11:50 a.m.

N.B. Bernard Junod has been contributing to this course in Winter 2009

Room 41-235CHS

Instructor:

Robert M. Kaplan, Ph.D.

Instructor:

Pamela Davidson, Ph.D.

Teaching Associate:

Deborah Ling, MBA, MPH

Office Hours: M, 3:00-4:00

PM and by appointment **Office Hours:** M, 8-10:00

AM and by appointment

Office Hrs: M, 12:00-1:00

PM and by appointment

Location: 31-293, CHS **Location:** 33-257 CHS **Location:** TBD

Phone: (310) 825-7652 **Phone:** (310) 206-3756 **Phone:** (310) 880-1777

Email:

RMKaplan@ucla.edu

Email:

PDavidson@mednet.ucla.edu

Email: Deb.Ling@ucla.edu

HS M422 Web Site:

http://www.ph.ucla.edu/hs/hs_422_W09.asp

I. SYSTEMATIC EVALUATION PROCESS AND COMPETENCIES

This course will provide students with an understanding of the critical role of systematic evaluation in assessing the effectiveness of health services. Students will learn a **systematic approach** to conceptualizing, designing, implementing, and evaluating the impact of a new or existing program, service, product, policy, or organizational change intervention. Students will be exposed to the basic theoretical concepts as well as the methodology of program evaluation.

The primary focus will be on **practical application** of evaluation principles and methods.

Appendix A outlines the systematic evaluation process, competencies, and learning activities designed to facilitate competency development. These learning activities will provide students with the competency to practice evaluation and/or interact with professional evaluators at entry level career. The major health services policy and management **competencies emphasized in this course are:** (1) conceptual and analytical thinking, (2) information seeking, (3) project management, and (4) communication and collaboration. Competencies will be assessed through self-rating, performance on individual and team assignments, in-class examination, class participation, and verbal and written communications and presentations.

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II. COURSE REQUIREMENTS

1. Class Participation and Attendance (10-points)

In general the two-hour class will be divided into part-1: lecture and discussion and part-2: team meetings to work on course assignments. Attendance will be recorded at each session and attending team meetings and presentations at the end of the quarter is required and will be figured in to the final grade.

The first month of the class will be dedicated to: (1) learning about and applying evaluation design, and (2) completing an individual literature review assignment that will be used to build the team proposal. The second month of the class will be dedicated to covering and incorporating all topics required for completing the team proposal. The final two weeks of the course will be dedicated to

reviewing the final evaluation proposals, synthesizing course learning, and assessing new levels of competency and implications for future development.

2. Individual Literature Review Paper & Team Assignment (30-points)

Teams consisting of ~6 students each will be assigned on **Wednesday, January 7**. Individuals on each team will select one of the subtopics below for the individual literature review paper.

Each team needs to prepare a report on different subtopics to ensure comprehensive literature review for the team proposal, but this assignment will receive an “individual” grade only. The electronic and hardcopy literature review papers are due in class on **Monday, February 2**. Late papers will lose points.

Topic: Improving Efficiency & Reducing Waste in Breast Cancer Screening and Treatment

For the term proposal, each student will be assigned to a team. Teams will be formed early in the quarter. Within the team, each student must select a different subtopic(s) and become an expert on its contribution to the **Efficiency and Waste** problem. Each student will write a paper that will be given an individual grade.

Subtopics for Individual Literature Review/Team Proposal might include:

1. Epidemiology of breast cancer
2. Disparities in breast cancer
3. Costs of breast cancer care
4. Cost/effectiveness of screening
5. Quality of care for breast cancer screening and treatment
6. Efficacy and effectiveness of care
7. Personalized therapy (HERS-2 Receptor)
8. International differences in screening and care
9. Cost control experiments
10. Age targeted screening

App 2: Final program with preparatory documents



Appendix 3: Memorandum of understanding – Example

MEMORANDUM OF UNDERSTANDING

THE REGENTS OF THE UNIVERSITY OF CALIFORNIA,
ON BEHALF OF ITS LOS ANGELES CAMPUS, USA

AND

UNIVERSITY OF FERRARA,
FERRARA, ITALY

The University of California, Los Angeles (UCLA) and the University of Ferrara are linked by common academic interests and seek to develop collaborations and exchanges in fields of shared interest and expertise. The activities undertaken pursuant to this Memorandum of Understanding (MOU) are based on a spirit of cooperation and reciprocity that is intended to be of mutual benefit to both parties.

1. Purpose

This Memorandum of Understanding serves as a written understanding of agreed upon principles between the University of California, Los Angeles, on behalf of its School of Public Health, School of Public Affairs, and Department of Economics, and the University of Ferrara, Faculty of Economics concerning a set of general academic objectives.

This is a non-binding agreement and is intended to clarify the nature and extent of the complementary activities that might be undertaken for the mutual benefit of the two parties. Each institution will be responsible for managing its own costs.

Commitments of specific institutional resources, personnel, space, facilities, or any other academic or intellectual activities may be contemplated hereunder but are beyond the scope of this MOU.

To the extent that the implementation of any agreed upon activity requires a commitment of resources, personnel, credit-bearing coursework, or intellectual property, a supplementary agreement must be negotiated and approved by the two parties before work on any of the projects can commence.

2. Objectives, Scope, and Major Activities

Both institutions agree to encourage the development of the following types of activities:

- Visits and informal exchanges of faculty, scholars and administrators in specific areas of education, research and outreach.
- Explore ways to cooperate in postgraduate education and training.
- Organize joint conferences, symposia, or other scientific meetings on subjects of mutual interest.
- Exchange of academic information and materials.
- Pursue avenues for graduate and professional student exchange during the academic year or summer terms.
- Explore the possibilities for developing joint research programs and collaborations.
- Other exchange and cooperation programs to which both parties agree.

