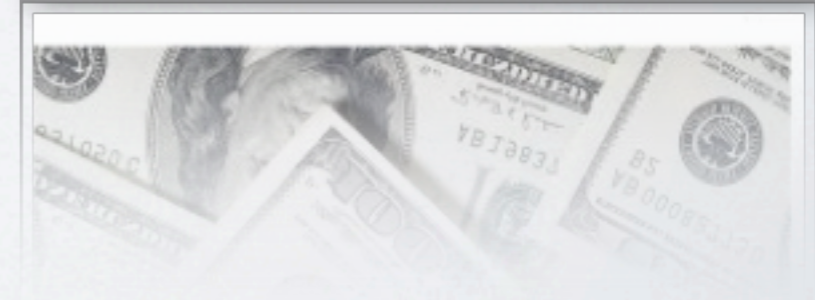


Conflicts of Interest in Medicine: The Science of Influence

Kevin P. Weinfurt, Ph.D.
Duke University

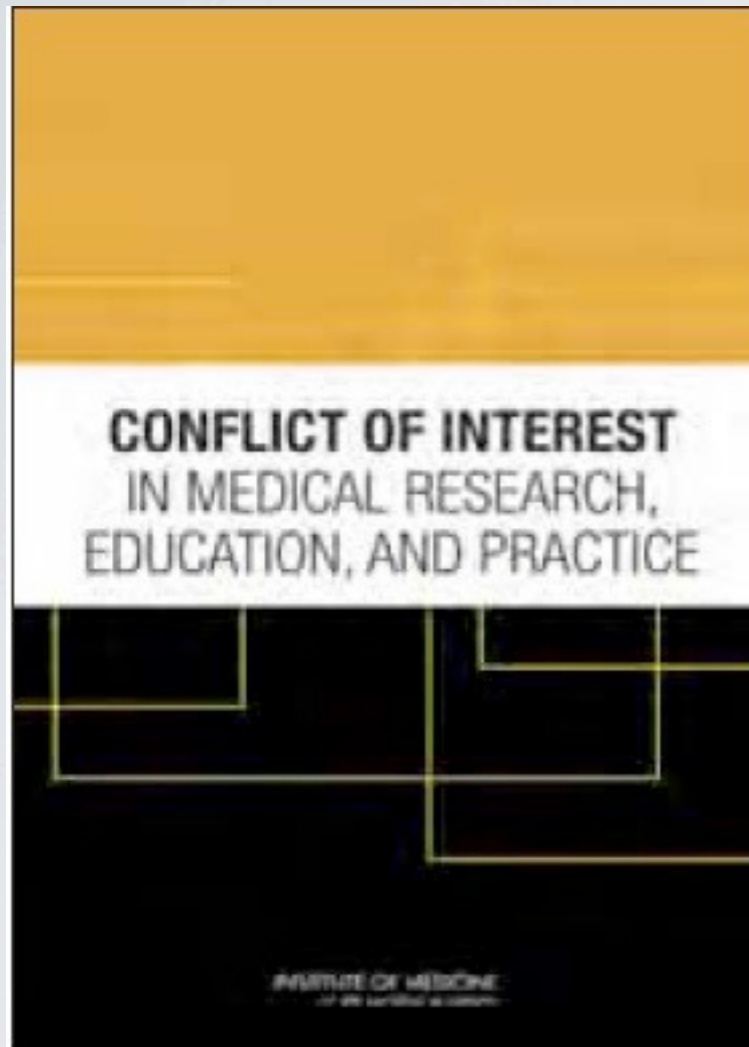


Disclosures

- Research/salary support
 - National Institutes of Health
 - Bristol-Myers Squibb
 - Inspire Pharmaceuticals
 - Johnson & Johnson
 - Novartis
- Personal consulting income
 - Inspire Pharmaceuticals
 - Novartis Pharmaceuticals
 - Astra Zeneca Pharmaceuticals
- *All of my COI-related research sponsored by the National Institutes of Health and the Agency for Healthcare Research and Quality*

Education in Medicine

- Undergraduate, graduate, and continuing medical education (CME)
- Access to educational environments by industry
 - ➔ Academic detailing
- Provision of drug samples and other gifts



Institute of Medicine's 2009 Report

*Conflicts of Interest in Medical
Research, Education, and Practice*

How can pens be dangerous?

