Mayo Clinic National Conference on Medicine and the Media
An open and informative forum

Join media experts and leaders in the communications field to:
• Examine the medical news dissemination process
• Learn what the public wants to know about medicine and science
• Gain a better understanding of medical news from the patient’s perspective
• Help formulate observations and recommendations for excellence in medical news dissemination

This three-day conference will bring together the nation’s leading medical, science and health journalists; editors of medical and scientific journals; Internet medical and health news providers; physicians and scientists; public relations professionals and public information officers; representatives from associations, industry and government; specialists in medical ethics; patient advocates and patients.

Advisory Panel

Conference chairs
Tom Johnson – Past President, CNN News
William Lanier, M.D. – Editor, Mayo Clinic Proceedings
Pat Mitchell – President/CEO, Public Broadcasting Services

Members
Patty Delaney – Associate Director, Cancer Liaison Program, Officer of Special Health Issues (FDA)
Judy Foreman – Nationally Syndicated Health Columnist
Chris Gade – Team Leader, External Relations, Mayo Clinic
Gary Gilson – Executive Director, Minnesota News Council
Carl Gottlieb – Deputy Director, Project for Excellence in Journalism
Denise Grady – Health and Medicine Reporter, New York Times
Sanjay Gupta, M.D. – Medical Correspondent, CNN
Eric Rosenthal – Public Affairs/News Director, The Group Room, Syndicated Cancer Talk Radio Show
David Shaffer – Editor for Health, Environment and Science, Star Tribune, Minneapolis, Minn.
Joanne Silberner – Health Policy Correspondent, National Public Radio

Space is limited! Please register early.
Friday, September 20

5:30 – 7 p.m.  Reception
7 – 7:30 p.m.  Opening Remarks
7:30 – 9:30 p.m.  Overview of the Medical News Dissemination Process

Moderator
Ted Koppel – ABC News, Nightline

Panel Participants
Robert Bazell – Chief Science Correspondent, NBC News
Deborah Collyar – President, Patient Advocates in Research (PAIR)
Gregory D. Curfman, M.D., Exec. Editor, New England Journal of Medicine
Peggy Girshman – Assistant Managing Editor, National Public Radio
Christine Gorman – Science Editor, Time
Carl Gottlieb – Deputy Director, Project for Excellence in Journalism
Ron Kotulak – Medical Reporter, Chicago Tribune
William Lanier, M.D. – Editor, Mayo Clinic Proceedings
Christopher Molineaux – Vice President of Public Affairs, Pharmaceutical Research & Manufacturers of America
Bryon Petersen, Ph.D. – University of Florida
Roger Sergel – Managing Editor of Medical Coverage, ABC News
Susan Schiller – News Director, KYW-TV3, Philadelphia
David Shaffer – Editor for Health, Environment and Science, StarTribune, Minneapolis, Minn.
Lynne Yontz – Blank Children’s Hospital, Des Moines, Iowa

Saturday, September 21

9 – 11:30 a.m.  Mammography Screening: A Case Study in the Medical News Dissemination Process
This session will offer an in-depth analysis of the medical news dissemination process through a case study — the efficacy of mammography screening.

Moderator
Ted Koppel – ABC News, Nightline

Panelists
Donald Berry, Ph.D. – Chair, Dept. of Biostatistics, M.D. Anderson Cancer Center
Zora Brown – Patient Advocate
Lucy Dalglish – Executive Director, Reporters Committee for Freedom of the Press/Breast Cancer Survivor
Judy Foreman – Nationally Syndicated Health Columnist
Lynn Hartmann, M.D. – Mayo Clinic Medical Oncologist/Breast Cancer Specialist
Laurence Nace, M.D. — OB/GYN Specialist, Austin Medical Center, Austin, Minn.
Judy Peres – Specialist Writer, Chicago Tribune
Terry Rindfleisch – Reporter, La Crosse Tribune, La Crosse, Wis.
Lunch & Ombudsmen Hearing – Minnesota News Council
Conference attendees will participate in a mock Minnesota News Council hearing.

