Medicare Auction Conference, Inn and Conference Center
University of Maryland, Friday, 1 April 2011

Registration and Breakfast (8am)

- Welcome (8:30am)
  - Peter Cramton, Professor of Economics, University of Maryland
  - Jonathan Blum, Deputy Administrator, CMS
- A proposed auction approach for Round 2 (9am), Peter Cramton
  - How it works
  - Why it addresses the problems of the current CMS approach (Round 1 Rebid)

Morning break (9:45am)

- Auction demonstration (10:15am), Larry Ausubel and Peter Cramton, University of Maryland
  A mock auction is conducted with all participants using the proposed rules and a commercial auction platform. Each team is given a specific business plan and asked to maximize profits. There are four steps:
  1. Description of the mock auction environment
  2. Description of the auction platform and the mechanics of bidding
  3. Running of the auction (first few rounds)

Lunch (12:15pm) occurs after approximately 1 or 2 rounds of bidding

3. Running of the auction (remaining rounds) (1:15pm)
4. Presentation of auction results

- First panel: Sustainability, market structure, and beneficiary choice (2:15pm)
  Moderated by Lance Leggitt, Chair, Federal Health Policy, Baker Donelson
  Paul Gabos, Chief Financial Officer, Lincare
  Amy Law, Vice President Government and Healthcare Strategy, KCI, Inc.
  Nancy Lutz, Program Director, Economics, National Science Foundation
  Joel Marx, Chairman, Medical Service Company
  Zachary Schiffman, President, United States Medical Supply

Afternoon break (3pm)

- Second panel: Product design and ensuring performance (3:30pm)
  - Optimization of products and regions
  - Financial guarantees (bid and performance bonds or deposits)
  Moderated by Thomas Milam, Member of Program Advisory and Oversight Committee (PAOC)
  Cara Bachenheimer, Senior Vice President Government Relations, Invacare Corporation
  Michael Iskra, Chief Operating Officer, Simplex Healthcare
  Scott Lloyd, Co-founder and President, Extrakare LLC
  Mike Pfister, Executive Vice President, Government Relations, The SCOOTER Store
  John Shirvinsky, Executive Director, Pennsylvania Association of Medical Suppliers

- Final panel: What have we learned? (4:15pm)
  Moderated by Peter Cramton, Professor of Economics, University of Maryland
  Tom Bradley, Chief, Medicare Cost Estimates, Congressional Budget Office
  Walt Gorski, Vice President, Government Affairs, American Association for Homecare
  Nancy Johnson, 24-year Congresswoman (R-CT), Senior Public Policy Advisor, Baker Donelson
  Thomas Kruse, President and CEO, Hoveround Corporation
  Evan Kwerel, Senior Economic Advisor, Federal Communications Commission
  Wayne Sale, Chairman, NAIMES, and President and CEO, Health First

Conference end (5pm)