

# Final Grant Report for Agency for Healthcare Research and Quality

**Title:** Health Journalism 2011, national conference  
on healthcare journalism

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**Organization:** Center for Excellence in Health Care Journalism

**Grant Period:** 3/01/2010-9/30/2011

**Federal Project Officer:** Karen Migdail

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**Grant Number:** 1R13HS020536-01

## Abstract

**Project Name:** Health Journalism 2011, national conference on healthcare journalism  
**Reference:** Grant No. 1R13HS020536-01  
**Grant Period:** 3/01/2010-9/30/2011

**Purpose:** The Center for Excellence in Health Care Journalism held its 11<sup>th</sup> Annual Health Journalism Conference on April 14-17, 2011, at the Sheraton Society Hill Convention Center in Philadelphia, PA, to improve the quality of news coverage of health and healthcare, particularly as it relates to the quality of healthcare.

**Scope:** A record-breaking 628 people joined us in Philadelphia for a world-class program of panels, workshops, field trips, and classes planned to improve journalists' knowledge of today's hot-button health issues. Links to speaker presentations, some audio and video of presentations, and articles about specific panels are available on the AHCJ website.

**Methods:** We had two general sessions, three workshops, 40 breakout panel sessions, three field trips, two newsmaker briefings, and a Freelance PitchFest. The program included workshops informing and instructing journalists on tools for tracking healthcare costs and using data to depict the health of local populations. The three field trips took journalists out for a day of first-hand, cutting-edge experiences to various locations. We had 166 outstanding, well-informed speakers, including G. Micheal Lemone Jr., MD, chief of neurosurgery, University of Arizona Department of Surgery and University Medical Center, and newsmaker briefings by Donald M. Berwick, MD, MPP, with the Centers for Medicare and Medicaid Services, and Francis S. Collins, MD, PhD, director of the National Institutes of Health.

**Results:** In post-conference evaluations, the average score of surveyed attendees was 4.34 over all sessions on a scale from 1-5, with 5 being "great." The survey question "Did you get what you were hoping to from this conference?" earned a 4.45. On an even more specific and practical point, the question "How likely are you to use ideas or topics presented at the conference for future stories?" scored a 4.46. Attendees tell us that they went home with story ideas, had the chance to meet sources, strengthened their reporting skills, and attended breaking newsmaker events. There were plenty of opportunities to network with other journalists.

**Key Words:** journalists, journalism, health, healthcare, professional development, media, medicine, medical and communications

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### **Purpose**

The Center for Excellence in Health Care Journalism was born of the Association of Health Care Journalists' desire to create as a distinct home for educational and training projects. It is dedicated to improving public understanding of health and healthcare by promoting journalistic excellence. As part of that effort, the Center wishes to conduct Health Journalism 2011 in conjunction with the Association's annual conference.

The conference sessions, sources, and reporting guide handouts will strengthen the knowledge and skills of journalists who disseminate information to the public. Instruction on how to pursue specific story ideas and health data will allow health reporters to return to their communities and quickly produce important news stories that can lead to improved localized health activity.

The media play a key role in disseminating information and shaping public perceptions about healthcare, medical research, and public health policies. Yet, most reporters have no specific training for reporting on complex health matters. This may explain why news about health issues has often been criticized as superficial and unreliable. Healthcare journalists may have difficulty performing competently because they are inadequately trained. By attending this conference, journalists can develop their skills and build a network of support among peers to help them do a better job informing the public about these critical issues.

Health Journalism 2011 seeks to:

- a) improve journalists' knowledge and skills in reporting, writing, and editing complicated health and healthcare stories;
- b) allow journalists to hear first-hand from some key policymakers and researchers;
- c) bring together healthcare journalists from various specialized and general interest news outlets to encourage cross-fertilization of ideas, skills, and knowledge about how to better report, write, and edit health stories.

AHCJ has a solid track record of staging well-run and highly successful conferences. Each year, we get more sophisticated in our approach to planning the conference program and, what may be more important, evaluating the effectiveness of the conference. Based on attendee-feedback, we adjust and enhance the conference format to become even more interactive and oriented to developing skills and increasing knowledge. For example, in 2008, we added a

“Special workshop on mapping health” and a “Freelance PitchFest.” In 2009, we added a workshop of four sessions on multimedia skills for journalists and “How-to Sunday,” with a half-day lineup of how-to sessions. Last year, for Health Journalism 2010, we added sessions that covered finding detailed and authoritative sources of online databases and maps to build resources and skills to bring back to the newsroom. The sessions covered key issues: public and private funding of healthcare as well as an examination of the health and health-related issues of communities and neighborhoods.

Many sessions help journalists develop critical-thinking skills – which are very important for covering many complex healthcare issues. In short, these sessions are more experiential, involving hands-on exercises and demonstrations. Copies of the Health Journalism 2010, Health Journalism 2009, and Health Journalism 2008 conference programs are attached within the appendix as examples.

Our work with academic medical centers, other research institutes, and government agencies to find the best speakers on particular subjects (as well as to create a dialogue) has led to even more and clearer information reaching the public via print, broadcast, and online means.

The conference will allow opportunities to acquaint many journalists with healthcare comparative effectiveness research and data. We will work to extend the reach and impact of important research in the areas of effective healthcare and further educate journalists with issues and problems in the delivery of health services and will summarize research findings on improving quality, safety, efficiency, and effectiveness for healthcare. The 2011 conference fits the Agency's interest in supporting improvements in health outcomes, strengthening quality measurement and improvement, and identifying strategies to improve access, foster appropriate use, and reduce expenditures.

We had more than 150 speakers and more than 40 panel sessions, workshops, classes, and field trips. Conference proceedings are posted on our website and presented in our newsletter.

### **Scope**

On April 14-17, 2011, the Association of Health Care Journalists’ Center for Excellence in Health Care Journalism presented Health Journalism 2011, AHCI’s annual conference. The conference was held in Philadelphia, PA, with an attendance of 628. Journalists from across the United States – plus Canada, England, and Hong Kong – heard from journalism and health experts during the 4-day event. Important benefits included story ideas, loads of resources, development of a professional network, and a more critical reporting eye.

