

SAVE THE DATE

6th Annual Health Services & Outcomes Research Conference

**November 9, 2005
8:15 a.m. - 5:00 p.m.**

**Jesse H. Jones Graduate School of Management
Rice University
Houston, Texas**

Conference Theme:

The Business Case for Quality Improvement in Healthcare

Keynote Speakers:

Arnold Milstein, MD, MPH

Medical Director, Pacific Business Group on Health
Worldwide Partner, Mercer Human Resource Consulting

**Theme: "Improving Clinical Performance: Why Markets Surrounding
Physicians and Hospitals are Becoming Performance-Sensitive"**

and

Leonard L. Berry, PhD

Distinguished Professor of Marketing
Mays School of Business
Texas A&M University System

Theme: "Improving the Quality of Service in Healthcare"

Watch your mail and the Kelsey Research Foundation website www.ksfnd.org for information on submitting abstracts and the registration brochure. For additional information, contact Patricia Sheldon, pasheldon@kelsey-seybold.com or 713-442-1219

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