

February 27, 2015

5140730-2 2014 Winter
Case Study

International Field Workshop

March 2-6, 2015



NIH



The Brookings Institution



IMF



Source: USFDA



Post-2015 Development Agenda



Columbia University

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5140730-2 2014 Winter

Case Study (International Field Workshop)

March 2-6, 2015

Instructor: Professor Toshiro Nishizawa

GSDM Program Support Coordinator: Junko Okuhara

1. Members of International Field Workshop

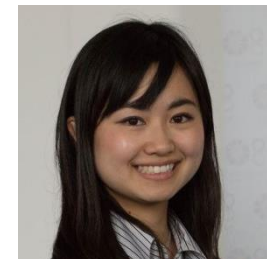
Golakai, Esther Fasia (M2)
Master of Public Policy International Program
Graduate School of Public Policy



Higuchi, Akiko (M2)
Department of Medical Genome Sciences
Graduate School of Frontier Sciences



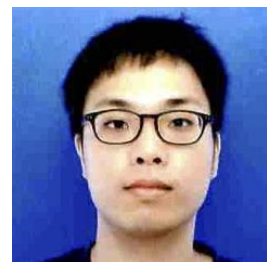
Iida, Mai (M2)
Master of Public Policy International Program
Graduate School of Public Policy



Kim, Hyunchung Ray (M2)
Master of Public Policy International Program
Graduate School of Public Policy



Lee, Sangjic (M2)
Department of Technology Management for Innovation
Graduate School of Engineering



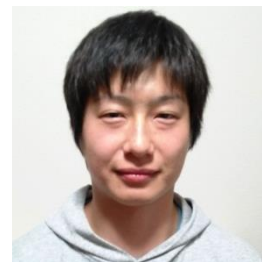
Lim, Lindsey Tam (M1)
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Maekawa, Sho (D1)
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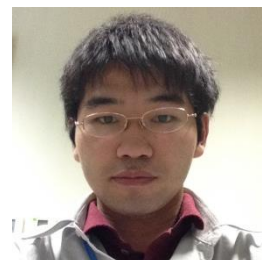
Nonaka, Naoki (D1)
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Graduate School of Engineering



Suwanto, Aldina (M2)
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Graduate School of Frontier Sciences



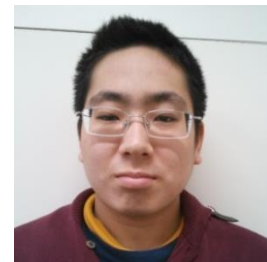
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Takenaga, Toru (M1)
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 Graduate School of Frontier Sciences



Yanagimoto, Fuminori (M1)
 Department of Systems Innovation
 Graduate School of Engineering



Nishizawa, Toshiro
 Professor
 Graduate School of Public Policy



Okuhara, Junko
 GSDM Program Support Coordinator
 Graduate School of Public Policy



Primary responsibilities

USFDA	Kim, Maekawa
IMF	...
The Brookings Institution	Lee
The World Bank	Nonaka
IFC	Yanagimoto
NIH	Higuchi, Suwanto, Suzuki
ideas42	Lim
UNDP	Golakai, Iida, Takenaga
SIPA, Columbia University	...

2. Agenda and/or questionnaire

Agenda: US Food and Drug Administration (USFDA)

- 9:30 *FDA101*
- 9:50 *Current issues in precision medicine and genetic testing* (Five minutes' presentation by Sho Maekawa, followed by comments from FDA professionals)
- 10:20 *Challenges in developing PRO guidance and health economics guidance* (Five minutes' presentation by Ms. Hyunchung Ray Kim, followed by comments from FDA professional)
- 10:50 Break
- 11:00 *Current issues in drug development*
 - ✓ Drug approval process
 - ✓ Drug development for Emergency Use (EBOLA)
- 11:30 *MCMi radiation and nuclear trauma*
- 12:00
 - ✓ Fukushima
 - ✓ Post crisis radiation scares in US for food

We propose to hold a **discussion session on FDA's oversight of labelling and promotion of drugs with a particular focus on the current debates on regulation of cost-effectiveness-analysis (CEA) information and patient-reported outcome (PRO) data utilized in promotion materials.**

This session can be an important point of reference amid Japan's upcoming implementation of CEA in conducting health technology appraisal. Kim's research interest is the future challenges and potential of the health technology assessment (HTA) model in Japan utilizing comparative analysis of other country's HTA implementation process.

Kim's career goal is to become a health policy expert specifically in the HTA field and later on to use the knowhow to help developing countries to establish a health care management system in a fair, efficient, and competent way for the public.

We also propose to hold a **discussion session on the future of personalized medicine with FDA professionals.** Maekawa's research interest lies in the understanding of how different genomes affect the clinical outcomes with the recent advances in the understanding of the human genome. His career goal is to create devices or technologies that allow understanding of genomes to be used for the public through "personal genomics" where genetic/genomic information will result in different therapy for a particular disease.

