

Friday - October 24, 2014

Location:

Consumer Reports National Research & Testing Center
101 Truman Avenue, Yonkers, NY 10703-1057
(914) 378-2000 - [Map](#)

*Current program draft**



8:30-9:30

Registration

8:45

Private group tours of Consumer Reports National Research Center Testing Labs

9:30-10:00

Welcome

Jim Scott, MD, NPA President

John Santa, MD, MPH, NPA Treasurer and Medical Director at Consumer Reports

10:00-11:00

Keynote Address: The Evidence on How to Talk about Evidence

Lisa Schwartz, MD, MS, Professor of Medicine, of Community Medicine and of the Dartmouth Institute; Co-Director Medicine and the Media Program

Steve Woloshin MD, Professor of Medicine, Geisel School of Medicine, Dartmouth; Co-Director Medicine and the Media Program

11:00-11:20

Coffee Break

11:20-12:30

Breakout Sessions:

• **Tandem Health:**

Stephen Martin, MD, EdM, Assistant Professor of Family Medicine and Community Health, University of Massachusetts Medical School

Doris Peter, PhD, Director, Health Ratings Center, Consumer Reports Health

• **Patient Safety:**

John James, PhD, patient safety advocate,

Consumers Union Safe Patient Project Network

• **Controversial Screening Tests:**

John Santa, MD, MPH, NPA Treasurer and Medical Director at Consumer Reports

Joel Keehn, MS, Deputy Content Editor, Health and Food, Consumer Reports Health



12:30-1:30 *Lunch*

1:30-3:00 Keynote and Discussion: The Power of Transparency

Marshall Allen, ProPublica Reporter

Olga Pierce, ProPublica Deputy Data Editor

Discussion moderated by **John Santa, MD, MPH**, NPA Treasurer,
and Medical Director at Consumer Reports

3:00-3:20 *Break*

3:20-5:00 Breakout Sessions

- **Transparency and Medical Errors**
Lisa McGiffert, Project Director, Consumers Union Safe Patient Project
- **Open Notes: Patients and Clinicians on the Same Page**
John Santa, MD, MPH, NPA Treasurer and Medical Director at Consumer Reports
Melissa Anselmo, MPH, National OpenNotes Program Director
- **Transparency and Medical Device Registries**
Josh Rising, MD, MPH, Director, Medical Device Initiative, Pew Charitable Trusts

5:00 **Closing Remarks**

5:30-8:00 Cocktail Reception & Dinner

Harvest On Hudson -1 River Street, Hastings, NY 10706 - (914) 478-2800 - [Map](#) and [Directions](#)



Learn more at NPAlliance.org/NPA-2014-National-Conference – Register [Here](#)



Updated 10/6/2014*

Join NPA members for a provocative, multi-stakeholder, conversation with physicians, medical students, consumers, and innovators designed to address difficult issues surrounding cultural shifts required to achieve high value health care.

Saturday - October 25, 2014

Time: 9:00am to 4:30pm. **Location:** Hudson River Museum, 511 Warburton Ave, Yonkers, NY 10701 – [Map & directions](#)

*Current program draft**

Confirmed Speakers:

- Elisabeth Rosenthal, MD, senior writer for *The New York Times*, author of provocative 2013-14 series about high health care costs, “Paying Till it Hurts”
- Lauren Taylor, MPH, co-author, with Elizabeth Bradley, of *The American Health Care Paradox: Why Spending More is Getting Us Less*.
- Steven D. Pearson, MD, MSc, FRCP, Founder & President of the Institute for Clinical & Economic Review

Discussion Areas:

Public Good

Our enormous investment in *health care* actually *undermines* health by diverting scarce resources away from other key priorities that contribute to health, such as education, housing, and basic infrastructure. Together, sound housing, safe neighborhoods, and strong schools do more to improve health and quality of life in communities than many of medicine’s interventions.

How can physicians help re-direct poorly spent resources in the health sector into wiser investments to address the health of the wider community?

Price

Our free-market approach—rife with conflicts-of-interest—is failing us in health care. In our system, price is often unrelated to the cost of production, varies widely within communities and regionally, and is generally invisible to both patients and providers. Prices do not drive down buying the way they would in a more transparent market. Specialty drug prices are soaring. We pay more for services, drugs and devices than other countries, without measurable benefit. As prescribers and as gatekeepers to expensive services and technology, physicians must take more responsibility for delivering high value care.

What can physicians do to promote fair and transparent pricing in health care?

Waste & Overtreatment

Simply put, there is far too much waste in health care: rampant administrative waste, failures of coordination, and overtreatment—care which is unlikely to help and which often leads to avoidable patient harm. The NPA’s Good Stewardship Project opened substantive conversation about overtreatment in both the professional literature and in the mainstream media. This straightforward “Top 5 List” project went on to inspire the ABIM Foundation’s powerful Choosing Wisely® campaign. This has deepened reflection within specialty societies about physicians’ role in overtreatment and—through the dedicated work of Consumer Reports—has reached literally millions of patients with critical information about the downsides of overtreatment, including common examples. We aim to keep fueling this discussion. Solutions to waste and overtreatment include comparative effectiveness research, team-based care, new payment models, shared decision-making tools, and more.

As NPA lit the spark for Choosing Wisely®, what is the next important conversation around stewardship of clinical care that physicians should ignite?

Informed by advance member survey data, collaborative action planning at the Summit will guide NPA to our next high impact project.