Reciprocity Norm



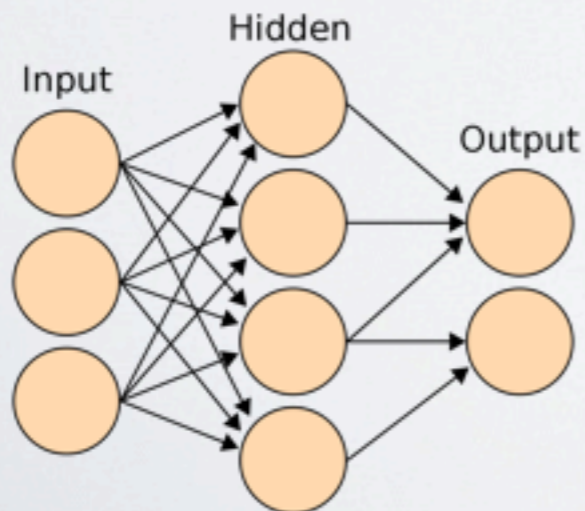
“Older” Systems

Fast

Automatic

Nonconscious

Based on Associations



“Newer Systems”

Slow

Deliberate

Conscious

Based on Analytic Reasoning

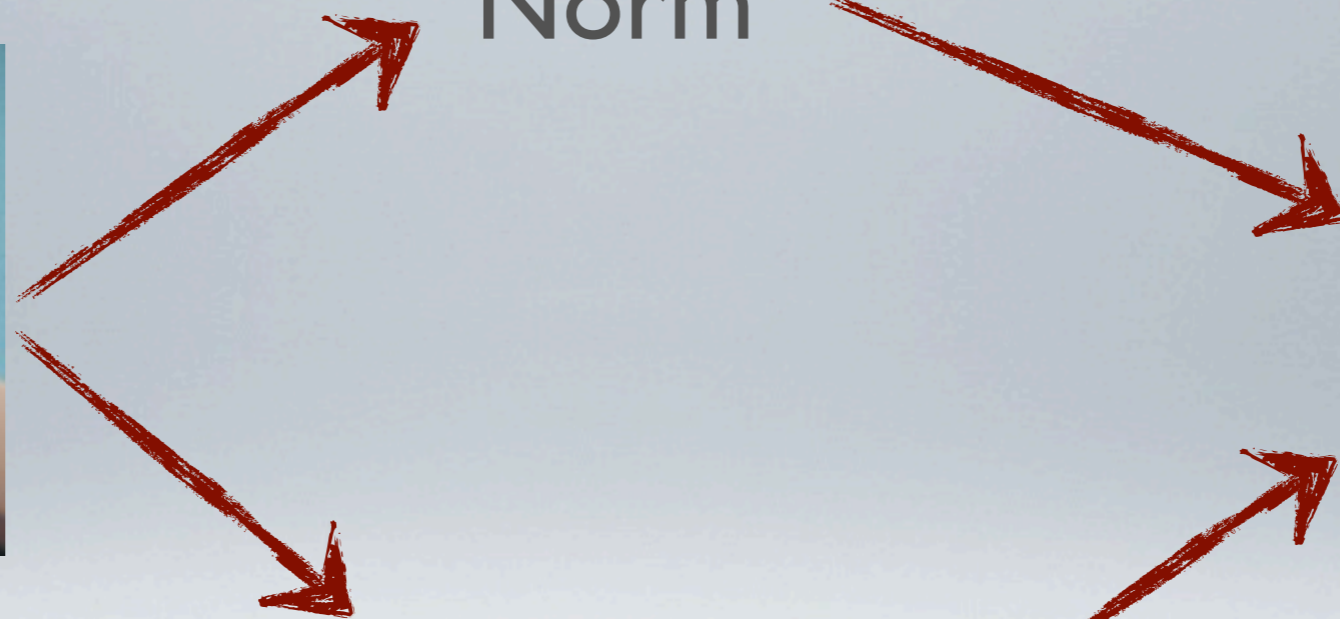




Reciprocity
Norm

Medical
Decision

Association-Based
Processing



Can we protect against bias?



- 1) Awareness that bias/influence happens
- 2) Awareness that it can happen to me
- 3) Knowledge of the extent of bias
- 4) Ability to discount message in light of bias



Disclosure in Financial Consultation

(Cain, Loewenstein, & Moore, 2005)

Subjects informed about financial advisor's conflict of interest.

Subjects provided with advisor's advice.

Subjects make hypothetical investment decision.

Decisions indicated underadjustment of advice from conflicted advisors.

Thank You.

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