



The Unbranded Doctor:
Recognizing and Responding to Conflicts of Interest in Medicine

March 17, 2008
Crowne Plaza—Houston Downtown

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| 8:00 –8:20 a.m. | Welcome & Introductions |
| 8:20–9:00 a.m. | Outline of the problem: Physician-Industry relationships and conflicts of interest in medicine <ul style="list-style-type: none">• Case studies |
| 9:00 –10:00 a.m. | Potential solutions <ul style="list-style-type: none">• Presentation on initiatives around four main areas of reform to reduce clinical practice bias and undue marketing influence: (1) Data-mining/prescribing data restriction; (2) Academic detailing; (3) Gifts to physicians; and (4) Evidence-based prescribing• Focus on evidence-based medicine and evidence-based prescribing with a walk-through of available resources to aid the physician |
| 10:00 –10:15 a.m. | <i>Break</i> |
| 10:15 –11:45 a.m. | Workshop in Persuasive Communication <ul style="list-style-type: none">• Exercise on creating talking points for use with patients and colleagues and tips for dealing with opposition• Breakout sessions for mock patient encounters and practice site meetings• Presentation on use of print & broadcast media for physician advocacy |

11:45 –Noon	<i>Break</i>
Noon –1:00 p.m.	<p>Working Lunch: Building blocks of an issue campaign (<i>This hour not for CME credit</i>)</p> <ul style="list-style-type: none"> • Explore the resources necessary for campaign success from grassroots networking and fundraising, to building people power and lobbying for change
1:00 –1:30 p.m.	<p>Resources for success</p> <ul style="list-style-type: none"> • The Unbranded Doctor Toolkit • Review of bibliographic and educational resources • Online support and organizing capabilities through NPA • Accessing experts in your area
1:30 –2:45 p.m.	<p>Creating a Personalized Action Plan</p> <ul style="list-style-type: none"> • Create your own action plan incorporating information and resources from today’s training. Define your short and long-term goals for when you return home, and benchmarks for success in your personal Unbranded Doctor Campaign. • Present your plan to the group for feedback and networking opportunities.
2:45 –3:00 p.m.	Meeting Closing & Evaluations