

Consumers United for Evidence-based Healthcare (CUE)
2011 Annual Membership Meeting
August 12, 2011; 8:30 am - 4:30 pm
Johns Hopkins University Carey Business School
1625 Massachusetts Ave. NW
Washington, DC 20036
Program Agenda

- 8:30 am - 8:45 am **Registration & Continental Breakfast**
- 8:45 am - 9:30 am **Welcoming remarks and Steering Committee Report**
Rebecca Burkholder, Co-chair, CUE, Vice President of Health Policy, National Consumers League
John Santa, Co-chair, CUE, Director, Consumer Reports Health Ratings Center
Kay Dickersin, Director, US Cochrane Center, Director, Center for Clinical Trials, Johns Hopkins Bloomberg School of Public Health
- New CUE video**
John Santa, CUE Co-chair; Director, Consumer Reports Health Ratings Center
- CUE's Role in Developing Trained Consumer Advocates**
Kay Dickersin, US Cochrane Center
- 9:30 am - 9:50 am **Keynote: PCORI - The Need for Educated Consumers**
Lawrence Becker, PCORI (Patient-Centered Outcomes Research Institute) Board of Governors, and Director, Strategic Partnerships and Alliances, Xerox Corporation
- 9:50 am - 10:10 am **Discussion**
- 10:10 am - 10:25 am **Break**

- 10:25 am - 11:05 am **Panel - The IOM Committee's Report on Clinical Practice Guidelines**
- Clinical Practice Guidelines We Can Trust**
 John Santa, Director, Consumer Reports Health Ratings Center
- Clinical Practice Guidelines Evolution at the American College of Cardiology**
 Janet Wright, Senior Vice President for Science and Quality, American College of Cardiology
- Consumers and Guidelines: Lessons Learned, Opportunities Ahead** *Richard Rosenfeld, Chairperson, Guideline Development Task Force, American Academy of Otolaryngology - Head and Neck Surgery*
- 11:05 am - 11:25 am **Discussion**
- 11:25 am - 11:45 am **Communicating about Evidence**
 Chuck Alston, Senior Vice President, Director of Public Affairs at MSL Washington
- 11:45 am - 12:00 pm **Discussion**
- 12:00 pm - 1:10 pm **Lunch/Networking Time/CUE business meeting**
- 1:10 pm - 1:25 pm **Transparency in Consumer Advocacy Organization Funding: The Case of Health Advocacy Organizations**
 Sheila Rothman, Mailman School of Public Health, Columbia University
- 1:25 pm - 1:35 pm **Discussion**
- 1:35 pm - 1:50 pm **PubMed Health and Consumer Summaries of Systematic Reviews**
 Hilda Bastian, Pubmed Health, NCBI (National Library of Medicine, NIH)
- 1:50 pm - 2:00 pm **Discussion**
- 2:00 pm - 2:15 pm **Break**

2:15 pm - 3:30 pm

Workshops (see *Workshop Descriptions*, page 4)

Workshop A (room 201): Serving on a Guidelines Panel

Peter Robertson, Analyst, Research & Quality Improvement,
American Academy of Otolaryngology - Head and Neck
Surgery

Barbara Warren, National Coalition for LGBT Health

**Workshop B (room 117): Effectively Representing the
Advocate Perspective in Advisory Settings**

Annette Bar-Cohen, Executive Director of the Center for National
Breast Cancer Coalition (NBCC) Advocacy Training

Jennifer Sweeney, Director, Americans for Quality Health Care,
National Partnership for Women and Families

**Workshop C (room 202): Promoting Evidence-based Health
Care in Accountable Care Organizations**

Kirsten Sloan, National Partnership for Women and Families

Kate Ryan, National Women's Health Network

3:30 pm - 3:40 pm

Break

3:40 pm - 4:00 pm

Meta-analysis in the Toolbox for Pharmaceutical Regulation

George Rochester, Lead Statistician, FDA

4:00 pm - 4:15 pm

Discussion

4:15 pm

Evaluation

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Workshop Descriptions

Workshop A: Serving on a Guideline Panel

Peter Robertson, Analyst, Research & Quality Improvement, American Academy of Otolaryngology - Head and Neck Surgery
Barbara Warren, National Coalition for LGBT Health

This workshop will provide an overview of the American Academy of Otolaryngology-Head and Neck Surgery clinical practice guideline development work. Participants will gain an understanding of the guideline development process and what to expect as a guideline development group participant. The consumers role in guideline development will also be discussed.

Workshop B: Effectively Representing the Advocate Perspective in Advisory Settings

Annette Bar-Cohen, Executive Director of the Center for NBCC Advocacy Training.
Jennifer Sweeney, Director, Americans for Quality Health Care, National Partnership for Women and Families

This Workshop will outline best practices in representing the advocate perspective in advisory settings. Drawing from personal experiences, as well as from NBCC and NPWF curricula and trainings, Bar-Cohen and Sweeney will offer strategies to advocate effectively for patient and consumer interests, ways to prepare for meetings, resources to tap into to enhance content knowledge, and specific techniques to ensure your message is heard by the stakeholders.

Workshop C: Promoting Evidence-based Health Care in Accountable Care Organizations

Kirsten Sloan, National Partnership for Women and Families
Kate Ryan, National Women's Health Network

This workshop will provide an overview of Accountable Care Organizations (ACO) and give participants a chance to discuss the model as well as generate ideas for how to promote evidence-based practices within ACOs. The new health reform law is encouraging the creation of ACOs, new health care entities that will coordinate the care of Medicare beneficiaries with the dual goals of improving the quality of health care and lowering health care costs. The workshop will explore how increased use of evidence-based medicine could help an ACO achieve those goals.