The conference exposed journalists to a wide range of health-related topics and health experts. After a day of field trips to hospitals, research labs, and neighborhood-level clinics, the following

panels and presentations included two news briefings for immediate reporting and panel sessions encompassing what's ahead in health reform, quality issues, long-term care, comparative effectiveness, aging, global health, insurance, using health data, and many other topics.

The three field trips took journalists out for a day of first-hand, cutting-edge experiences to the following locations:

## **FIELD TRIP 1**

### **TARGETING CANCER**

At the University of Pennsylvania's Roberts Proton Therapy Center, radiation oncologists attack cancer with a beam of particles shot out of a 220-ton cyclotron and delivered into patients at 100,000 miles per second. Hailed by *Popular Mechanics* as a "Smart Bomb Against Cancer," the technology in the football field-sized center gives Penn's world renowned radiation experts new tools to treat patients who might otherwise have no options. As the world's largest integrated radiation oncology facility, the Roberts Proton Therapy Center is uniquely positioned to conduct clinical trials aimed at identifying and developing the best uses of proton therapy. Since the center's opening last year, physicians have cared for an array of cancers that are challenging to treat with conventional radiation: those of the brain, lungs, esophagus, spinal cord, head and neck, all so close to vital organs and sensitive healthy tissue that doctors are banking on proton therapy's precision. Tour this high-tech center and learn more about what's new in cancer care.

### **PERSONALIZED THERAPY**

*[Half of Penn visitors will visit this site, and half the next.]*

Tour a high-tech facility where personalized medicines are made. Don a bunny suit, lab booties, and surgical gloves to experience this "clean" laboratory suite, where patients' own cells are engineered to make therapies uniquely suited to their diseases. The Clinical Cell and Vaccine Production Facility enables the translation of novel cellular-based therapies to clinical trials. The CVPF supports more than a dozen trials, many of which are first-in-human, in such areas as cancer, HIV/AIDS, and genetic disease. Bruce Levine, PhD, director of the CVPF, will explain the science behind some of Penn's more cutting-edge clinical trials. This lab conducts more clinical trials involving personalized vaccine therapy than any facility in the nation.

### **THE TRAUMATIZED BRAIN**

*[Half of Penn visitors will visit this site.]*

Natasha Richardson. Brett Michaels. Gabrielle Giffords. Soldiers with traumatic brain injuries. Athletes with concussions. They all make headlines, but brain-injured patients remain somewhat of a "black box," with no clearly observable symptoms to sound a clinical alarm when something's wrong. Time is frequently of the essence in treating these very sick patients, and having data from multiple sources instantaneously can be lifesaving. Unlock the secrets at Penn's new 22-bed Neurocritical Care Unit - among the most technologically sophisticated neuro-ICUs in the nation - as the multidisciplinary Neurocritical Care Team rapidly integrates neurologic expertise with multiple streams of monitored data. The team will discuss crossdisciplinary ways in which Penn is developing specialty applications for technology and pioneering collaborations in medicine, computer science, bioengineering, and sociology.

### **PHYSICIAN/PATIENT COMMUNICATION**

How do you train doctors to have a good "bedside manner"? By teaching them early on how to interact with patients and talk to them in a way that encourages open communication. That's the goal of Drexel University College of Medicine's highly regarded Physician and Patient course. The course takes place inside a suite of exam rooms equipped with digital audio and visual recording capabilities for use in "standardized patient" encounters. Standardized patients are actors who are taught to portray various clinical conditions and who are trained to provide feedback to students and residents. Come inside the control room alongside professor Dennis Novack, MD, to observe students' interactions with these "patients." Novack, associate dean of medical education, is a leading national

expert on physician-patient communication. He will answer your questions and share his assessment as you see this teaching method in action.

### **MEDICAL SIMULATION CENTER**

Though there is no substitute for human interaction, new technology is making it easier for medical students to learn - thanks to the help of robots. Drexel University College of Medicine's brand-new state-of-the-art Blue Cross Medical Simulation Center is equipped with the latest high-fidelity patient simulators that exhibit life-like vital signs, including heartbeats, blood pressures, and body and eye movements. These robots are programmed to display a variety of normal and abnormal conditions and to respond realistically to student interventions, such as intubation, drug injection, or cardiac defibrillation. They can even be programmed to speak or cry out in pain. The goal is to help better educate students and residents, improve the quality of patient care, reduce the number of medical errors, and enhance communication between physicians and other members of the healthcare team. Come experience this "hands-on" opportunity to see a sim center in action.

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## **FIELD TRIP 2**

### **SURGICAL PRACTICE**

More and more hospitals are bragging about being the first in the community with a surgical robot. Children's Hospital of Philadelphia will allow you to test drive the da Vinci surgical robot and learn how the top-ranked pediatric hospital is training the next generation of surgeons. Watch how surgeons operate in very tiny areas of the body working six feet away from the patient. Learn just like a surgical fellow on an adjacent training robot that can be overridden by the surgeon in a flash. Operating the robot is Pat Casale, MD, one of the first surgeons trained to perform robotic operations on children. As a result of Casale's early training and shared knowledge, Children's Hospital has one of the busiest pediatric robotic surgery programs in the country. Until recently, surgical options included traditional surgery with a large open incision or laparoscopy, which uses small incisions but is typically limited to very simple procedures. Reporters will be invited to try out and compare those surgical approaches as well.

### **TINY HEARTS**

Heart defects are the most common birth defect in children born today, and the experts in the Cardiac Center at The Children's Hospital of Philadelphia diagnose and treat many of the smallest and most complex patients. Standing amidst two spectacular state-of-the-art operating rooms in the Cardiac Center at Children's Hospital, through floor-to-ceiling windows and oversized monitors, watch small hearts become exposed to the expert hands that will repair congenital heart defects in small patients. A member of the Cardiac Center will share the details of the conditions and procedures you are seeing that showcase the depth and breadth of the program in real time.

