



INSTITUTE OF MEDICINE

OF THE NATIONAL ACADEMIES

IOM ROUNDTABLE ON VALUE & SCIENCE-DRIVEN HEALTH CARE

EVIDENCE COMMUNICATION INNOVATION COLLABORATIVE

JUNE 7, 2012
KECK CENTER, ROOM 100
500 5TH STREET, NW
WASHINGTON, DC 20001

Meeting goals

1. Review findings on communicating with patients about medical evidence: ECIC survey and focus groups.
2. Review status of ECIC messaging discussion paper and next steps.
3. Consider possible ECIC actions and proposals for improving medical decisions (e.g., on clinical practice, marketing, payment, standards, research).
4. Identify opportunities for collaboration among participants in moving forward on messages and messaging principles.

8:30 am **Coffee and light breakfast available**

9:00 am	Welcome, introductions, and meeting overview
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Welcome from the IOM

Michael McGinnis, Institute of Medicine

Opening remarks and meeting overview by Collaborative Chairs

George Halvorson, Kaiser Permanente

Bill Novelli, Georgetown University

9:30 am	Messaging about evidence: work in progress
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During this session, the working group on evidence messaging will present the research findings of quantitative surveys performed since the last ECIC meeting.

Presentation of research findings

Chuck Alston, MSLGlobal

Lyn Paget, Informed Medical Decisions Foundation

Reflections on findings

Dave Clifford, PatientsLikeMe

John Santa, Consumers Union

Q&A and Open Discussion

12:00 pm	Lunch
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12:45 pm	Accelerating demand for informed medical decisions
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To explore opportunities for ECIC, this session will consider issues on increasing demand for medical evidence and informed medical decisions, including better understanding perspectives, advancing legal reform, and improving media coverage.

Lee Thompson, American Institutes of Research

Ben Moulton, Boston University School of Law

Gary Schwitzer, HealthNewsReview.org

Q&A and Open Discussion

3:00 pm	Summary and next steps
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Comments from the Chairs

George Halvorson, Kaiser Permanente

Bill Novelli, Georgetown University

Comments and thanks from the IOM

Michael McGinnis, Institute of Medicine

3:30 pm **Adjourn**