



Statement from JoAnn Lamphere, DrPH, director of State Government Relations, Health & Long-Term Care, AARP:

“AARP is pleased that work by the Campaign for Effective Patient Care (CEPC) is now underway. Through education and advocacy that focuses on the use of scientifically-based information, we believe our unique collaboration with Blue Shield of California and the California Association of Physician Groups (CAPG) holds great promise to help improve the quality of care for the people of California. AARP embraces the idea that doctors and patients together should be making important health care decisions based on the best information.

“Evidence-based medicine is an issue whose time has now come and it can serve as the foundation for improving the quality of the nation’s health care into the future. The economic recovery package enacted by Congress contained a provision which will provide \$1.1 billion for comparative effectiveness research. This is a common sense idea that can improve patient outcomes by ensuring consumers receive effective and appropriate care.

“As much attention is focused on generating independent, reliable research at the national level, AARP would like to highlight the importance of paying increasing attention to applying evolving health care knowledge when this information does become available, and supporting better consumer and provider decision making. With so many studies underway, how is this information actually applied in patient care decision-making? How can information be best summarized and made available to busy physicians? How will this research be ‘translated’ so it is usable for consumers?

“These are just a few of the many issues that CEPC will be undertaking in the coming years. As with all new groundbreaking work in complex fields, this will be exciting and challenging work. AARP believes that California provides CEPC with the professional expertise and dynamic environment to make great things happen. We look forward to working with Maryann O’Sullivan of CEPC, Blue Shield of California, CAPG and the many other stakeholders that can make better, more informed medical decision-making a reality.

“Finally, as a national organization that represents consumer interests, AARP is pleased that this first activity of the CEPC focuses on what the *consumer* thinks and understands about evidence-based medicine and comparative effectiveness research—as far as we know, the first effort of its kind in the country. Since we are all health care consumers and have a stake in improving how our health care system works, we encourage everyone in California to support the work of CEPC and help make great things happen for us all.”