### **LIFELIKE PATIENT SCENARIOS**

Step into the shoes of a 21<sup>st</sup> century medical student by experiencing simulated medical surgeries. Though there is nothing quite like the real thing, the Dr. Robert and Dorothy Rector Clinical Skills Center at Thomas Jefferson University trains tomorrow's clinicians and nurses with lifelike, state-of-the-art patient simulators. Come meet "Sim Man" and "Harvey," the "standardized patients" who not only reproduce a wide array of physiological signs, such as blood pressure and heart and breathing sounds, but also allow students to practice basic and advanced clinical skills. Students can insert IVs and urinary catheters, defibrillate, and perform single-lead electrocardiogram and CPR. Medical directors Dale Berg, MD, Katherine Berg, MD, and other staff will demonstrate some of the 300-plus scenarios that can be re-created at the center. Located in Jefferson's Dorrance H. Hamilton Building, the center is equipped with ER, OR, and ICU simulation rooms and other innovative classroom techniques.

### **ALTERNATE ROUTES**

The Jefferson-Myrna Brind Center of Integrative Medicine takes personalized medicine to a new level. Physicians are guided by science of medicine but incorporate the art of complementary therapies for an "integrative" way of practicing. Board-certified Jefferson physicians will demonstrate a host of different therapies, including acupuncture, hormone replacement therapy using pellets, high-dose vitamin C to treat cancer, and mindfulness-based stress reduction. Physicians treat adults and children

for common health problems and complex medical conditions. They are available to work with patients directly or in close consultation with primary care providers or specialists. The visit includes an overview and tour of the new state-of-the-art facilities designed around patient comfort and well-being and including unique architecture, light-bathed spaces, and a tranquil outdoor garden.

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## FIELD TRIP 3

### HEALTHCARE CSI

To improve healthcare, we need to understand why bad things happen and what impact new technologies will have on future care. Visit the nonprofit ECRI Institute, which *The New York Times* called "the country's most respected laboratory for testing medical products" - and an AHRQ-designated Evidence-based Practice Center - for a bit of both. Go into the nation's only real-life CSI lab focused on forensic healthcare accident investigations. Hear firsthand stories about its most difficult cases, some involving surgical fires, wrong-site surgery, alarm fatigue, and more. Dive into the country's deepest database of adverse events and near misses as patient safety analysts share lessons learned from national and statewide adverse event reporting systems. Take a virtual tour into the future of healthcare with insights from the new federal healthcare technology horizon scanning program. Learn which technologies the public will need to understand and how they will affect patient care.

### MEDICAL HISTORY

As the oldest professional society in the nation, The College of Physicians of Philadelphia (founded in 1787) has earned its service mark, Birthplace of American Medicine. Join us as we enter the historic New Beaux-Arts style building constructed in 1908 and explore the disturbingly informative collections and specimens of the world-renowned Mütter Museum, from medical oddities to antique surgical instruments. We will be treated to a viewing of some of the rarely seen collections of the Historical Medical Library, one of the most important such collections in the world.

Press briefing or spotlight speakers this year included:

- **G. Michael Lemole, Jr.**, the neurosurgeon who operated on US Rep. Gabrielle Giffords after she was shot in Tucson, will be the keynote speaker.
- **Brian Deer**, the British reporter who exposed the weaknesses in a study that led parents all over the world to withhold vaccines from their children
- **Walt Bogdanich**, investigative editor for *The New York Times* and former 60 Minutes producer
- **Francis S. Collins**, MD, PhD, director of the National Institutes of Health, and **Donald M. Berwick**, MD, MPP, administrator for the Centers for Medicare and Medicaid Services, spoke in separate Newsmaker Briefings.
- **David Blumenthal**, national coordinator for health information technology, US Department of Health and Human Services

### Methods

To develop collaborations, we worked with public information officers from the Agency for Healthcare Research and Quality, the Centers for Disease Control and Prevention, the National Institutes of Health, the National Library of Medicine, the Centers for Medicare & Medicaid Services, and other public agencies. In addition, we collaborated closely with key people at the Penn Medicine; Children's Hospital of Philadelphia; Thomas Jefferson University Hospitals;

Drexel University College of Medicine; The Robert Wood Johnson Foundation; The Commonwealth Fund; Institute for Health Metrics and Evaluation; and various other health-related not-for-profit groups.

We offered a forum for key health figures. In addition, we held three breaking-news press conferences during the conference. We introduced this in 2005, and it has proven to be a highlight for attendees. It provides another incentive for newsroom managers to send reporters. At the 2006 conference, for example, the news conference unveiled AHRQ's web-based tool providing data on healthcare quality across all 50 states. In 2007, Gov. Arnold Schwarzenegger held a briefing on California's healthcare reform plans. In a 2008 news briefing, HHS Secretary Michael Leavitt announced the addition of patient satisfaction measures to the agency's Hospital Compare website, with which the public can look up information about specific hospitals.

The Center greatly improved the knowledge and skills of journalists who attended the 2011 conference, so they are better informed and more adept at reporting on the many complicated health and healthcare topics. The conference encouraged healthcare journalists to support one another when possible in reporting and writing about these vital issues.

In addition, this conference raised the profile and stature of the beat. Raising the profile and stature helps attract the top journalists in the country to specialize in this beat and to stick with it. We are disseminating as much of the information as possible to other journalists by placing it on our website. We have incorporated conference handouts into a larger database archive that can be tapped on deadline.

The conference sessions, sources, and reporting guide handouts strengthen the knowledge and skills of journalists who disseminate information to the public. Instruction on how to pursue specific story ideas and health data allows health reporters to return to their communities and quickly produce important news stories that can lead to improved localized health activity.

## **Results**

The proceedings from the conference sessions have been posted on our website, [www.healthjournalism.org](http://www.healthjournalism.org). Speaker presentations, audio and video of some presentations, and articles about specific panels are available on our website.

### **Significance of the project's accomplishments**

The conference sessions, sources, and reporting guide handouts strengthened the knowledge and skills of journalists who disseminate information to the public. Instruction on how to pursue specific story ideas and health data allowed reporters to return to their communities and quickly produce important news stories that can lead to improved localized health activity.



