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Conflicts of Interest in Medicine: What's the Problem?

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Eric G. Campbell, PhD, a sociologist with an expertise in survey science who joined the Institute for Health Policy in 1996, conducts research relating to physician conflict of interest and professionalism. With funding from various organizations, including the Office for Research Integrity in the U.S. Department of Health and Human Services, the National Institutes of Health, the Agency for Healthcare Research and Quality, and the Institute for Medicine as a Profession, he has performed national surveys, gathered information from key decision makers, and developed tools to assess physicians' professional norms and attitudes. Dr. Campbell aims to further understanding of how academic-industry relationships affect the process and outcomes of biomedical research; the effects of local health care market competition on the activities and attitudes of medical school faculty; and the impact of data-sharing and withholding on academic science. He is also investigating the role of organizational culture in promoting patient safety in the inpatient and long-term care settings.

Dr. Campbell has published more than 50 original articles in peer-reviewed journals, including numerous publications in the *New England Journal of Medicine* and *Journal of the American Medical Association*. He has delivered many invited presentations at national and international professional association meetings, including the American Association of Medical Colleges. He has served on study sections for the National Institutes of Health and Centers for Disease Control and Prevention. Since 2007, Dr. Campbell has served on an Institute of Medicine committee and a committee for the Federation of American Societies for Experimental Biology exploring policy issues related to conflicts of interest.



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Lisa A. Bero, PhD, is a professor, Department of Clinical Pharmacy, and faculty member, Institute for Health Policy Studies, University of California, San Francisco. She is a pharmacologist with primary interests in how clinical and basic sciences are translated into clinical practice and health policy. She has developed and validated methods for assessing bias in research and scientific publication and measures influences on the quality of research, including university-industry relations. Dr. Bero has also conducted analyses to examine the dissemination and policy implications of research evidence. This includes examining how evidence is used by regulators and legislators, and how it is covered in the lay press.

Dr. Bero teaches a core course on critical appraisal of the medical literature for pharmacy students and lectures across campus on topics including meta-analysis, research translation, and tobacco control policy. She has designed and implemented a curriculum that examines the influences of pharmaceutical industry marketing.

Dr. Bero's international activities include advisor to the World Health Organization (WHO) Drug Action Programme as a member of the WHO Essential Medicines Committee and member of the Pan American Health Organization Advisory Committee on Health Research. She is co-director of the San Francisco Branch of the United States Cochrane Center. She is a senior editor for *Tobacco Control* and editor for the Cochrane Effective Practice and Organization of Care Group—an international group of researchers conducting meta-analyses of the literature on interventions aimed at getting research into practice. She is an elected member of the Cochrane

Collaboration Steering Group and serves on several national and international committees related to conflicts of interest and research, such as the Institute of Medicine Committee on Conflict of Interest in Medical Research, Education and Practice.



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Ronald Bailey is an award-winning science correspondent for Reason magazine and Reason.com, where he writes a weekly science and technology policy column. He is the author of the book *Liberation Biology: The Moral and Scientific Case for the Biotech Revolution*, and his work was featured in *The Best American Science and Nature Writing 2004*.

In 2008, Mr. Bailey completed the study, "Scrutinizing Industry-Funded Science: The Crusade Against Conflicts of Interest," for the non-profit consumer education group, the American Council on Science and Health. In 2004, he testified before a congressional committee on "The Impact of Science on Public Policy."

Mr. Bailey is the recipient of many honors and awards, including selection in 2006 by the editors of *Nature Biotechnology* as one of the people who have made the "most significant contributions" to biotechnology in the last 10 years; a 2005 Southern California Journalism Award for best online commentary for his series on creationism, "Creation Summer Camp"; and a 2004 Southern California Journalism Award for best magazine feature for his story, "The Battle For Your Brain," which delved into the ethical and political conflicts over new brain enhancement technologies.

His articles and reviews have appeared in *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *Commentary*, *The Public Interest*, *Smithsonian*, *The Los Angeles Times*, *National Review*, *Reader's Digest*, and many other publications. He is a member of the Society of Environmental Journalists and the American Society for Bioethics and Humanities.

