

**Reimagining our Shared Approach to Fall Respiratory Virus Seasons:  
New Strategies for Transmission Reduction and Population-Level Benefit**

National Press Club, Washington, D.C.  
November 14, 2023 12:30 – 4:30 pm ET

*Agenda*

This public workshop will cover:

- Experiences to-date with the Fall 2023 respiratory virus season, including multi-stakeholder strategies to address the spread of COVID-19, RSV, and influenza through both non-pharmaceutical interventions (NPIs) and the availability of new medical technologies.
- A new framework for combatting viral disease transmission by incorporating population-level benefits into existing regulatory and reimbursement decision-making.
- Policy steps to facilitate multi-stakeholder collaboration to enact the population-level benefit framework for reducing disease transmission with use of currently available technologies and NPIs, as well as next-generation diagnostics, vaccines, and therapeutics that are in development.
- The roles of Federal agencies, State and local public health authorities, providers across all health care settings and services, commercial payers, employers and community organizations in leading a comprehensive response strategy for respiratory viruses within the transmission reduction and population-level focus of the proposed framework.

**12:30 p.m.      Welcome and Overview**  
*Mark McClellan, Duke-Margolis Center for Health Policy*

**12:40 p.m.      Public Health Priorities for Fall Respiratory Virus Season**  
*Mandy Cohen, Centers for Disease Control and Prevention*

**12:55 p.m.      Session 1: The Burden and Spread of Respiratory Viruses in Fall 2023**  
*Moderator: Mark McClellan, Duke-Margolis Center for Health Policy*

*Presenter: Caitlin Rivers, Johns Hopkins Center for Health Security*

*Panel:*

- Anne Zink, Alaska Department of Health and Association of State and Territorial Health Officials
- Siddharth Tenneti, CVS Health
- Brandon Webb, Intermountain Health
- Christian Ramers, Family Health Centers of San Diego

*Objective:* Caitlin Rivers will overview the current dynamics and short-term outlook for the fall respiratory virus season. Panelists will discuss how well current efforts are monitoring and containing the spread of respiratory viruses, where there have been gaps, and how communication efforts might be improved for future seasons.

**1:45 p.m.      Session 2: A Framework for Incorporating Population-Level Benefits in Regulatory and Reimbursement Processes**

*Moderator: Mark McClellan, Duke-Margolis Center for Health Policy*

*Presenter: Mark McClellan, Duke-Margolis Center for Health Policy*

*Panel:*

- Emanuel Petricoin, George Mason University, Center for Applied Proteomics and Molecular Medicine
- Blythe Adamson, Infectious Economics LLC
- Marc Lipsitch, Harvard T.H. Chan School of Public Health

*Objective:* As a foundation for new strategies to stem the spread of respiratory viral diseases, Duke-Margolis will present a combined framework to account for population health benefits within regulatory and reimbursement processes. Panelists will discuss how the new framework addresses gaps in current regulatory, coverage, and payment pathways and presents opportunities to discern the population benefits of medical products through cooperative efforts among stakeholders.

**2:45 p.m.      Break**

**2:55 p.m.      Session 3: Regulatory, Coverage, and Payment Policy Steps for Current and Next-Generation Products that Reduce Viral Transmission**

*Moderator: Christina Silcox, Duke-Margolis Center for Health Policy*

*Panel:*

- Danielle Scelfo, ClearNote Health
- Lee Fleisher, University of Pennsylvania Perelman School of Medicine/Duke-Margolis Center for Health Policy
- Coleen Klasmeier, Roche Diagnostics
- Haider Andazola, Foley Hoag LLP

*Objective:* To enact a new framework designed to realize population benefits, panelists will discuss policy steps needed to reduce respiratory viral disease transmission. Starting with regulatory policies panelists will consider how to enhance the current use of diagnostics, vaccines, and therapeutics, while preparing for the arrival of next-generation technologies. Subsequent discussion will consider how coverage and payment policies can promote increased adoption of current products and market access for next-generation technologies.

**3:45 p.m.      Session 4: Opportunities for Alignment on a Coordinated, Public-Private Strategy for Containing Respiratory Viruses**

*Moderator: Mark McClellan, Duke-Margolis Center for Health Policy*

*Panel:*

- Peter Marks, U.S. Food and Drug Administration
- David Boucher, Administration for Strategic Preparedness and Response

*Objective:* Panelists will discuss implementation of a collaborative response to reduce transmission of respiratory viruses. The role and value for Federal and private stakeholders will be highlighted.

**4:25 p.m.      Summary**

*Mark McClellan, Duke-Margolis Center for Health Policy*

**4:30 p.m.      Adjournment**