

The UBC Pharmaceutical Policy Research Collaboration together with researchers from an international study on Pharmaceutical Sales Representatives and Patient Safety present a symposium:

To Do No Harm

Regulation of pharmaceutical promotion and protection of patient health

WHEN: Monday, November 29, 2010 from 9 am to 5 pm (Registration opens 8:30 am)
WHERE: Four Seasons Hotel, 21 Avenue Road, Toronto, Ontario

PROGRAM:

Introduction and welcome

- Colleen Flood, Scientific Director, CIHR Institute of Health Services and Policy Research

Panel discussion: Overview on drug promotion and its regulation

- Marc-André Gagnon, Professor, Carleton University, Ottawa, Ontario
- Joel Lexchin, Professor, York University, Toronto, Ontario
- Line Guénette, *Conseil du Médicament*, Quebec

Panel discussion: Drug promotion regulation in three countries

- David K Lee, Director, Office of Legislative and Regulatory Modernization, Health Canada
- Sangeeta Vaswani, Team Leader, Div. of Drug Marketing, Advertising & Communication, FDA, USA
- Alexandre Biosse Duplan, *Chef de projet, Haute autorité de santé*, Paris, France

Presentation of study results: Pharmaceutical sales representatives and patient safety

- Barbara Mintzes, Assistant Professor, UBC, Vancouver, BC

Panel discussion: Independent medicines information and public safety

- James Wright, Managing Director, Therapeutics Initiative, UBC, Vancouver, BC
- Florence Vandeveld, *La revue Prescrire*, Paris, France
- Lisa Bero, Professor, University of California-San Francisco, California, USA

Panel discussion: Broader implications for professional practice

- Adriane Fugh-Berman, Associate professor, Georgetown University, Washington, DC, USA
- Mark Ferdinand, Vice-President of Policy, Research and Analysis, Rx&D Canada, Ottawa, Ontario
- Mitchell Levine, Director, Centre for Evaluation of Medicines, McMaster U, Hamilton, Ontario

Lunch provided.

Registration fees:

Private Industry Delegate \$395

Public-sector and Non-profit Delegate \$195

Student \$50 (only a small number of spaces set aside for students)

Register early - Registration is limited to 75 participants and will be on a first-come, first-served basis.

For more information and to register online, see *Upcoming Events* at: www.pharmaceuticalpolicy.ca/

Contact: Research Coordinator Ellen Reynolds at ellen1@interchange.ubc.ca or phone +1.778.430-2180