3. Responsibilities of the Parties

The two parties recognize that the implementation of any agreed upon activity will depend upon the interests and expertise of the individuals involved and the availability of financial resources, space and other resources. Accordingly, the implementation of any exchange and cooperative program based on this MOU shall be separately negotiated and determined between the two institutions. It is further expected that both parties will be compliant with all applicable State and federal laws and regulations and University policies.

4. Duration and Option to Amend, Extend or Terminate

This MOU will become effective when signed by both parties. The agreement will remain in effect for five years from the signature date, below, and may be renewed or amended by mutual agreement of the parties. The parties agree to periodically review the activities undertaken and the progress made and to consult concerning amendments, renewal or termination of this MOU. Either party may terminate this MOU at any time by providing written notice of such termination to the other party.

5. General Terms

This MOU is not intended to, and does not create any right, benefit, or trust responsibility, substantive or procedural, enforceable at law or equity, by either party, its officers, employees, or agents against the other party, its officers, employees, or agents.

Nothing in this MOU obligates either party to commit or transfer any funds, assets, or other resources in support of projects or activities between the two parties.

Neither party will use the name of the other, either expressly or by implication, in any publicity, solicitation or advertisement without the express written approval of the other party to this MOU.

6. Signatures

This MOU shall enter into force on the date of the signing by qualified representatives of both institutions.

**Regents of the University of California,
on Behalf of its Los Angeles Campus**

**University of Ferrara
Ferrara, Italy**

Linda Rosenstock
Dean, School of Public Health

Patrizio Bianchi
Rector, University of Ferrara

Date: _____

Date: _____



Franklin Gilliam
Dean, School of Public Affairs

Date: 10/2/08

Reynaldo Macias
Dean, Social Sciences

Date: _____

7 January 2008

**UCLA/University of Ferrara Cooperative Agreement on Teaching and
Research in Health and Industrial Policy
Background Statement**

Purpose

This Cooperative Agreement will facilitate exchange of graduate students and faculty between UCLA and the University of Ferrara (Italy) for the purpose of studying and conducting research in the area of health policy, industrial policy, and economic development. This program will expose our respective graduate students and faculty to areas of applied economics and public policy that tend to differ markedly in our two institutions.

The University of Ferrara has a distinguished reputation in Europe for teaching and scholarly research in the areas of regional economic development and industrial policy. Though this work started with an Italian perspective, it has broadened to include a European focus and now includes activities in China and South-East Asia. In recent years the Faculty has developed working groups in high-tech industries, including the health industry, to complement its earlier work in industrial development in the manufacturing sector.

The UCLA School of Public Health has a strong interest in health policy, health economics, and the economics of the pharmaceutical industry. The School of Public Affairs has a strong presence in the area of regional development and urban planning, and the Department of Economics is prominent in many areas, including microeconomics and econometrics.

Organizational participation

This agreement is between the UCLA's School of Public Health, School of Public Affairs, and Department of Economics, and the University of Ferrara's Faculty of Economics.

Who will participate?

We expect that one or two graduate students or faculty from each university will participate at any one time. The exchange program will be open to Masters students, PhD students, post-doctoral students, and faculty at our respective universities. The maximum number of participants at any time will be two at either institution. The time of participation will be as short as one quarter, or as long as one year.

Activities

UCLA graduate students and faculty coming to Ferrara will work with professors in the Faculty of Economics on a one-on-one basis. All activities will be conducted in English. Knowledge of Italian will not be necessary. We anticipate that students will develop research activities with a stronger European orientation than they would be exposed to at UCLA, and an orientation with a stronger emphasis on the role of government in encouraging economic development.

Ferrara Masters and PhD students will take courses at UCLA in research methodology, health economics, econometrics, program evaluation, policy analysis, and industrial economics. They will also be linked to individual professors who will guide them in directed study of particular topics that will be relevant to their masters and doctoral dissertations. Ferrara faculty will conduct collaborative research with UCLA faculty.

Logistic support

Neither UCLA nor the University of Ferrara will be responsible for the costs of travel or living of exchange students or faculty. The University of Ferrara has a number of student accommodations which will be available at low cost for the UCLA graduate students. The city of Ferrara is small and easily approachable. Not only is it a beautiful and historic city, but it is well-connected by rail to other major cities in Italy. The cost of living for UCLA students in Ferrara will be lower than the cost in Los Angeles. For faculty, other housing will be available, including residence-hotels. UCLA will try to obtain access to student dormitories whose cost will be less than that of private housing in the community. ~~The University will attempt to help visiting faculty to obtain short-term housing in one of the UCLA Married Student housing projects, either on the campus or accessible by University shuttle bus.~~

Ferrara students will be able to take part in UCLA courses. If formal enrollment is not possible, faculty will be encouraged to offer students certificates of participation. Both universities will waive student tuition fees for participating students.

Inauguration of the program

We hope to have the first students participating during the Fall quarter 2008.

Program direction

The director of the UCLA side of the program will be Professor Stuart Schweitzer of the UCLA Department of Health Services. Professor Schweitzer has been associated as a visiting faculty member at the Ferrara Faculty of Economics since 1997. The director of the Ferrara side of the program will be Professor Marco Di Tommaso of the Ferrara Faculty of Economics. Professor Di Tommaso has visited UCLA and has worked extensively with Professor Schweitzer for the past 10 years.

A History of Academic Collaboration: A Bibliography of Joint Research between UCLA and UNIFE

Book

Di Tommaso MR and Schweitzer SO, eds., Health Policy and High-Tech Industrial Development: Learning from Innovation in the Health Industry, Cheltenham England: Edward Elgar Publishers, 2005.

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