NEW YORK PHARMA FORUM PROGRAM
<u>TUESDAY, OCTOBER 26, 1999</u>

SPEAKER: **Mr. Humphrey Taylor**
Chairman, The Harris Poll

TOPIC: ***Changing attitudes of the public towards health care issues***

Mr. Taylor has conducted more than 8,000 surveys in 80 countries and analyzed the results for governments, corporations, and foundations. The Harris organization has done extensive research on various health care issues. Mr. Taylor will address current attitudes and behaviors of key players and the public towards health care and managed care, as measured by the Harris poll.

His presentation will include: physician behavior changes towards formularies; the impact of DTC advertising; prescription drugs - volume and costs; the emergence and growth of "Cyberchondriacs" ; attitudes towards managed care; consumerization of health care; and attitudes towards Medicare reform and a Medicare prescription drug benefit, and other health care attitudes that could shape the congressional agenda.

Mr. Taylor was a founder and CEO of Opinion Research Center (ORC), one of the most prestigious and widely quoted survey research organizations in the U.K. He was a close advisor to Prime Minister Edward Health in the 1970 campaign, and subsequently to Margaret Thatcher. He also conducted private political polling for the U.K.'s Conservative Party. Mr. Taylor has a remarkable track record in predicting election results with great accuracy. After his firm was acquired by Louis Harris and Associates, he moved to New York to build the organization's international business.

A researcher, author, lecturer at Harvard, Oxford, NYU and UCSF, Mr. Taylor has also testified to Congressional Committees and Subcommittees on health care cost containment, Medicare, aging, drug exports, and other subjects, and made presentations in the White House and on Capital Hill on these subjects. He currently serves on boards of several organizations including National Academy on Aging and the Harvard School of Public Health's Center for the Prevention of Cardiovascular Disease.