

THE FIRST ACKERMAN SYMPOSIA ON MEDICINE AND CULTURE

PROFESSIONAL

VALUES

IN THE AGE OF

CONSUMER

MEDICINE

SCHEDULE AT A GLANCE

FRIDAY, APRIL 23

8:45 am - 9:00 am

WELCOME AND INTRODUCTION

9:00 am - 9:45 am

THE RISE OF CONSUMER MEDICINE:
HISTORY AND IMPLICATIONS

10:00 am - 12:00 pm

CONSUMER'S ROLE IN
CONTEMPORARY MEDICINE

12:00 pm - 1:00 pm

LUNCH

1:00 pm - 2:45 pm

THE PHYSICIAN'S POSITION IN
THE AGE OF CONSUMERISM

3:00 pm - 4:00 pm

QUALITY OF CARE IN THE AGE
OF CONSUMER MEDICINE

4:15 pm - 5:30 pm

CONSUMER MEDICINE FROM
A CONSUMER'S PERSPECTIVE

SATURDAY, APRIL 24

8:00 am - 8:30 am

BREAKFAST

8:30 am - 10:00 am

THE HEALTHCARE INDUSTRY IN
MEDICINE'S CONSUMER AGE

10:30 am - 12:00 pm

WHERE DO WE GO FROM HERE?
MEDICAL CULTURE AND POLITICS
IN THE AGE OF CONSUMERISM

8:45 AM - 9:00 AM

WELCOME AND INTRODUCTION

SPEAKERS

ALLAN M. BRANDT, PH.D.

Amalie Moses Kass Professor of the History of Medicine, Division of Medical Ethics, Harvard Medical School, and Chair, Department of the History of Science, Harvard University

STEVEN HYMAN, M.D.

Provost, Harvard University and Professor of Neurobiology, Harvard Medical School

MARCIA ANGELL, M.D.

Editor in Chief, Emerita, *New England Journal of Medicine*, Senior Lecturer in Social Medicine, Division of Medical Ethics, Harvard Medical School

9:00 AM - 9:45 AM

THE RISE OF CONSUMER MEDICINE: HISTORY AND IMPLICATIONS

SPEAKER

NANCY TOMES, PH.D.

Professor, Department of History, SUNY Stonybrook

RESOURCES:

- > Tomes, Nancy. "Merchants of Health: Medicine and Consumer Culture in the United States, 1900-1940." *Journal of American History* 88, no. 2 (2001): 519-547.
- > Tomes, Nancy. "Madison Avenue Medicine," *Ideas* 7:1 (2000): 4-17, and, <http://scriptorium.lib.duke.edu/mma/>



How has the rise of consumer medicine affected historic assumptions about the roles of patient and doctor?

THE CONSUMER'S ROLE IN CONTEMPORARY MEDICINE

In the current medical environment, patients have assumed the role of consumers seeking the benefits of medical science and medical products. Increasingly, patients expect to participate in the full range of medical decisions that were once left to physicians in an earlier age of paternalistic practice. At the same time, physicians have gone beyond the traditional role of treating diseases to offer an expanding range of potential personal modifications and enhancements. This session will examine the many issues arising in this new cultural context by surveying the origins and implications of patient-as-consumer. Topics to be considered will include: direct-to-consumer advertising; complementary medicine; cosmetic surgery and related enhancements; and, pharmaco-genetics in the age of consumer care.

SPEAKERS

SIDNEY WOLFE, M. D.

Director, Public Citizen's Health Research Group

REBECCA DRESSER, J.D.

Daniel Noyes Kirby Professor of Law, Washington University School of Law

MEREDITH ROSENTHAL, PH.D.

Assistant Professor of Health Economics & Policy, Department of Health Policy & Management, Harvard School of Public Health

MARGARET O. LITTLE, PH.D.

Associate Professor, Philosophy Department, and Senior Research Scholar, Kennedy Institute of Ethics, Georgetown University

RESOURCES:

- > Dresser, Rebecca. "Cosmetic Reproductive Services and Professional Integrity." *American Journal of Bioethics* 1, no. 1 (2001): 11-12.
- > Little, Margaret. "Cosmetic Surgery, Suspect Norms, and Complicity," in *Enhancing Human Capacities: Conceptual Complexities and Ethical Implications*, ed. Eric Parens (Washington, D.C.: Georgetown University Press, 1998), 162-176.
- > Rosenthal, Meredith B., Ernst R. Berndt, Julie M. Donohue, Richard G. Frank, and Arnold M. Epstein. "Promotion of Prescription Drugs to Consumers." *New England Journal of Medicine* 346, no. 7 (2002): 498-505.
- > Wolfe, Sidney M. "Direct-to-Consumer Advertising — Education or Emotion Promotion?" *New England Journal of Medicine* 346, no. 7 (2002): 524-526.