Informing the work of healthcare journalists and giving them a base of support and a network increases the public's access to accurate and helpful information and news about health and healthcare.

### **Post-grant plans**

The Center for Excellence in Health Care Journalists continues to learn from planning and staging conferences to help us to continually improve the quality of our future conferences. Next years' conference is already in the planning stages and will take place on April 19-22, 2012, in Atlanta, Georgia.

## **List of Publications and Products**

# **Training: Conferences**

[Home](#) > [Training](#) > [Conferences](#) > [Detail](#)

**Health Journalism 2011**    04/14/11 - 04/17/11    Philadelphia, PA

### **A record 628 people attended this year's conference!**

We were proud to welcome new members and old friends to Health Journalism 2011 for the dozens of panels, workshops, field trips, newsmaker briefings, receptions and more.

#### **New:**

- **[Tip sheets & presentations from the sessions](#)**
- **[Watch Dr. Lemole's keynote speech](#)**  
**(Excerpt: [Lemole describes medical procedures performed on Giffords](#))**
- **Stories about individual panels:**
  - [Panelists share stories from the frontlines of military trauma care](#)
  - [From pee wee to pro: Head injuries in sports](#)
  - [Can the FDA ensure food safety?](#)
  - [Future of nursing: Blueprint for health care reform](#)
  - [Experts dubious about an HIV vaccine](#)
  - [End-of-life planning a 'fertile area' for storytellers](#)
  - [What editors wish writers knew](#)
  - [Experts weigh in on ethics in clinical trials](#)
  - [Debate over health reform continues](#)
  - [Going mobile: The new telemedicine](#)
  - [Is enough being done about health care-associated infections?](#)
  - [Localizing national health care investigations](#)
  - [What you need to know about accountable care organizations](#)
  - [Best practices in blogging and social media](#)
  - [Officials, reporters offer conflicting advice on getting public documents](#)
  - [Berwick debuts website featuring health data](#)
  - [Reporting on effectiveness of autism treatments](#)
  - [Collins focuses on molecular basis for diseases to develop therapeutics](#)
  - [The intersection of highway safety and health](#)
  - [Panelists suggest stories about health reform implementation](#)
  - [Neurosurgeon reflects on time in the media spotlight](#)
  - [Slide show from day one of the conference](#)
  - [More coming soon ...](#)

#### **Conference coverage:**

- [Contact Sports and Concussions: A Real Threat to Student Athletes](#), Robyn Abree, *The Grady Journal*
- [Autism in journalism](#), Toni Lapp, *Spectrum Connection*
- [State bill aims for athletic concussion protection, prevention](#), Charles Hallman, *Minnesota Spokesman-Recorder*
- [Is Enough Being Done about Healthcare-Associated Infections?](#), Maura Crossen-Luba, *ECRI Institute*
- [Health Care Journalists visit ECRI Institute](#)
- [HIV Vaccine Dubious](#), Tracey Zhu, *The Epoch Times*
- [Trauma Center is Key to Survival](#), Constance Alexander, *Murray (Ky.) Ledger & Times*
- [The Health Show](#), WAMC/Northeast Public Radio
- [Giffords: A poignant presence, but out of view](#), *The Associated Press*
- [Ford safety, or lack thereof](#), Dr. Judy Stone
- [Postcards from Philly: April 14 | April 15 | April 16](#), Loretta Sword, *The Pueblo (Colo.) Chieftain*
- [Safety effort seeking to reduce hospital errors](#), Andy Miller, *Georgia Health News*
- [Surgeon describes details of Gabrielle Giffords' trauma care](#), Tinker Ready, *Boston blog*
- [Mobile devices, technology are changing medicine](#), Amber Smith, *The (Syracuse, N.Y.) Post-Standard*
- [Editors' Roundtable: Science Conference Reports podcast](#), Christine Gorman & Robin Lloyd, *Scientific American*
- [The word of the day is: FOOD](#), Laura Smith, *University of Georgia Health & Medical Journalism Graduate Program*
- [How nanotechnology may revolutionize the detection of traumatic brain injury using a sensor that changes color](#), Pieter Droppert, *Biotech Strategy Blog*
- [Tips on blogging & social media success from Health Journalism 2011](#), Pieter Droppert, *Biotech Strategy Blog*
- [Lessons from Massachusetts Healthcare Reform](#), Pieter Droppert, *Biotech Strategy Blog*
- [Is there a crisis in the drug development pipeline?](#) Pieter Droppert, *Biotech Strategy Blog*
- [Health care reform in one state may be a harbinger for national effort](#), By Robin Lloyd, *Scientific American*
- [Blog post on Politics, Science, and Other Assorted Musings](#), Dr. Judy Stone
- [Caution urged as smartphone technology expands into medicine and health](#), Jane M. Von Bergen, *The Philadelphia Inquirer*
- [Wireless Medicine's Promise: Less Cost, Better Care](#), David Gorn, *California Healthline*
- [Surgeon Who Treated Gabrielle Giffords Talks About Dealing with Media](#), Emily P. Walker, *MedPage Today*
- [Hail, Queen Leona](#), Constance Alexander, *Murray (Ky.) Ledger & Times*
- [Infections: a stadium-sized problem](#), Chelsea Conaboy, *The Boston Globe*
- [Electronic health records face human hurdles more than technological ones](#), Robin Lloyd, *Scientific American*
- [Tapping into the e-patient phenomenon](#), Joy Robertson, *KOLR Springfield, Mo.*
- [Charles Ornstein's coverage from Storify](#)
- [10 things I learned at the Association of Health Care Journalists Meeting](#), Brian Reid, *WGC World*
- [Experts Look to Mass. for Health Care Lessons](#), George Lauer, *California Healthline*
- [Delicious bookmarks from the conference](#), thanks to Emma Gallegos
- [The Future of Healthcare Journalism Looks Bright and Data-Driven](#), Helen Phung, *Practice Fusion EHR Bloggers*
- [Highlights of Health Journalism 2011](#), Saerom Yoo
- [Chipping Away at Health Reform](#), Trudy Lieberman, *CJR.org*

