

MEREDITH B. ROSENTHAL

PROFESSIONAL ADDRESS:

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Department of Health Policy and Management
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EDUCATION:

1990 International Relations (Commerce), A.B., Brown University

1998 Health Policy (Economics track), Ph.D., Harvard University

ACADEMIC APPOINTMENTS

1998-2006 Assistant Professor of Health Economics and Policy
 Department of Health Policy and Management
 Harvard School of Public Health

2006- Associate Professor of Health Economics and Policy
 Department of Health Policy and Management
 Harvard School of Public Health

OTHER PROFESSIONAL EXPERIENCE:

1993-1994 Analyst, Health Economics Research, Inc./The Center for Health Economics
 Research

1990-1993 Consultant, Price Waterhouse, Tax Economics Department

PROFESSIONAL SOCIETIES:

- 1995-present AcademyHealth
Planning Committee for 2008 Annual Research Meeting
- 2000-present International Health Economics Association
- 2004-present American Society of Health Economists

PUBLIC SERVICE

- 2001 Chair, Massachusetts Special Commission on Physician Compensation
- 2003 Expert Testimony, Senate Special Committee on Aging, Hearing on Direct to Consumer Advertising of Prescription Drugs: Exploring the Consequences
- 2005 Expert Testimony, House Committee on Education and Workforce, House Subcommittee on Employer-Employee Relations, Hearing on Examining Pay-for-Performance Measures and Other Trends in Employer-Sponsored Health Care
- 2007 Member, Massachusetts Public Health Council

AWARDS

- 2003 Labelle Lectureship in Health Policy, McMaster University
- 2006 Alfred P. Sloan Foundation Industry Studies Fellowship

MAJOR ADMINISTRATIVE RESPONSIBILITIES:

- 2000-present Committee on Higher Degrees in Health Policy, Harvard University
- 1999-present Admissions Committee, Ph.D. Program in Health Policy, Harvard University
- 2006-present HSPH Committee on the Concerns of Women Faculty
- 2007-present HSPH Committee on Admissions and Degrees
- 2007 HSPH Child Care Task Force

EDITORIAL ACTIVITIES:

- 1997-1998 Assistant Editor, Evidence-based Health Policy and Management

1997-present Referee: *Journal of Health Economics, Inquiry, Health Services Research, Health Affairs, Journal of the American Medical Association*

MAJOR RESEARCH INTERESTS:

Value-based purchasing in health care
Pay for performance in health care
Consumerism and consumer-directed health plans
Economics of the pharmaceutical industry

RESEARCH SUPPORT

Present/Past Funding:

- 2008-2011 Building the Patient-centered Medical Home: Evaluation of a Multi-payer Pilot in Rhode Island, The Commonwealth Fund, Principal Investigator
- 2008-2009 Do Consumers Learn and Adapt Behavior in a Consumer Directed Health Plan?, The Robert Wood Johnson Foundation (HCFO Initiative), Co-Principal Investigator
- 2008-2008 Implications of Value-Based Purchasing for Health Disparities: A Synthesis of the Evidence, Department of Health & Human Services, Principal Investigator
- 2008-2008 Payment Reform Opportunities for Medicaid Programs, University of Pittsburg, Principal Investigator
- 2007 – 2008 Evaluating the Impact of a Novel Pay for Performance Program in a Medicaid Managed Care Plan, The Commonwealth Fund, Principal Investigator
- 2006 – 2008 Sloan Industry Studies Fellowship for Meredith Rosenthal, Alfred P. Sloan Foundation, Principal Investigator
- 2005-2008 Incentive Formularies and the Costs and Quality of Care, Agency for Healthcare Research and Quality, Co-investigator
- 2005-2007 Strategies to Improve the Value of Health Benefit Spending for Low-Wage Workers, The Commonwealth Fund, Principal Investigator
- 2005 – 2007 Uptake and Impact of Health Risk Appraisals, RWJ Health Care Financing and Organization Initiative, Principal Investigator
- 2003-2007 The Patterns and Impact of Value Based Purchasing, Agency for Healthcare Research and Quality, Co-investigator
- 2002-2007 Coverage, Organization of Care, and Colorectal Screening, National Institutes of Health, Co-investigator

