



CONFERENCE:
The Media and Medical Science
Hyatt Regency Capitol Hill
400 New Jersey Ave NW
Washington, DC
www.cmpi.org

This conference will allow scientists and journalists to share insights about the challenges and unique set of circumstances that shape the reporting of medical science and drug development. In particular, we will focus on the shared obligation to provide the public with accurate information about the risks and benefits of medicines and how changes in science shape such knowledge.

9:00 am – 9:15 am

Welcome: Peter Pitts, President, Center for Medicine in the Public Interest

9:15 am – 10:30 am

Does Media Coverage Reflect Reality and Does It Matter?

Moderator: Rob Pollock, The Wall Street Journal

Panelists

Dr. Paul Coplan, Senior Director, Risk Management, Wyeth Pharmaceuticals

Diedra Henderson, Boston Globe

Dr. Derek Lowe, Corante.com

Dr. Paul Seligman, Associate Director for Safety Policy and Communication, Center for Drug Evaluation and Research, U.S. Food and Drug Administration

Ed Silverman, Newark Star Ledger

10:30 am – 11:45 am

Reporting on the Politics of Drug Evaluation

Moderator: Steve Usdin, Washington Editor, BioCentury

Panelists

Dr. Helen Boucher, Assistant Professor, Tufts University Medical Center

Dr. Scott Gottlieb, Resident Scholar, American Enterprise Institute, former Deputy Commissioner Medical and Scientific Affairs, U.S. Food and Drug Administration

Dr. Steve Projan, Vice President, Discovery Research, Wyeth Research

11:45 am – 12:00 pm Break

12:00 pm – 1:00 pm

Luncheon and Keynote

Dr. Andrew C. von Eschenbach, Commissioner of the U.S. Food and Drug Administration

1:00 pm – 2:15 pm

ALLHAT and CATIE Reconsidered: Reflections on Big Studies and Evidence Based Medicine as the Measure of Comparative Effectiveness

Moderator: Kate Rawson, Senior Editor, The RPM Report

Panelists

Matt Herper, Forbes Magazine

Dr. Susan Horn, Senior Scientist, Institute for Clinical Outcomes Research

Dr. Herbert Meltzer, Professor of Psychiatry, Division Director Psychopharmacology, Vanderbilt University

Dr. Ralph Snyderman, Chancellor Emeritus, Duke University Medical Center

Dr. Michael Weber, Associate Dean, SUNY Downstate Medical Center; Member, steering committee
ALLHAT Study

2:15 pm – 4:00 pm

PDUFA in Perspective

Moderator: Ms. Merle Comer, Alzheimer Caregiver

Panelists

Mark Crane, Editorial Page, USA Today

Barry Hoffman, Editor in Chief, Healthday.com

Suzanne Pattee, Vice President of Public Policy and Patient Affairs, Cystic Fibrosis Foundation

Dr. Hugo Stevenson, Vice President, Quintiles Research

Dr. Mark Thornton, President, Sarcoma Foundation, Former Reviewer, Center for Devices and
Radiological Health, U.S. Food and Drug Administration

4:00 pm – 4:15 pm Break

4:15 pm – 5:30 pm

The Critical Path and Personalized Medicine

Moderator: Dr. Robert Goldberg, Vice President, Center for Medicine in the Public Interest

Panelists

Michelle Hoffman, Editor in Chief, Drug Discovery and Development

Dr. Robert McBurney, Senior Vice President, Research & Development, BG Medicine

Dr. Gualberto Rúaño, President, Genomas, Inc.

John Swen, Vice President, Science Policy and Public Affairs, Pfizer, Inc.

Dr. Janet Woodcock, Deputy Commissioner, U.S. Food and Drug Administration