



REMARKS OF DR. MARK B. MCCLELLAN

**Center for Medicine in the Public Interest
Launch Party**

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Thank you, all. And let me start by saying congratulations to Peter Pitts and Bob Goldberg for launching the Center for Medicine in the Public Interest.

I want to say a few things about making a difference in health care because all of you in this room know how to do that. It takes several key elements. And it starts with having good ideas, and extends to having good and effective communication about the issues that count. CMPI is focusing on the right issues at the right time. And with the right people.

Peter and Bob together bring together a unique combination of talents to make CMPI an accelerator of good ideas and good communication.

Now, working with Peter at the FDA, you know, there were a lot of times when I wanted to address the tough issues – and get out there aggressively and be forthright and forceful and get right in people’s faces -- and Peter always came up with ways to be even more forthright and even more forceful and aggressive. He has a great communications talent. I knew when he was leaving the agency and blogging was beginning to take off that he was destined to be an important and lively blogger. He has done a terrific job with *drugwonks.com*, promoting a timely dialogue about important health policy issues.

Bob Goldberg I have known for a long time as well. And I’m glad to see him working along side Peter in this effort. At the Manhattan Institute, he helped pioneer important and fresh approaches to health policy, smart measures for solving many of the challenging problems we face in health care today.

Bob understood, early on, the importance of some of the key ideas that are today at the center of the CMPI– ideas that were important in development of the FDA’s Critical Path initiative. By the way, while I’m talking about that, I want to particularly recognize Janet Woodcock who really is the brains behind the architecture of whole effort to develop the regulatory tools required for 21st century medicine.

CMPI is about great ideas and effective communication. CMPI begins at the right time, promoting ideas that make a difference in medicine that is personalized, predictive, preventative, and therefore effective in the 21st century.

The reason that Bob is here, the reason Peter is here, is not just because of your ideas; it is not just that you are an effective communicators; it's because you care deeply about getting this right. The health policy issues facing this country right now are among the most important, not only for the future of the United States, but for the future well being of about every person on this planet, including generations that aren't born yet. And so that task is really important.

And I want to really simply thank Bob and Peter for all of their continuing leadership.

At CMS what we're doing every day is making a huge difference in the way that policy is developed and implemented in this country. This was brought home to me just this week when I was asked to comment about a new proposal from Nancy Pelosi about improving there were *too many* choices for America's seniors.

It's nice to see ideas, communicated effectively, that translate into policies that change the way that healthcare is being delivered in this country. That is happening because of what all of you here tonight are doing day in and day out, tirelessly, often thanklessly -- but it is making a huge difference. And your work makes it possible for me and everyone else at CMS to make a real difference in advancing our healthcare system.

So I want to thank you all for that. And I want to conclude, again, by congratulating Bob and Peter. And I'm certain that CMPI will be an important new force in health care policy – a force that will help to get the better healthcare for all Americans and everyone who is impacted by the development of personalized medicine. Thank you all very much.