- 2003-2004 Does Pay-for-Performance Improve Health Care Quality in Medical Groups?, The Commonwealth Fund, Principal Investigator
- 2003-2004 The Impact of Performance Reporting on Consumer and Physician Organization Behavior, The Robert Wood Johnson Foundation (HCFO Initiative), Principal Investigator
- 2000-2004 Structuring Markets and Competition in Health Care, AHCPR/AHRQ (5 PO1 HS10803)
- 2003-2003 Early Effects of Consumer-directed Health Plans, The Robert Wood Johnson Foundation (HCFO Initiative), Principal Investigator of Subcontract to Mercer Consulting
- 2001-2002 Direct-to-Consumer Advertising of Prescription Drugs, Henry J. Kaiser Family Foundation, Co-investigator
- 1998-2001 The Relationship among Organizational Factors, Financial Incentives, and Performance within Physician Groups in California, California Healthcare Foundation, Co-investigator
- Pending:
- 2008-2011 Pay for Performance in Medicaid Sponsor, AHRQ (R01), Principal Investigator
- 2008-2011 Evaluation of Prometheus Payment Pilots, RWJF/CHI, Principal Investigator
- 2007-2009 Effects of High-Deductible Health Plans on Families with Chronic Conditions, RWJF/Harvard Pilgrim Healthcare Plan, Principal Investigator
- 2006-2008 Rewarding Quality Diabetes Management, RWJF/Hudson Health Plan, Principal Investigator

TEACHING EXPERIENCE:

- 1999-2001 Health Policy and Management 507: Mental Health Economics and Policy in the United States
- 2003-present Health Policy and Management 209: Economics for Health Policy

BIBLIOGRAPHY

PEER-REVIEWED ARTICLES

1. **Rosenthal MB**, Geraty RD, Frank RG, and Huskamp HA. Psychiatric Provider Practice Management Companies: Adding Value to Behavioral Health? *Psychiatric Services*, 50(8): 1011-1013, August, 1999.

2. **Rosenthal MB.** Risk Sharing and Delegation in Managed Behavioral Health Care, *Health Affairs*, 18(5): 204-13, (September/October), 1999.
3. Huskamp HA, **Rosenthal MB**, Frank RG, Newhouse JP. The Medicare Prescription Drug Benefit: How Will the Game Be Played? *Health Affairs*, 19(2): 8-23, (March/April), 2000.
4. **Rosenthal MB.** Risk Sharing and the Supply of Mental Health Services, *Journal of Health Economics*, 19(6): 1047-1065, 2000.1
5. Cutler DM, Epstein AM, Frank RG, Hartman RS, King C, Newhouse JP, **Rosenthal MB**, and Vigdor ER. How Good a Deal Was the Tobacco Settlement? Assessing Payments to Massachusetts, *Journal of Risk and Uncertainty*, 21 (2/3): 235-61, 2000.
6. **Rosenthal MB**, Landon BE, Huskamp HA. Managed Care and the Role of Physician Organizations in Four Markets, *Health Affairs*, 20(5):187-93, (September/October), 2001.
7. **Rosenthal MB**, Frank RG, Buchanan JL, and Epstein AM. Scale and Structure of Capitated Physician Organizations in California, *Health Affairs*, 20(4):109-119, 2001.
8. Frank RG and **Rosenthal MB**. Plan Choice, Risk Bearing and Experience Rating: Explaining the Demand for Risk Adjustment, *Inquiry*,38(3):290-8, (Fall) 2001.
9. Cutler DM, Gruber J, Hartman RS, Landrum ME, Newhouse JP and **Rosenthal MB**. The Economic Impacts of the Tobacco Settlement, *Journal of Policy Analysis and Management*, 21(1): 1-19 (Winter) 2001.
10. **Rosenthal MB** and Newhouse JP. Managed Care and Efficient Rationing, *Journal of Health Care Finance*, 28(4):1-10, (Summer), 2002.
11. **Rosenthal MB**, Berndt ER, Frank RG, Donohue JM, and Epstein AM. Promotion of Prescription Drugs to Consumers, *New England Journal of Medicine*, 346(7):498-505, Feb. 2002.
12. **Rosenthal MB**, Frank RG, Buchanan JL, and Epstein AM. Transmission of Financial Incentives to Physicians by Intermediary Organizations in California, *Health Affairs*, 21(4):197-205, July-August, 2002.
13. Mello M, **Rosenthal MB**, and Neumann PJ. Direct-to-Consumer Advertising and Shared Liability for Pharmaceutical Manufacturers, *JAMA*, 289(4): 477-81, Jan. 22, 2003.
14. **Rosenthal MB**, Fernandopulle R, Song HR, and Landon BE. Paying for Quality: Providers' Incentives for Quality Improvement, *Health Affairs*, 23(2):127-41, March-April, 2004.

