



ROBERT WOOD JOHNSON
MEDICAL SCHOOL
University of Medicine & Dentistry of New Jersey

16th Annual Mates David and Hinna Stahl Memorial Lecture in Bioethics

Tuesday, April 23, 2013 - 4:00 PM



Keynote Speaker:

Gary Schwitzer

Publisher
HealthNewsReview.org

Topic:

Addressing the Ethical Morass at the Intersection of Media, Medicine and Public Health

Location: Conference Room 1302
Clinical Academic Building
125 Paterson Street, New Brunswick, NJ

Reception to follow: Conference Rooms 3403 and 3404
Clinical Academic Building
Dietary laws will be observed.

Accreditation: The University of Medicine and Dentistry of New Jersey-Center for Continuing and Outreach Education is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. UMDNJ-Center for Continuing and Outreach Education designates this educational activity for a maximum of 1 AMA PRA Category 1 Credit.[™] Physicians should claim credit commensurate with the extent of their participation in the activity.

Learning Objectives: By the end of this session, participants will be able to:

- Define the goals of and identify the ten criteria employed by the health journalism watchdog project HealthNewReport.org.
- Recognize how/why media messages (news, advertising, public relations, marketing) may harm the public dialogue about health care and negatively impact individual decision-making and interactions with health care professionals.
- Identify key ethical issues at play in the intersection of medicine and the media in communicating to the public about health care.
- List key questions that should be asked whenever research results about a new treatment are promoted.
- Identify some tangible steps that different parties can take to improve public dialogue about health care - physicians, researchers, academic institutions, journal editors, reporters, media organizations, patient advocacy groups, individual patients or health care consumers.