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**Conflicts of Interest in Medicine II:  
Issues Surrounding Industry Funding of Physician Education**

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**SPEAKERS**

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**Kevin P. Weinfurt, PhD**, is an associate professor in the Department of Psychiatry and Behavioral Sciences as well as the Department of Psychology and Neuroscience at Duke University. He did his doctoral work in psychology at Georgetown University and studied the philosophy of mind and the history of science at Oxford University. He was a faculty member in the School of Medicine and the College at Georgetown University before taking a position at the Duke Clinical Research Institute in 1999.

Dr. Weinfurt has over 100 publications in psychology, health outcomes research, medical decision making, and bioethics. Most recently, he and colleagues published a paper in the *New England Journal of Medicine* reviewing policies regarding the disclosure of financial relationships in clinical research. He is the recipient of many research grants from the National

Institutes of Health and was appointed as a regular National Institutes of Health study section reviewer for grants on health services research. His work on conflicts of interest has been featured on National Public Radio's *Marketplace*, *US News & World Report*, and *Business Week*, among others, and in the Institute of Medicine's recent report on conflicts of interest in medicine. In addition to conducting research, Dr. Weinfurt teaches and lectures on psychology and medical decision making to undergraduates and medical students, residents, and faculty.



**David J. Rothman, PhD**

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**David J. Rothman, PhD**, is president of the Institute on Medicine as a Profession (IMAP), Bernard Schoenberg Professor of Social Medicine at Columbia College of Physicians and Surgeons, and professor of history, Columbia University.

Trained in American social history at Harvard University, Dr. Rothman initially explored the history of mental hospitals, prisons, and almshouses, and authored several award-winning books. He joined the Columbia medical school faculty in 1983, and his subsequent work has examined the history of health care practices and health policy. He has published numerous books in this vein, as well as journal articles on the history and ethics of human experimentation. His other scholarly and policy interests include issues of human rights in medicine. Together with Sheila Rothman, he has explored trafficking in organs, how AIDS came to infect Romanian orphans, the ethics of research in third-world countries, and the right to health care.

Dr. Rothman is now addressing the place of professionalism in medicine. With an endowment from the Open Society Institute and George Soros, he established IMAP, dedicated to making professionalism a field and a force in medicine. His publications in this area include: "Medical Professionalism; Focusing on the Real Issues" (*New England Journal of Medicine*, 2000); "New Federal Guidelines for Physician-Pharmaceutical Industry Relations: The Politics of Policy Formation" (*Health Affairs*, 2005); and "Physicians and Drug Representatives: Exploring the Dynamics of the Relationship" (*Journal of General Internal Medicine*, 2007). He co-chaired the task force, established jointly with the American Board of Internal Medicine Foundation, whose recommendations appeared in the *Journal of the American Medical Association*, 2006: "Health

Industry Practices that Create Conflicts of Interest: A Policy Proposal for Academic Medical Centers.” In April 2009, the recommendations of a task force that he co-chaired appeared in the *Journal of the American Medical Association*: “Professional Medical Associations and Their Relationships with Industry: A Proposal for Controlling Conflicts of Interest.” Forthcoming in 2010 is *Medical Professionalism in a New Information Age*, to be published by Rutgers University Press and co-edited by David Rothman and David Blumenthal.



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**Barbara E. Barnes, MD**, graduated with a bachelor degree in psychology from the University of Maryland, received her MD degree from the MS Hershey Medical Center of the Pennsylvania State University, and obtained a master's degree in health services administration from Gannon University. She is board certified in internal medicine and a fellow of the American College of Physicians. In her current roles of associate vice chancellor for Continuing Education and Industry Relationships and associate dean for Continuing Education at the University of Pittsburgh, Dr. Barnes coordinates continuing education programs for the six health sciences schools and oversees the CME program for the School of Medicine. She is also vice president of Sponsored Programs, Research Support, and Continuing Medical Education for the University of Pittsburgh Medical Center. She has been co-chair of the task force responsible for implementation of the industry relationships policy at the university and health system.

Dr. Barnes is a past president of the Society for Academic Continuing Medical Education, former member of the board of directors of the Alliance for Continuing Medical Education, immediate past chair of the board of directors of the Accreditation Council for Continuing Medical Education, and vice chair of the Pennsylvania Medical Society Commission on Continuing Medical Education. She served on the Association of American Medical Colleges' Task Force on Industry Funding of Medical Education and is currently on the steering committee of its Forum on Conflict of Interest in Academe.



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**Norman B. Kahn, Jr., MD**, serves as executive vice president and chief executive officer of the Council of Medical Specialty Societies (CMSS), which represents 32 medical specialty societies with an aggregate membership of over 530,000 physicians.

Dr. Kahn has served on numerous boards and committees, including the Accreditation Council for Continuing Medical Education, where he chaired the task force that revised the standards for commercial support of continuing medical education. He currently serves on the ad hoc Clinical Decision Support Technical Advisory Committee, staffed by the Office of the National Coordinator for Health Information Technology in the U.S. Department of Health and Human Services.

Dr. Kahn serves on the National Steering Committee, and chairs the National Advisory Committee of the Improving Performance in Practice project, funded by the Robert Wood Johnson Foundation to the American Board of Medical Specialties. He also represents CMSS to several quality and performance measurement and improvement agencies, including the Physicians Consortium for Performance Improvement and the National Quality Forum.