**Moderator**
Gary Gilson – Executive Director, Minnesota News Council

**Panelists**
Charlene Laino – Medical Editor, MSNBC.com
Dan Rutz – Former Senior Medical Correspondent, CNN

2:30 – 4:30 p.m. The Patient Perspective
The discussion will explore the inherent tension in medical news coverage — balancing the need to present a cautious and scientific perspective, to compete in the quest for ratings, and to respect the rights of the patient.

**Moderator**
Sanjay Gupta, M.D. – Medical Correspondent, CNN

**Panelists**
Dawn Becerra – Patient
Patty Delaney – Associate Director, Cancer Liaison Program, Office of Special Health Issues (FDA)
Linda McGinity-Jackson – Public Relations, Louisville Jewish Hospital, Louisville, Ky.
Ed Susman – Freelance Writer (former medical writer, *National Enquirer*)
Richard Zimmerman, M.D. – Mayo Clinic Neurosurgeon, Scottsdale, Ariz.

5:30 – 7:30 p.m. Dinner

Sunday, September 22

8:45 – 10:45 a.m. The Influence of Money on the Message: Managing Inevitable Conflicts
How does money influence the messages that consumers ultimately receive about medical advancements? We will look at the issue from three vantage points: academic medicine, the pharmaceutical/device industry and the news media.

**Moderator**
Joanne Silberner – Health Policy Correspondent, National Public Radio

**Panelists**
Bruce Fye, M.D. – President, American College of Cardiology
Pat Mitchell – President/CEO, Public Broadcasting Service
Christopher Molineaux – Vice President of Public Affairs, Pharmaceutical Research & Manufacturers Association
Jamie Peters, M.D. – Chair, Minnesota Medical Association Pharmaceutical Task Force
Roger Sergel – Managing Editor of Medical Coverage, ABC News
Robert Temple, M.D. – Associate Director for Medical Policy, FDA
Ron Winslow – Medical Reporter, *Wall Street Journal*

11 a.m. – 12:45 p.m. Formulating Observations and Recommendations

**Moderator**
Pat Mitchell – President/CEO, Public Broadcasting Services
Special FREE Pre-conference Educational Sessions for Journalists Only

**Friday, September 20, 2002**
8:30 a.m. – 4:30 p.m. Bench to Bedside – Mayo Clinic Experts Provide the Latest Information in Research, Patient Care and Health-Care Regulations

- Politics of Science: How Politics and Government Policies Affect Medical Research
- Animal-to-Human Replacement Organs: The Frontier of Transplantation?
- Gray Matters: Research on Aging
- Women’s Health Issues: Why Treat Women Differently?
- Pharmacogenetics: The New Era of Personalized Medicines
- How will HIPAA Impact Health Care?
- The Nuts and Bolts of Clinical Research Trials
- Full-Body CT Scans: Are We Getting the Full Picture?

To register or to get more information about

**Mayo Clinic National Conference on Medicine and the Media**

Visit our Web site at [www.medicineandmedia.org](http://www.medicineandmedia.org) or call 507-284-5005.

**Location**
The conference will be held on Mayo Clinic’s downtown campus in Rochester, Minn., which is located 80 miles southeast of Minneapolis/St. Paul.

**Tuition**
Conference tuition is $475 before Aug. 21 and $525 after Aug. 21. Tuition covers all events, course materials and meals.

**Limited Scholarships Available**
Scholarships will be awarded to 80 credentialed journalists on a first-come first-served basis. Scholarships will not be awarded after Sept. 6, 2002.

To apply for a scholarship, please go to our Web site at [www.medicineandmedia.org](http://www.medicineandmedia.org) and click on the “Journalists Only” link.

**Conference Sponsors**
- Merck Company Foundation
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- St. Jude Medical

Note: Sessions and panel participants may be subject to change.