## Health Journalism 2011: Schedule

## Thursday

Choice of **field trips** or **workshops**. You must sign up in advance for these events

7:45 a.m.	<p><b>Field trip buses load</b>  <a href="#">Read about the three field trips.</a></p>
10 a.m.	<p><b>Workshop: Mapping and charting health in your area</b></p> <ul style="list-style-type: none"> <li>• Frank Bass, reporter/analyst, Bloomberg</li> <li>• Jeff Porter, special projects director, Association of Health Care Journalists</li> </ul>
Noon	Box lunch for pre-registered workshop attendees
12:40 p.m.	<p><b>Workshop: What are your criteria in reporting on health care research?</b></p> <ul style="list-style-type: none"> <li>• Harold Demonaco, director, Innovation Support Center, Massachusetts General Hospital</li> <li>• Gary Schwitzer, publisher, HealthNewsReview.org</li> </ul>
3 p.m.	<p><b>Workshop: Adding multimedia elements to your story or project</b></p> <ul style="list-style-type: none"> <li>• Karen McAllister, audience editor, TBO.com</li> <li>• Kelley Weiss, broadcast reporter, California HealthCare Foundation Center for Health Reporting</li> <li>• James Wilkerson, data editor, <i>Des Moines Register</i></li> </ul>
5:30 p.m.	<p><b>Newsmaker Briefing</b>  <a href="#">Donald M. Berwick</a>, M.D., M.P.P., administrator for the Centers for Medicare and Medicaid Services            Berwick oversees programs that provide care to nearly one in three Americans and he formerly headed the Institute for Healthcare Improvement.</p>
7 p.m.	<p><b>Welcome to Philadelphia reception</b>  <i>Sponsored by The Philadelphia Inquirer</i></p>

## Friday

7:30 a.m.	<p><b>Check in and registration opens</b>            Pick up your conference registration packet by 1 p.m. Friday to be registered for great prizes to be given away at the afternoon break.</p>
	<p><b>Exhibit Hall open</b>            Join us in the exhibitor hall for a chance to win some great prizes and to see what our exhibitors have to offer.</p>
7:30-9:30 a.m.	<p>Breakfast buffet available  <i>Sponsored by Montefiore Medical Center</i></p>
8:40 a.m.	<p><b>Understanding nanotechnology's role in fighting cancer</b></p> <ul style="list-style-type: none"> <li>• Mauro Ferrari, Ph.D., president and CEO, The Methodist Hospital Research Institute</li> <li>• Jan Jaeger, R.N., Ph.D., director, research projects; Center for Bioethics, Penn Medicine</li> <li>• Steven Kenneth Libutti, M.D., F.A.C.S., director, Montefiore-Einstein Center for Cancer Care</li> <li>• <i>Moderator:</i> Eric T. Rosenthal, special correspondent, <i>Oncology Times</i></li> </ul> <p><b>Localizing national health investigations</b></p> <ul style="list-style-type: none"> <li>• Walt Bogdanich, investigative desk assistant editor, <i>The New York Times</i></li> <li>• Robin Fields, senior editor, ProPublica</li> <li>• Maurice Tamman, news editor, <i>The Wall Street Journal</i></li> <li>• <i>Moderator:</i> Charles Ornstein, senior reporter, ProPublica</li> </ul>

	<p><b>Health insurance: Changes that are coming fast</b></p> <ul style="list-style-type: none"> <li>• Jack Burke, F.S.A., M.A.A.A., principal and consulting actuary, Milliman</li> <li>• Karen Pollitz, director, Office of Consumer Support, CMS Center for Consumer Information and Insurance Oversight</li> <li>• Timothy Stoltzfus Jost, Robert L. Willett Family Professor, Washington and Lee University School of Law</li> <li>• <i>Moderator:</i> Trudy Lieberman, contributing editor, <i>Columbia Journalism Review</i></li> </ul> <p><b>Health IT/EMR challenges: Working out the bugs</b></p> <ul style="list-style-type: none"> <li>• David Blumenthal, national coordinator for health information technology, U.S. Department of Health and Human Services</li> <li>• Allen L. Gee, M.D., P.h.D., F.A.A.N., member, Wyoming Governor's Health Information Exchange Task Force, neurologist, Frontier Neurosciences</li> <li>Judy Klickstein, senior vice president information technology &amp; strategic planning, Cambridge Health Alliance</li> <li>• <i>Moderator:</i> Irene Wielawski, independent journalist, Pound Ridge, N.Y.</li> </ul>
10:20 a.m.	<p><b>Newsmaker Briefing</b></p> <p><b>Francis S. Collins</b>, M.D., Ph.D., director of the National Institutes of Health Collins oversees the 27 institutes and centers of NIH and led the effort to successfully map the human genome.</p>
11:30 a.m.	Lunch on your own
1 p.m.	<p><b>Spotting fraud in scientific research</b></p> <ul style="list-style-type: none"> <li>• John Dahlberg, Ph.D., director, Division of Investigative Oversight, HHS Office of Research Integrity</li> <li>• Brian Deer, independent journalist, United Kingdom</li> <li>• Adam Marcus, managing editor, <i>Anesthesiology News</i>; blogger, Retraction Watch</li> <li>• <i>Moderator:</i> Ivan Oransky, M.D., executive editor, Reuters Health; blogger, Retraction Watch and Embargo Watch</li> </ul> <p><b>Educating the 21st century doctor</b></p> <ul style="list-style-type: none"> <li>• Christine A. Arenson, M.D., division director, Geriatric Medicine, Thomas Jefferson University Hospitals; co-director, Jefferson Medical College InterProfessional Education Center</li> <li>• Paul Gross, M.D., assistant professor, Department of Family and Social Medicine, Montefiore Medical Center</li> <li>• Dennis H. Novack, M.D., professor of medicine and associate dean of medical education, Drexel University/Drexel University College of Medicine</li> <li>• <i>Moderator:</i> John George, healthcare reporter, <i>Philadelphia Business Journal</i></li> </ul> <p><b>Tapping into the e-patient phenomenon</b></p> <ul style="list-style-type: none"> <li>• Dan Childs, coordinating producer, health section, ABCNews.com</li> <li>• Pamela McGhee, P.M.P., president and owner, McGhee Enterprises</li> <li>• John Novack, director of communications, Inspire</li> <li>• <i>Moderator:</i> Carla K. Johnson, medical writer, The Associated Press</li> </ul> <p><b>Health reform: Repeal, replace or implement?</b></p> <ul style="list-style-type: none"> <li>• Kenneth Jost, Supreme Court editor, <i>CQ Press</i>, and associate editor, <i>CQ Researcher</i></li> <li>• Sarah Kliff, health care reporter, Politico</li> <li>• Noam Levey, health policy reporter, <i>Los Angeles Times</i></li> <li>• <i>Moderator:</i> Julie Appleby, senior correspondent, Kaiser Health News</li> </ul> <p><b>Freelance: What editors wish writers knew</b></p> <ul style="list-style-type: none"> <li>• Sara Austin, features director (news and health),</li> <li>• Linda Dahlstrom, senior health editor, MSNBC.com</li> <li>• Amanda Moon, senior editor, Scientific American Books, FSG</li> <li>• <i>Moderator:</i> Maryn McKenna, independent journalist, Minneapolis/Atlanta</li> </ul>
2:20 p.m.	<p><b>Dessert break and prize drawings</b></p> <p>Stop by the Exhibit Hall during the afternoon break for a dessert break, prize drawings</p>