15. **Rosenthal MB**, Hsuan C. and Milstein A. Awakening Consumer Stewardship of Health Benefits: Prevalence and Differentiation of New Health Plan Models. *Health Services Research*, 39(4): 1055-1070, August 2004.
16. Donohue JM, Berndt ER, **Rosenthal MB**, Epstein AM, and Frank RG. Effects of Pharmaceutical Promotion on Adherence to Guideline Treatment of Depression. *Medical Care*, 42(12):1176-85, December 2004.
17. **Rosenthal MB**. Doughnut-hole Economics. *Health Affairs*, 23(6):129-35, November-December, 2004.
18. **Rosenthal MB**, Frank RG, Li Z, and Epstein AM. From Concept to Practice: Early Experience with Pay-for-Performance. *JAMA*, 294(14): 1788-93, October 12, 2005.
19. **Rosenthal MB**, Hsuan C. and Milstein A. A Report Card on the Freshman Class of Consumer-directed Health Plans. *Health Affairs*, 24(6):1592-1600, November-December, 2005.
20. **Rosenthal MB**, Newhouse JP, and Zaslavsky AM. The Geographic Distribution of Physicians Revisited, *Health Services Research*, 40(6 Part I):1931-1952, December 2005.
21. **Rosenthal MB**, Minden S, Manderscheid R, Henderson S. A Typology of Organizational and Contractual Arrangements for Purchasing and Delivery of Behavioral Health Care. *Administration and Policy in Mental Health*, Published Online: December 29, 2005.
22. **Rosenthal MB** and Frank RG. What is the Empirical Basis for Quality-based Incentives in Health Care? *Medical Care Research and Review*, 63(2):135-157, April 2006.
23. **Rosenthal MB** and Daniels NB. Beyond Competition: the Normative Implications of Consumer-Driven Health Plans. *Journal of Health Politics, Policy, and Law*. 2006;31(3):671-686.
24. **Rosenthal MB**, Landon BE, Normand S-LT, Frank RG, Epstein AM. Pay for performance in commercial HMOs. *New England Journal of Medicine*. November 2, 2006;355(18):1895-1902.
25. Mehrotra A, Epstein AM, **Rosenthal MB**. Do Integrated Medical Groups Provide Higher Quality Care than IPAs? *Annals of Internal Medicine*, 145:826-33, December 5, 2006.
26. Landon BE, **Rosenthal MB**, Normand S-LT, Spettell C, Lessler A, Underwood HR, Newhouse JP. Incentive Formularies and Changes in Prescription Drug Spending. *American Journal of Managed Care*, 13(6):360-369, June 2007.

