



March Program
WEDNESDAY, MARCH 12, 2008

TOPIC: **Influence of U.S. Healthcare Policy and Platforms on the 2008 Elections**

SPEAKER: Ms. Katherine Binns, President, Healthcare Research, Harris Interactive

As the general presidential election approaches in 2008, voters have identified healthcare as one of the leading domestic issues for the government to address and for the presidential candidates to discuss in the 2008 campaign. The presidential candidates vary greatly in the extent to which they have discussed healthcare issues to date.

At this program, Katherine Binns, President of Healthcare Research at Harris Interactive, will analyze, compare and contrast the candidates' positions on the major issues facing healthcare and the biopharmaceutical industry. She will also discuss the public's attitudes towards the healthcare issues: proposals to move towards a universal health care system, attitudes towards the pharmaceutical industry, medicare, etc., which will shape the 2008 election and the nation's future.

Ms. Binns oversees the Healthcare Research practice at Harris Interactive where she has more than 14 years' experience conducting strategic marketing and health policy research on behalf of the healthcare industry. Ms. Binns also oversees Harris Interactive's Strategic Health Perspectives, a forecasting and environmental assessment service conducted in partnership with the Harvard School of Public Health and healthcare futurist Ian Morrison.