	<p>and some resource materials. AHCJ is giving away some great prizes, but you must be present to win. You are automatically entered if you picked up your conference registration packet by 1 p.m. Friday. Prizes include an Amazon Kindle, a Sony digital audio recorder and a Flip HD video camera.</p>
3 p.m.	<p><b>Right to know: Getting information from government agencies</b></p> <ul style="list-style-type: none"> <li>• Peter Ashkenaz, director of communications, FDA Office of Regulatory Affairs</li> <li>• Lisa Chedekel, senior writer and co-founder, Connecticut Health I-Team</li> <li>• Lucy A. Dalglish, executive director, Reporters Committee for Freedom of the Press</li> <li>• Lillian Peake, M.D., M.P.H., director, Thomas Jefferson Health District, Virginia Department of Health</li> <li>• <i>Moderator:</i> Felice Freyer, reporter, <i>The Providence Journal</i></li> </ul> <p><b>Antibiotics: The food animal-human connection</b></p> <ul style="list-style-type: none"> <li>• Aqeel Ahmad, Ph.D., research entomologist, Agronomic and Environmental Assessment Sciences Center, Monsanto Company - V2B</li> <li>• Gail Hansen, D.V.M., M.P.H., senior officer, Human Health and Industrial Farming, Pew Health Group</li> <li>• Tom Laskawy, contributing writer, Grist Magazine</li> <li>• <i>Moderator:</i> Maryn McKenna, independent journalist</li> </ul> <p><b>Efforts to revive the drug delivery pipeline</b></p> <ul style="list-style-type: none"> <li>• James Barrett, Ph.D., professor and chair, Department of Pharmacology &amp; Physiology, Drexel University/Drexel University College of Medicine</li> <li>• Virginia Man-Yee Lee, Ph.D., John H. Ware 3rd Endowed Professor in Alzheimer's Research, Penn Medicine</li> <li>• Darryle Schoepp, Ph.D., senior vice president and franchise head, Neuroscience, Merck Research Laboratories</li> <li>• <i>Moderator:</i> Ed Silverman, editor, Pharmalot</li> </ul> <p><b>Autism spectrum disorders: Early intervention and treatment</b></p> <ul style="list-style-type: none"> <li>• Susan E. Levy, M.D., medical director, Regional Autism Center, Children's Hospital of Philadelphia</li> <li>• David Mandell, Sc.D., associate director, Center for Mental Health Policy and Services Research, Penn Medicine</li> <li>• Alison Singer, president, Autism Science Foundation</li> <li>• <i>Moderator:</i> Trine Tsouderos, science and medical reporter, <i>Chicago Tribune</i></li> </ul>
3-6 p.m.	<p><b>Freelance PitchFest</b></p> <p>Editors from magazines, newspapers, websites are coming to meet AHCJ's freelance members! This session has been created to give you an opportunity to sit down and discuss your ideas one-on-one with editors from selected outlets. Bring your best ideas and be prepared to sell your work. You will be able to sign up for appointments online in advance and some appointments will be reserved for on-site registration.</p> <p>Participating editors:</p> <ul style="list-style-type: none"> <li>• David Corcoran, assistant science editor, <i>The New York Times</i></li> <li>• Linda Dahlstrom, senior health editor, msnbc.com</li> <li>• Daniel DeNoon, senior medical writer, WebMD Online</li> <li>• Deborah Flapan, director, Medscape Medical News, Medscape from WebMD</li> <li>• Nicole Nader Gabor, senior editor, KidsHealth.org</li> <li>• Peggy Girshman, editor, Kaiser Health News</li> <li>• Christine Gorman, articles director, <i>Scientific American</i></li> <li>• Kathy LaTour, editor at large, <i>CURE Magazine</i></li> <li>• Brendan Maher, features editor, <i>Nature</i></li> <li>• Anna Maltby, associate editor, health, <i>Self</i></li> <li>• Amanda Moon, senior editor, Scientific American Books, FSG</li> <li>• Peter Moore, editor, <i>Men's Health Magazine</i></li> <li>• Marcy O'Koon Moss, editor in chief, <i>Arthritis Today</i></li> <li>• Ivan Oransky, M.D., executive editor, Reuters Health</li> <li>• Luba Ostashevsky, editor, Macmillan Science</li> <li>• Colleen Paretty, executive editor, <i>WebMD Magazine</i></li> </ul>