27. Donohue JM, Cevasco M, **Rosenthal MB**. A Decade of Broadcast Advertising of Prescription Drugs. *New England Journal of Medicine*, 357(7):673-81, August 16, 2007.
28. **Rosenthal MB**. Pay for Performance and Beyond. *Expert Review of Pharmacoeconomics and Outcomes Research*, 7(4):351-6, August 2007.
29. **Rosenthal MB**, Landon BE, Song HR, Howitt K, Epstein AM. Climbing Up the Pay-for-performance Learning Curve: Where Are the Early Adopters Now? *Health Affairs* 2007 Nov-Dec;26(6):1674-82.
30. **Rosenthal MB**, Landon BE, Normand S-LT, Frank RG, Ahmad TS, Epstein AM. Employers' Use of Value-Based Purchasing Strategies. *Journal of the American Medical Association* 298(19):2281-8, November 21, 2007.
31. **Rosenthal MB**, Landrum MB, Meara E, Huskamp HA, Keating NL. Using Performance Data to Identify Preferred Hospitals. *Health Services Research* 42(6, Part I):2109-2119, December 2007.
32. Timbie JW, Newhouse JP, **Rosenthal MB**, S-LT Normand. A cost-effectiveness framework for profiling the value of hospital care. *Medical Decision Making* 2008 May-Jun;28(3):419-34.
33. Meara E, **Rosenthal MB**, Sinaiko A, Baicker K. State and Federal Approaches to Health Reform: What Works for the Working Poor? *Forum for Health Economics and Policy* July 2008.
34. Mello MM, **Rosenthal MB**. Wellness Programs and “Lifestyle Discrimination”- The Legal Limits. *New England Journal of Medicine* 359(2):192-9, July 10, 2008.
35. Camillus JA, **Rosenthal MB**. Health Care Coalitions: From Joint Purchasing to Local Health Reform. *Inquiry* 45(2):142-152, Summer 2008.
36. **Rosenthal MB**, DeBrantes FS, Sinaiko AD, Frankel M, Robbins RD, Young S. Bridges to Excellence: Recognizing High Quality Care. *American Journal of Managed Care*, 14(10):670-678, October 2008.
37. *In Press*. Schneider EC, **Rosenthal MB**, Gatsonis CG, Zheng J, Epstein AM. Is the Type of Medicare Insurance Associated with Colorectal Cancer Screening Prevalence and Selection of Screening Strategy? *Medical Care*
38. *In Press*. Lee SB, **Rosenthal MB**. Patients with multiple chronic conditions do not receive lower quality of preventive care. *Journal of General Internal Medicine*.

ESSAYS AND COMMENTARIES

1. **Rosenthal MB.** Provider Reimbursement in the Twenty-first Century. *Oncology Economics*, 1;2000.
2. **Rosenthal MB.** Commentary on: The economics of direct-to-consumer advertising of prescription-only drugs: prescribed to improve consumer welfare? *Journal of Health Services Research and Policy*, 8; 2003.
3. **Rosenthal MB.** P4P: Rumors of Its Demise May Be Exaggerated. Editorial, *American Journal of Managed Care* 2007 May;13(5):238-9.
4. **Rosenthal MB** and Dudley RA. Pay-for-Performance: Will the Latest Payment Trend Improve Care? *Journal of the American Medical Association*, 297(7):740-43, February 21, 2007.
5. **Rosenthal MB.** Nonpayment for performance: Medicare refuses payment for some adverse effects of care. *New England Journal of Medicine*, 357(16):1573-5, October 18, 2007.
6. **Rosenthal MB.** Beyond Pay for Performance: Emerging Models of Provider-Payment Reform. *New England Journal of Medicine*, 359(12):1197-1200, September 18, 2008.

BOOK CHAPTERS

1. **Rosenthal MB**, Berndt ER, Donohue JM, Epstein AM, Frank RG. Demand Effects of Recent Changes in Prescription Drug Promotion. In Frontiers in Health Policy Research, v. 6, David M. Cutler and Alan M. Garber, editors, MIT Press. June 2003.
2. **Rosenthal MB**, Donohue JM. Direct-to-Consumer Advertising of Prescription Drugs: A Policy Dilemma. In Ethics, Public Policy, and the Pharmaceutical Industry in the 21st Century, ed. M. Santoro, Cambridge University Press, 2006.