The background is a solid red color with intricate white line art patterns. On the right side, there are vertical, wavy patterns resembling stylized leaves or a mesh. On the left side, there are circular, concentric line patterns. The overall aesthetic is modern and graphic.

**What are the implications
of luxury practices for
those who cannot afford
to participate?**

**What are the implications for
the health care system?**

12:00 PM - 1:00 PM | LUNCH

1:00 PM - 2:45 PM | ROUNDTABLE

THE PHYSICIAN'S POSITION IN THE AGE OF CONSUMERISM

With the increased participation of consumers in medical decision-making, combined with the pressures to contain costs in our current healthcare environment, many physicians have perceived a loss in professional autonomy, authority, and status. Speakers in this session will explore recent changes in the physician's role. The roundtable will address contemporary developments in the patient-doctor relationship; the training of physicians; and the ethos and ethics of patient-centered care. In particular, the panel will address the emergence of new modes of consumer-oriented practices that are intended to reestablish the salience of traditional therapeutic relationships within the contemporary medical environment. What are the implications of concierge practices for those who cannot afford it? What are the implications of concierge medicine for the health care system?

SPEAKERS

STEVEN R. FLIER, M.D.

Assistant Professor of Medicine, Harvard Medical School and Personal Physicians Healthcare

KENNETH ARNDT, M.D.

SkinCare Physicians of Chestnut Hill, Clinical Professor of Dermatology, Harvard Medical School, and Clinical Professor of Dermatology, Yale Medical School.

QUENTIN YOUNG, M.D.

Clinical Professor of Preventive Medicine & Community Health, University of Illinois, and National Coordinator, Physicians for a National Health Program

JOHN D. GOODSON, M.D.

Associate Professor of Medicine, Harvard Medical School, and Physician, Massachusetts General Hospital

RESOURCES:

- > Alam, M., Arndt, K.A., and J.S. Dover. "Aesthetic Surgery: Coming of Age." *Lancet* 356, Suppl. (2000): 60.
- > Flier, Steven R., Bush, J., and N.H. Corliss. "Luxury Primary Care." *New England Journal of Medicine* 347, no. 8 (2002): 618-20
- > Goodson, John D. "Does Boutique Medicine have a Place in Health Care? Nay. It Threatens Professional Autonomy." *Mgma Connexion/Medical Group Management Association*. 3, no. 4 (2003): 17-18.
- > Mechanic, David. "Improving the Quality of Health Care in the United States of America: the Need for a Multi-Level Approach." *Journal of Health Services Research Policy* 7, suppl. 1 (2002): S35-39.



**What is the impact of
consumer medicine on the
quality of health care?**

3:00 PM - 4:00 PM | ROUNDTABLE

QUALITY OF CARE IN THE AGE OF CONSUMER MEDICINE

A critical question associated with the rise of consumer medicine has been its impact on the quality of care and clinical outcomes. This panel will explore aspects of consumer medicine from the perspective of both patient satisfaction and dissatisfaction. Additionally, the roundtable will assess the role that malpractice litigation plays in shaping the delivery of services and the character of medical relationships.

SPEAKERS

DAVID MECHANIC, PH.D.

René Dubos University Professor of Behavioral Sciences and Director of the Institute for Health, Health Care Policy, and Aging Research, Rutgers University

RICHARD ROBERTS, M.D., J.D.

Former Chairman, American Academy of Family Physicians and Professor, University of Wisconsin Medical School

RESOURCES:

- > Mechanic, David. "Should Visit Length be Used as a Quality Indicator in Primary Care?" *Lancet* 361 (2003): 1148.
- > Mechanic, David, and Mark Schlesinger. "The Impact of Managed Care on Patients' Trust in Medical Care and Their Physicians." *JAMA* 275, no. 21 (1996): 1693-1697.
- > Roberts, Richard. "Taming the Malpractice Wildfire." *Postgraduate Medicine* 114, no. 6 (2003): 9-12.



**What do patients
want from their doctors?**

**What do they expect
from health care reform?**

4:15 PM - 5:30 PM | PANEL

CONSUMER MEDICINE FROM A CONSUMER'S PERSPECTIVE

What do patients really want? This panel will address how patients understand and evaluate the transformations characteristic of consumer medicine. What is the role of the doctor from the perspective of the patient? And what does the public seek in health care reform?

SPEAKERS

ROBERT BLENDON, SC.D.