	<ul style="list-style-type: none"> <li>• Susan Raihofer, literary agent, David Black Literary Agency</li> <li>• Chris Seper, president and co-founder, MedCity Media</li> <li>• <i>Organizer:</i> Jeanne Erdmann, independent journalist, Wentzville, Mo.</li> </ul>
4:40 p.m.	<p><b>Going mobile: The new telemedicine</b></p> <ul style="list-style-type: none"> <li>• Mohit Kaushal, M.D., M.B.A., executive vice president of business development and chief strategy officer, West Wireless Institute</li> <li>• Joseph Kim, M.D., M.P.H., vice president of medical affairs and technology, Medical Communications Media Inc.</li> <li>• Hemang Patel, market development manager, Microsoft Corp., Healthcare and Life Sciences</li> <li>• <i>Moderator:</i> Eric Whitney, health reporter, Colorado Public Radio</li> </ul> <p><b>Is enough being done about health care-associated infections?</b></p> <ul style="list-style-type: none"> <li>• P.J. Brennan, professor of medicine, Penn Medicine</li> <li>• William M. Marella, M.B.A., director, Patient Safety Reporting Programs, ECRI Institute</li> <li>• Kerry O'Connell, patient safety advocate, Denver</li> <li>• <i>Moderator:</i> Marshall Allen, health care reporter, <i>Las Vegas Sun</i></li> </ul> <p><b>Future of nursing: Blueprint for health care reform</b></p> <ul style="list-style-type: none"> <li>• Patricia Gerrity, Ph.D., R.N., F.A.A.N., professor, associate dean for community programs, Division of Graduate Nursing, Drexel University's College of Nursing and Health Professions</li> <li>• Susan B. Hassmiller, R.N., Ph.D., F.A.A.N., senior advisor for nursing and director, Initiative on the Future of Nursing, Robert Wood Johnson Foundation</li> <li>• David Knowlton, chair, The Leapfrog Group; president and chief executive officer, New Jersey Health Care Quality Institute</li> <li>• <i>Moderator:</i> Barbara Glickstein, R.N., M.P.H., M.S., co-director, Center for Health, Media &amp; Policy, Hunter College, City University of New York</li> </ul> <p><b>Exploring the frontiers of brain science</b></p> <ul style="list-style-type: none"> <li>• Lorraine Iacovitti, Ph.D., associate director and laboratory head, Farber Institute for Neurosciences, Thomas Jefferson University Hospitals</li> <li>• Andrew Newberg, M.D., director of research, Myrna Brind Center for Integrative Medicine, Thomas Jefferson University Hospital and Medical College</li> <li>• Barry Waterhouse, Ph.D., professor, Department of Neurobiology &amp; Anatomy; vice dean, biomedical graduate and postgraduate studies, Drexel University/Drexel University College of Medicine</li> <li>• <i>Moderator:</i> David Whelan, health reporter, <i>Forbes Magazine</i></li> </ul>
6:45 p.m.	<p><b>Salute to Health Journalism reception</b>  <i>Sponsored by The Robert Wood Johnson Foundation</i></p>
<b>Saturday</b>	
7:30 a.m.	<p>Breakfast buffet available</p> <hr/> <p>Exhibit Hall open</p>
7:30-8:30 a.m.	<p><b>Freelancer drop-in: Running your business</b>  Interested freelancers are invited to a breakfast buffet and an informal networking session focused on business issues faced by independent journalists.</p> <ul style="list-style-type: none"> <li>• <i>Moderator:</i> Lisa Zamosky, independent journalist, Los Angeles</li> </ul>
8:40 a.m.	<p><b>What we've learned from the Massachusetts experiment</b></p> <ul style="list-style-type: none"> <li>• Karen Brown, reporter/producer, WFCR Public Radio</li> <li>• Robert I. Field, J.D., M.P.H., Ph.D., Professor of Law, Earle Mack School of Law at Drexel University Professor of Health Management and Policy, Drexel University School of Public Health</li> <li>• Rob Restuccia, executive director, Community Catalyst</li> <li>• <i>Moderator:</i> Irene Wielawski, independent journalist, Pound Ridge, N.Y.</li> </ul>



