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Regina E. Herzlinger to Deliver Keynote Plenary Address at the American Academy of Pain Medicine's 2011 Annual Meeting

December 10, 2010 (Glenview, IL) - Regina E. Herzlinger, Professor at the Nancy R. McPherson Professor of Business Administration at the Harvard Business School, will deliver the keynote plenary address at the American Academy of Pain Medicine's 27th Annual Meeting, Pain Medicine, DC, in National Harbor, MD, March 24 - 27, 2011. Professor Herzlinger is widely recognized for her innovative research in health care, including her early predictions of the unraveling of managed care and the rise of consumer-driven health care and health care focused factories, two terms that she coined. Money has dubbed her the "Godmother" of consumer-driven health care.

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About the AAPMedicine

The American Academy of Pain Medicine is the premiere medical association for pain physicians and their treatment teams with over 2,600 members. Now in its 27th year of service, the Academy's mission is to optimize the health of patients in pain and eliminate it as a major public health problem by advancing the practice and the specialty of pain medicine through education, training, advocacy and research. Information is available on the practice of pain medicine at www.painmed.org.

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