

Evidence Based Prescribing and the Pharmaceutical Industry
Special Symposium for Chicago Area Medical and Pharmacy Students
October 27, 2007

8:00-8:30 Registration and Breakfast

8:30-8:45 Background and Introduction

Gordon Schiff, M.D., John H. Stroger, Jr. Hospital of Cook County
Deans

8:45-9:30 Keynote Speaker and Q&A

Catherine DeAngelis, M.D., JAMA

9:30-10:15 Marketing Panel

Michael Steinman, M.D., UCSF

Respondents

Bruce Lambert, Ph.D., UIC College of Pharmacy

Jay Duhig, M.S., Former pharmaceutical sales representative

10:15-10:30 Break and Refreshments

10:30-11:30 Evidenced Based Prescribing Panel

Surrogate Endpoints and the Need for Clinically Relevant Endpoints
Gordon Schiff, M.D.

Trial Design and Comparative Efficacy

William Galanter, M.D., Ph.D., UIC College of Medicine

11:30-12:30 Best Practices for Medical and Pharmacy Schools

David Rothman, Ph.D., Columbia University

Michael Ehlert, M.D., AMSA (invited)

12:30-12:50 Principles of Conservative Prescribing

Gordon Schiff, M.D.

William Galanter, M.D., Ph.D.

12:50-1:00 Closing Remarks