Professor Health Policy and Management, Harvard School of Public Health

ELLEN GOODMAN

Columnist, *Boston Globe*

RESOURCES:

- > Blendon, Robert J., Schoen, C., DesRoches, C., Osborn, R., and K. Zapert. "Common Concerns amid Diverse Systems: Health Care Experiences in Five Countries." *Health Affairs* 22, no. 3 (2003): 106-121.
- > Goodman, Ellen. "Taking TV 'Makeovers' to Extremes." *Boston Globe*. April 11, 2004, D11.
- > Goodman, Ellen. "Beauty and the Breast." *Boston Globe*. November 2, 2003, G11.
- > Kim, Minah, Blendon, Robert J., and John M. Benson. "How Interested are Americans in New Medical Technologies? A Multi-Country Comparison." *Health Affairs* 20, no. 5 (2001): 194-202.

The background features a dark red gradient with several horizontal grey bands. On the right side, there are several stylized pill icons, each consisting of a red half and a grey half. A faint, dashed red line curves across the lower portion of the image.

**How has the emergence
of patient-centered,
consumerist approaches
to care changed the
meaning and nature
of traditional professional
ethics and identity?**

8:00 AM - 8:30 AM | BREAKFAST

8:30 AM - 10:00 AM | ROUNDTABLE

THE HEALTHCARE INDUSTRY IN MEDICINE'S CONSUMER AGE

The insurance industry, health maintenance organizations, and large pharmaceutical companies occupy preeminent positions within the current medical environment. The consumer culture in medicine has led members of the public and the medical profession to decry both the power and profits of these industries. In this session, speakers will consider how these institutions shape contemporary medicine. Relevant topics include health benefits packaging, pharmaceutical research and promotion, and the uninsured.

SPEAKERS

DAVID BLUMENTHAL, M.D.

Director, Institute for Health Policy, Massachusetts General Hospital, Professor of Medicine and Health Care Policy, Harvard Medical School

MARC A. RODWIN, J.D., PH.D.

Professor of Law and Co-Director of the Health and Biomedical Law Concentration, Suffolk University Law School

JOHN A. FALLON, M.D., M.B.A.

Chief Physician Executive, Blue Cross/Blue Shield of MA, Clinical Professor in the Department of Medicine and the Department of Preventative Medicine & Community Health, SUNY Downstate Medical Center College of Medicine

RESOURCES:

- > Blumenthal, David. "Doctors in a Wired World: Can Professionalism Survive Connectivity?" *Milbank Quarterly* 80, no. 3 (2002): 525-546.
- > Blumenthal, David. *Long-Term Care and Medicare Policy: Can We Improve the Continuity of Care* (Washington, D.C.: Brookings Institution Press, 2003).
- > Rodwin, Marc A. "Backlash as Prelude to Managing Managed Care." *Journal of Health Politics, Policies & Law* 24, no. 5 (1999): 1115-1127.
- > Rodwin, Marc A. "Exit and Voice in American Health Care." *University of Michigan Journal of Law Reform* 32, no. 4 (1999): 1041-1066.

10:30 AM - 12:00 PM | SUMMARY

WHERE DO WE GO FROM HERE? MEDICAL CULTURE AND POLITICS IN THE AGE OF CONSUMERISM

This discussion will center attention on the impact of consumer medicine on traditional ethics and values in medical relations. How has the rise of consumer medicine affected historic assumptions about the roles of patient and doctor? How should we educate physicians in a consumer-oriented medical culture? How has the emergence of patient-centered, consumerist approaches to care changed the meaning and nature of traditional professional ethics and identity?

SPEAKERS

CARL ELLIOT, M.D., PH.D.

Associate Professor and Director of Graduate Studies, Center for Bioethics, University of Minnesota

ARNOLD S. RELMAN, M.D.

Editor in Chief, Emeritus, *New England Journal of Medicine*
Professor Emeritus of Medicine and Social Medicine, Harvard Medical School

RESOURCES:

- > Elliott, Carl. "A New Way to be Mad." *The Atlantic Monthly* 286, no. 6 (December): 72-83.
- > Elliott C. *Better Than Well: American Medicine Meets the American Dream*. (New York: W.W. Norton, Forthcoming, 2003).
- > Emanuel, Ezekiel J., and Nancy N. Dubler. "Preserving the Physician-Patient Relationship in the Era of Managed Care." *JAMA* 273, no. 4 (1995): 323-329.
- > Relman, Arnold S., "Education to Defend Professional Values in the New Corporate Age." *Academic Medicine* (Dec. 1998): 1229.
- > Relman, Arnold S. "What Market Values are Doing to Medicine." *The Atlantic Monthly* 269, no. 3 (1992): 99-106.

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FROM DR. A. BERNARD ACKERMAN

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