

Department of Pharmacy  
*Pharmaceutical Outcomes Research & Policy Program*  
**Cost & Outcomes Grand Rounds**

Presents:

**“Health Utilities using Conjoint Analysis:  
An Application to Alzheimer Disease”**

By

**Joel W. Hay, PhD**

Professor of Pharmaceutical Economics  
and Policy  
USC School of Pharmacy  
USC Dept. of Economics (by courtesy)



**Wednesday, April 15  
3:30-4:30  
South Campus Center  
The Crow's Nest, Room 354**