He seeks to obtain information on how firms cooperate with the FDA and how the FDA protects the public while promoting the use of novel technologies in a personal genomics era.

February 24, 2015

Prepared by Hyunchung Ray Kim and Sho Maekawa
The University of Tokyo

Questionnaire: World Bank (potentials of "big data" and AI technology for advancing research on human behavior, economic and social phenomena)

We are interested in the potential of using big data as well as of application of the artificial intelligence (AI) technology in policy planning and analysis. Big data is being introduced in various fields. For instance, detection of influenza epidemics using search engine query data shows a high accuracy of estimation. Research on Twitter, a popular microblogging service, reveals the possibility of the service as a social sensor. These outcomes strongly suggest that the use of big data and AI technology enables us to have a better understanding of how and what people think and how they act.

We would like to know whether and how the World Bank actually uses or sees potential in using big data for its operations and research activities as well as AI technology; and how the World Bank views an increasing volume of information available on web sites and the use of social networking service (SNS).

Specific questions follow.

Data collection and analysis practice at the World Bank

1. How does the World Bank collect the data?
2. How is a set of data collected by the World Bank normally used in decision making for its policy making and operations?
3. Does the World Bank use artificial intelligence (AI) technology in analyzing the data collected? Or do you see potential in using AI technology for your research?

Use of social media

4. Recently "social networking service (SNS)" is becoming very popular worldwide and commercial entities are actively using it to gather information. Does the World Bank use SNS for planning, operational, or communicating purposes?
5. Does the World Bank use SNS to collect local information?
6. How does the World Bank view an increasing volume of information available on web sites and the use of SNS? What are the implications for development effectiveness, for example?

February 23, 2015

Prepared by Naoki Nonaka

The University of Tokyo

Agenda: National Institutes of Health

- 9:00am Welcome to the NIH—An overview by Tara Mowery, Team Leader for the NIH Visitor Center
- 9:30am Speaker #1—Meghan Columbus, Office of the Director, Office of Extramural Research: "An introduction to Grants and Funding"
- 10:15am Break
- 10:30am Speaker #2—Dr. Steve Ferguson, Office of the Director, Office of Technology Transfer (This presentation was requested by Mizuto Suzuki.)
- 11:15am Break
- 11:30am Speaker #3—Dr. Ellen Gadbois, Office of the Director, Office of Science Policy (This presentation was requested by Akiko Higuchi.)
- 12:15pm Lunch
- 2:00pm Speaker #4—Dr. Stephanie Courchesne, Office of the Director, Division of Program Coordination, Planning, and Strategic Initiatives (This presentation was requested by Aldina Suwanto.)
- 2:45pm Break
- 3:00pm Speaker #5—Dr. Reiko Toyama, National Institute of Child Health and Human Development, Office of Health Equity (Dr. Reiko Toyama was invited by Dr. Yoshi Wakabayashi.)
- 3:45pm Break
- 4:00pm Clinical Center Walking Tour
- 4:30pm End of visit

February 26, 2015
Prepared by NIH
The University of Tokyo

Agenda: ideas42 (Behavioral Science)

Thursday, March 5

1:30pm-2:10pm: *Behavioral Science 101*. Introduce ideas42, behavioral science, some key psychological concepts.

2:10pm-3:00pm: *Psychologies & exercise*. Deep dive into two psychologies and why they matter, including two exercises where students will be able to apply their newly learned knowledge to their own experiences and also in the context of a 'consumer' in each field.

3:10pm - 3:40pm: *Behavioral economics at work*. Two projects ideas42 have either completed or are currently working on in health and financial inclusion.

3:40pm - 3:50pm: *Financial inclusion project discussion*. There are not any specific aspects at this stage while ideas42 researchers are most interested in just understanding what the current overall state for financial inclusion is in Japan. What initiatives or programs that currently exist and understanding how many people are unbanked. Ten minutes are allocated to chat through the opportunity, what we would be looking for and then gauge interest from students that may potentially want to take it on.

About ideas42

What we do

We work on a wide range of problems across a number of policy domains, including consumer finance, economic mobility, higher education, criminal justice, health, and international development. We partner with foundations, government bodies, private companies and other non-profits, and engage in three pillars of work:

- 1) **Educate** leaders and policy-makers about how behavioral science can help to solve social problems, and run bespoke executive education programs to provide an introduction to the design of behaviorally informed policies, programs and products.
- 2) **Assist** institutions by designing low-cost and scalable interventions to reduce the behavioral bottlenecks that can hinder the effectiveness of their programs and products.
- 3) **Invent** fresh solutions based on behavioral insights that can be brought to scale.

