
CLINICAL AND HEALTH SERVICES RESEARCH AWARD

A. Mark Fendrick, M.D.

Professor of Internal Medicine, Division of General Medicine

Director, Health Services Research Core Laboratory

Co-Director, Center for Value-Based Insurance Design



Dr. A. Mark Fendrick's research agenda focuses on applying economic and clinical principles to assessing the value of a wide array of diagnostic and therapeutic strategies in a broad range of clinical conditions. His pioneering work performed at the University of Michigan has received national and international recognition and is being incorporated into the national dialogue on how best to allocate resources to optimize health and improve access to care.

His multi-disciplinary approach integrates health economics, decision-making, clinical epidemiology, and human and organizational behavior to inform appropriate use of medical innovations. This approach has been applied in several clinical

areas including cardiology, endocrinology, dermatology, gastroenterology and diagnostic imaging.

The research findings have been used to guide clinical practice in cardiology through his studies demonstrating the utility of electron beam CT scanning and the role of prophylactic pacemaker placement to allow patients with congestive heart failure to benefit from beta-blockers; in gastroenterology with the cost-effective diagnosis and management of *Helicobacter pylori* infection/peptic ulcer disease and gastroesophageal reflux disease; and in infectious disease through his work on the appropriate diagnosis and treatment of bronchitis, community-acquired pneumonia, vaccines and viral infections.

His studies on pharmaceuticals have helped advance our knowledge of factors important for the development, dissemination and utilization of medications, including the Food and Drug Administration approval process, off-label use of medications, and how medications are prescribed and used in clinical practice. His work also has influenced clinical guidelines in the areas of gastroesophageal reflux disease/dyspepsia and colon cancer screening. His algorithm for the treatment of osteoarthritis has been adopted by several national organizations and health plans. His team evaluated the public health impact of Katie Couric's *Today Show* colonoscopy and coined the term the "Katie Couric effect," now widely used to describe the effect of a celebrity spokesperson on patient behavior.

As co-director of the University's Center for Value-Based Insurance Design, Dr. Fendrick has led a nationally acclaimed program dedicated to restructuring health insurance strategies to better promote efficient, high-quality medical care. In doing so, he has increased the impact and visibility of important research done here at the University of Michigan, which is now supported by multiple health care stakeholders, including policy makers, health plans, labor organizations, patient advocates and clinician groups. More than 35 organizations across the United States have adopted a Value-Based Insurance Design initiative, which is now an important element in the national debate on health care reform. Dr. Fendrick has briefed Congressional committees in the House and Senate, several governors and presidential candidates from both parties. The University of Michigan's award-winning

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Focus on Diabetes Initiative, which reduces out-of-pocket costs for critical services that enhance clinical outcomes for our employees and dependents with diabetes, is based on this concept.

In addition to his contributions as an individual investigator, Dr. Fendrick is a dedicated mentor; he has given his time generously to mentoring trainees and junior investigators, several of whom have become independent researchers and academicians. He has served as a mentor to numerous scholars in both the University of Michigan's K12 and K30 programs, as well as the Robert Wood Johnson Clinical Scholars Program, and in numerous National Institutes of Health-sponsored training grant programs.

Dr. Fendrick's academic career began with a dual degree in economics and chemistry at the University of Pennsylvania. He attended Harvard Medical School where he received his medical degree in 1987. After a formative experience working for the health systems of Sweden and France, he returned to the University of Pennsylvania for internship, residency and a Robert Wood Johnson Clinical Scholars Fellowship. He joined the University of Michigan in 1993 as assistant professor, Division of General Medicine, Department of Internal Medicine, and the Department of Health Management and Policy in the School of Public Health. He became associate professor and professor of internal medicine in 1998 and 2003, respectively.

Since 2002, he has been co-editor-in-chief of the *American Journal of Managed Care* and through this position is helping to promote change in health care delivery and financing in the United States. His publication record includes almost 200 peer-reviewed papers, and a multitude of non-peer-reviewed publications, book chapters and editorials about health care policy.

Dr. Fendrick receives grant support from the National Patient Safety Foundation, the Robert Wood Johnson Foundation Clinical Scholars Program, the National Institutes of Health, the National Eye Institute, the Agency for Health Care Research and Quality, and individual supporters, among others.

Dr. Fendrick serves on the Medicare Coverage Advisory Committee and has consulted for several additional governmental agencies in the U.S. and abroad. He is an advisor to several pharmaceutical, medical research and health management companies and has served as a visiting professor at 13 medical schools.

In his free time, Dr. Fendrick supports the efforts of his four children (Alison, 16; Joshua, 14; Daniel, 12; Claire, 10) and his beloved Philadelphia sports teams. Because family and work do not provide enough chaos, a Lhasa apso puppy recently joined the household.

Dr. Fendrick wishes to thank his children and his loving wife Jenifer for their unwavering support and patience. He wishes to acknowledge his mentor, the late Bernard Bloom, Ph.D., for his inspiration and guidance. He would also like to recognize his numerous collaborators, especially Michael Chernew, for their insights and forbearance.