



Dear Colleagues and Friends,

At a time when health care reform tops our nation's domestic agenda, it is our distinct honor to announce the formation of the Leonard D. Schaeffer Center for Health Policy and Economics, a new interdisciplinary research center at the University of Southern California. The Schaeffer Center is the result of collaboration between the USC School of Pharmacy and the USC School of Policy, Planning, and Development, with support from Provost C.L. Max Nikias.

The Center's goal is to improve the health of our communities by conducting extensive and rigorous research that can inform policy decision-making. Dana Goldman, former director of the RAND Corporation's program in Health Economics, Finance, and Organization, will head the Center. Professor Goldman will occupy the Norman Topping Chair in Medicine and Public Policy. He is joined by three distinguished colleagues from RAND, Geoffrey Joyce, Darius Lakdawalla, and Neeraj Sood.

This new Center also brings together for the first time faculty from both of our schools – including health policy experts from the School of Policy, Planning, and Development and a seasoned pharmacoeconomics team from the School of Pharmacy – complemented by others from across USC. With this extraordinary breadth and depth of expertise, the Center promises to have a vital impact on the transformation of health care, here and abroad.

We extend our enormous appreciation to Leonard and Pamela Schaeffer for providing the start-up gift that launches this new Center. We look forward to innovative, thought-provoking ideas and solutions that will emerge from the Center's interdisciplinary research and activities.

Sincerely,

**Jack H. Knott**  
Dean  
USC School of Policy, Planning,  
and Development

**R. Pete Vanderveen**  
Dean  
USC School of Pharmacy

## Mission and Focus

*The mission of the Schaeffer Center at USC is to promote health and value in health care delivery through innovative research and policy in the United States and internationally.*

The faculty of the Schaeffer Center will work with an advisory board of health care scholars and practitioners to ensure a policy-relevant, timely research agenda. Conducting research and analysis that supports evidence-based health care policy, the Center will focus on five salient issues:

- Reducing unnecessary spending.
- Improving insurance design.
- Understanding how public policy affects medical innovation.
- Identifying the macroeconomic consequences of U.S. health care costs.
- Improving comparative effectiveness and outcomes research.

The Schaeffer Center benefits from a novel, interdisciplinary approach to advance economic, health services, and policy research, and to train a new generation of global health policy leaders. Specific activities to generate new knowledge, communicate research results, develop new health leadership, and inform public discourse include:

- Independent economic and policy research on critical health care issues.
- A visiting scholars' program to develop academic and policy networks.
- Training postdoctoral and doctoral scholars.
- Policy conferences on timely health policy issues.
- Promoting health policy and economics throughout USC.

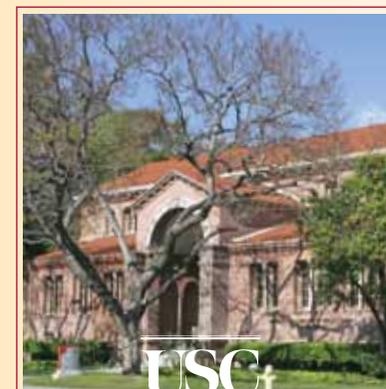


Photo credit: Philip Channing, OP

PHARMACY

The University of Southern California announces the establishment of the

# LEONARD D. SCHAEFFER Center for Health Policy and Economics

Using evidence to challenge assumptions,  
advance policy and reshape health care.



## Leonard D. Schaeffer

Leonard D. Schaeffer was the founding chairman and chief executive officer of WellPoint, the nation's largest health insurance company. He is a nationally recognized expert in health care financing and delivery, and lectures and writes widely on health policy issues.

The Center reflects Mr. Schaeffer's life-long interest in solving health care issues and transforming our health care system. He believes that rigorous research, reliable data, and independent analysis are critical for sound policy solutions. As chairman of the Schaeffer Center's advisory board of scholars and practitioners, he will contribute the knowledge and experience gained from serving in both the public and private sectors.

Under Schaeffer's leadership, WellPoint was selected by Fortune as "America's Most Admired Health Care Company" for six consecutive years. His public service record includes appointments as administrator of the Federal Health Care Financing Administration (now CMS) and assistant secretary for management and budget for the federal Department of Health, Education and Welfare.

Mr. Schaeffer holds the Judge Robert Maclay Widney Chair at USC, a select executive-in-residence appointment accorded by the university president and named for one of USC's founders, and is a veteran member of the School of Policy, Planning, and Development's Board of Councilors.

Mr. Schaeffer is a member of the Institute of Medicine, and serves on the Board of the Brookings Institution and on the Board of Fellows of Harvard Medical School.



Leonard D. Schaeffer

## Dana Goldman, Director

Directing the Schaeffer Center is Dana Goldman, an internationally known health economist who previously served as director of the RAND Corporation's program in Health Economics, Finance, and Organization. At RAND, Goldman held a chair in health economics and directed the Bing Center for Health Economics, the Roybal Center for Health Policy Simulation, and the RAND Summer Institute. In the past 10 years, he has published 70 peer-reviewed articles and received more than \$10 million in externally funded research grants. He is a member of the Institute of Medicine and serves on the editorial board of *Health Affairs*, as a research associate of the National Bureau of Economic Research, and on numerous advisory panels with the National Institutes of Health and the Institute of Medicine.

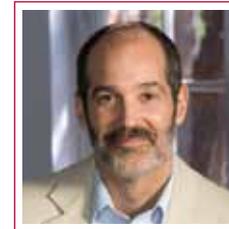
At USC, Goldman holds the Norman Topping Chair in Medicine and Public Policy at the School of Policy, Planning, and Development and a joint appointment at the School of Pharmacy.

Goldman will be joined by three other prominent health economists from RAND:

Geoffrey Joyce, Associate Professor, USC School of Pharmacy  
Areas of expertise: Insurance design, demand for pharmaceuticals, Medicare, and smoking cessation

Darius Lakdawalla, Associate Professor, USC School of Policy, Planning, and Development  
Areas of expertise: Economics of risks to health, organization of health care markets, and rising rates of obesity and disability

Neeraj Sood, Associate Professor, USC School of Pharmacy  
Areas of expertise: Economics of innovation, economic epidemiology, health care financing, and HIV/AIDS policy



(top to bottom)  
Dana Goldman  
Geoffrey Joyce  
Darius Lakdawalla  
Neeraj Sood

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<http://healthpolicy.usc.edu>

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**SPPD**

USC SCHOOL OF POLICY, PLANNING, AND DEVELOPMENT