Our approach to behavioral design

Behavioral science teaches us that the details matter, so we approach each new problem with an audit of the specific context. We look at the situation closely and try to identify common snags – things that can trip up the human mind. We talk to people: consumers, employees, service-users, and experts. We observe. We use administrative data sets. We do surveys. Once we have gathered the data we need, we map the decision-making process in order to pinpoint the most pertinent behavioral problems. We use this diagnosis to help us design solutions that we believe will work for that particular context. Finally, because human behavior is so hard to predict, we test the effectiveness of our proposed solution by conducting rigorous experiments.

February 24, 2015

Prepared by Lindsey Tan Lim

The University of Tokyo

Agenda: UNDP (Resilience)

Resilience in disease management

1. What would be effective global responses to the Ebola virus crisis in West Africa?
2. Why was WHO late to take an action in order to tackle the crisis?
3. What do WHO and UNDP do for the crisis?
4. Are there any possibilities to collaborate with private sectors?

Resilience in disaster management

1. What migration patterns can be observed on the event of a natural disaster in other countries? (regarding both forced migration & voluntary migration)
 - ✓ What are the causes?
2. What measures are taken before/after disasters to manage the migration patterns?
 - a. How to assume responsibility over forced migration
 - b. How to contain excessive voluntary migration (caused by impulse, fear)
3. Can/should population flows be managed under risks of disaster?

Resilience and development—strengthening the base of the pyramid

1. How can international organizations assist in moving existing economic activity that is not fully recognized or integrated by government, into the future economic framework for development?
2. What are the barriers to successful crow-over of international practice in developing societies?
3. How can we improve communication and exchange with a view to increasing local participation at a higher level?

February 26, 2015

Prepared by Esther Fasia Golakai, Mai Iida, and Toru Takanaga
The University of Tokyo

3. Program of activities

As of 2015/02/26

Sun, March 1	9:35	The group arrives (NH0002)				*Hotel Lombardy **Best Western Georgetown Hotel &
Mon, March 2	TBD 9:00 -12:10	Leave the hotel USFDA Organized by LT Devin Thomas, MPH Health Education and Training Specialist Office of Scientific Professional Development		15:00 15:30	IMF (Visitor Center, HQ2) Mr. Baoping Shang, Economist, Expenditure Policy Division, Fiscal Affairs Department @HQ2-05B-073 [http://www.imf.org/external/pubs/ft/fandd/2014/12/clements. htm]	*Hotel Lombardy **Best Western Georgetown Hotel & Suite
Tue, March 3	8:20 8:40 8:45 9:00 10:00 10:30 -12:00	Leave the hotel Brookings Institution Dr. Richard Bush, Senior Fellow, Director, Center for East Asia Policy Studies Dr. Niam Yaraghi, Fellow, Governance Studies, Center for Technology Innovation [http://www.brookings.edu/experts/yaraghi] Break Dr. Walter D. Valdivia, Fellow, Governance Studies, Center for Technology Innovation [http://www.brookings.edu/experts/valdivia]		14:00 14:30 16:00	World Bank (Visitor Entrance, MC) Mr. Michael Lokshin, Manager, DECSM – Surveys and Methods Team @MC13-415 IFC Mr. Laurence Carter, Senior Director Public-Private Partnerships @MC13-415	*Hotel Lombardy **Best Western Georgetown Hotel & Suite
Wed, March 4	7:50 8:30 9:00	Leave the hotel Arrive at National Institutes of Health (NIH) NIH 1. Extramural Funding/Grants Process, 2. Office of Technology Transfer, 3. Division of Program Coordination, Planning, and Strategic Initiatives (DPCPSI), 4. Office of Intramural Training and Education (OITE), 5. Dr. Yoshiyuki Wakabayashi (DNA Sequencing and Computational Biology Core Framingham Heart Study)	12:15 Lunch at NIH	14:00 16:30	NIH sessions continue End of visit	
Thu, March 5	6:45 9:00 10:25	Leave the hotel Leave Reagan (DL2708) Arrive at La Guardia		TBD 13:15 13:30 -16:00	Leave the hotel ideas42 Mr. Anthony Barrows, Vice President and the team: "A simulation of ideas42's approach to an actual project (a health related case) with the application of behavioral economics" (TBC) [http://www.ideas42.org/]	*Hotel Lombardy **Best Western Georgetown Hotel & Suite Roger Smith Hotel
Fri, March 6	9:50 10:00 10:30 -12:00	Leave the hotel UNDP Ms. Sarah Poole, Chief, Division I, Regional Bureau of Europe and CIS Ms. Elena Tischenko, Chief, South and West Asia Division, Regional Bureau of Asia and Pacific Dr. Takeshi Kono, Special Advisor and Senior Programme Advisor, Bureau for External Relations and Advocacy		15:10 15:30 -17:00	SIPA, Columbia University Prof. Takatoshi Ito	
Sat, March 7	11:15	The group leaves (NH0009)				Roger Smith Hotel
Sun, March 8						