	<p><b>Hospital to home: Tomorrow's transitional care models</b></p> <ul style="list-style-type: none"> <li>• Kathleen Kelly, M.P.A., executive director, Family Caregiver Alliance</li> <li>• Mary Naylor, Ph.D, F.A.A.N., R.N., Marian S. Ware professor in Gerontology, University of Pennsylvania School of Nursing</li> <li>• Emily Saltz, executive director, Elder Resources</li> <li>• Dorie Seavey, Ph.D., director of policy research, PHI</li> <li>• <i>Moderator:</i> Eileen Beal, independent journalist, Cleveland</li> </ul> <p><b>From pee-wees to pros: Head injuries in sports</b></p> <ul style="list-style-type: none"> <li>• Matt Grady, M.D., pediatric sports medicine specialist, Children's Hospital of Philadelphia</li> <li>• Jack Jallo, M.D., Ph.D., director, Division of Neurotrauma and Critical Care, Thomas Jefferson University Hospitals</li> <li>• Margot Putukian, M.D., team physician and director of athletic medicine, Princeton University</li> <li>• <i>Moderator:</i> Nancy Albritton, enterprise editor/East region, The Associated Press</li> </ul> <p><b>Translational medicine: From bench to bedside</b></p> <ul style="list-style-type: none"> <li>• Bruce Boman, M.D., Ph.D., M.S.P.H., F.A.C.P., associate scientist, Center for Translational Cancer Research, Christiana Care Health Services</li> <li>• Arthur M. Feldman, M.D., faculty, Center for Translational Medicine; chair, department of medicine, Thomas Jefferson University and Hospital</li> <li>• Brian Wigdahl, Ph.D., professor and chair, Microbiology and Immunology; director, Institute for Molecular Medicine and Infectious Disease, Drexel University/Drexel University College of Medicine</li> <li>• <i>Moderator:</i> Hiran Ratnayake, health reporter, <i>The (Wilmington, Del.) News Journal</i></li> </ul>
10:20 a.m.	<p><b>Advance care planning: Explaining, not scaring</b></p> <ul style="list-style-type: none"> <li>• Rosemary Gibson, author, Arlington, Va.</li> <li>• Susan Parks, M.D., director, Palliative Care Service, Thomas Jefferson University Hospitals</li> <li>• Rebecca Sudore, M.D., assistant professor of medicine, Division of Geriatrics, University of California, San Francisco; staff physician, San Francisco VA Medical Center</li> <li>• <i>Moderator:</i> Jordan Rau, correspondent, Kaiser Health News</li> </ul> <p><b>Clinical trials: Intersection of ethical, practical and financial</b></p> <ul style="list-style-type: none"> <li>• Carl Elliott, M.D., Ph.D., professor, Center for Bioethics; professor, Department of Pediatrics, University of Minnesota Medical School; professor, Department of Philosophy, College of Liberal Arts</li> <li>• Robert Helms, former professional test subject</li> <li>• Jason Karlawish, M.D., associate professor of medicine, Penn Medicine</li> <li>• <i>Moderator:</i> John Fauber, medical reporter, <i>Milwaukee Journal Sentinel</i></li> </ul> <p><b>Lessons of war: Advances in medical science and technique</b></p> <ul style="list-style-type: none"> <li>• D. Kacy Cullen, Ph.D., research assistant professor of neurosurgery, Penn Medicine</li> <li>• Jay M. Uomoto, Ph.D., interim deputy director, Defense Centers of Excellence for Psychological Health and Traumatic Brain Injury, U.S. Department of Veterans Affairs</li> <li>• Michael S. Weingarten, M.D., M.B.A., F.A.C.S., professor of surgery, chief of vascular surgery, Drexel University College of Medicine</li> <li>• <i>Moderator:</i> Mark Taylor, independent journalist, Chicago</li> </ul> <p><b>Developing HIV vaccine: Understanding the issues</b></p> <ul style="list-style-type: none"> <li>• Steven D. Douglas, M.D., professor and associate chair, Department of Pediatrics, University of Pennsylvania School of Medicine, Children's Hospital of Philadelphia</li> <li>• Jeffrey Jacobson, M.D., professor of medicine; chief, Division of Infectious Diseases and HIV Medicine, Drexel University/Drexel University College of Medicine</li> <li>• Roger J. Pomerantz, M.D., senior vice president, Merck Research Laboratories</li> <li>• <i>Moderator:</i> Bob Roehr, independent journalist, Washington, D.C.</li> </ul> <p><b>The intersection of highway safety and health</b></p> <ul style="list-style-type: none"> <li>• Jacob Nelson, director of traffic safety policy &amp; research, American Automobile Association</li> <li>• Robin Schwartz, reporter, Carnegie-Knight News21/Center for Public Integrity</li> <li>• Jennifer Smith, president, FocusDriven</li> </ul>

	<ul style="list-style-type: none"> <li>• <i>Moderator:</i> Andy Miller, editor, Georgia Health News</li> </ul>
11:45 a.m.	<p><b>Awards luncheon</b>, featuring keynote speaker <a href="#">G. Michael Lemole</a>, M.D., and presentations of the Awards for Excellence in Health Care Journalism</p> <p>Lemole, a neurosurgeon, treated Rep. U.S. Rep. Gabrielle Giffords after she was shot in Tucson on Jan. 8. He supervised her care until she was released to a Houston rehabilitation hospital on Jan. 21. <a href="#">Read more ...</a></p>
1:40 p.m.	<p><b>Freelance: Libel, contracts and reporter protections</b></p> <ul style="list-style-type: none"> <li>• Gayle Sproul, Esq., Levine Sullivan Koch &amp; Schultz, LLP</li> <li>• Amy Wallace, independent journalist, Los Angeles</li> <li>• <i>Moderator:</i> Irene Wielawski, independent journalist, Pound Ridge, N.Y.</li> </ul> <p><b>Gene therapy: From bust to boom?</b></p> <ul style="list-style-type: none"> <li>• Katherine A. High, M.D., director, Center for Cellular and Molecular Therapeutics, Children's Hospital of Philadelphia</li> <li>• Amber Salzman, Ph.D., president and chief executive officer, Cardiokine</li> <li>• James A. Wilson, M.D., Ph.D., professor of pathology and laboratory medicine, Penn Medicine</li> <li>• <i>Moderator:</i> Karl Stark, health &amp; science editor, <i>The Philadelphia Inquirer</i></li> </ul> <p><b>Award-winning health reporting</b></p> <p>Winners of the Awards for Excellence in Health Care Journalism share tips on how they reported their winning stories.</p> <p><b>Reporting on public polling</b></p> <ul style="list-style-type: none"> <li>• James A. Barnes, political correspondent, National Journal; consultant, CNN</li> <li>• Claudia Deane, associate director of public opinion and survey research, Kaiser Family Foundation, and representing American Association for Public Opinion Research</li> <li>• <i>Moderator:</i> Julie Appleby, senior correspondent, Kaiser Health News</li> </ul>
3 p.m.	Snack break and prize drawings in the Exhibit Hall
4 p.m.	<p><b>What you need to know about accountable care organizations</b></p> <ul style="list-style-type: none"> <li>• Lawton R. Burns, Ph.D., James Joo-Jin Kim Professor of Health Care Management, department chair, The Wharton School, University of Pennsylvania</li> <li>• Jenny Gold, reporter, Kaiser Health News</li> <li>• Steven M. Lieberman, president, Lieberman Consulting; visiting scholar, Brookings Institution</li> <li>• Katherine A. Schneider, M.D., senior vice president, health engagement, AtlantiCare</li> <li>• <i>Moderator:</i> Phil Galewitz, correspondent, Kaiser Health News</li> </ul> <p><b>Neighborhood indicators for infant and child health</b></p> <ul style="list-style-type: none"> <li>• Jennifer Culhane, Ph.D., associate professor, Department of Pediatrics, Penn Medicine</li> <li>• Dan Taylor, D.O., pediatrician and advocacy director, St. Christopher's Hospital for Children</li> <li>• Douglas Wiebe, Ph.D., assistant professor, Department of Biostatistics and Epidemiology, Penn Medicine</li> <li>• <i>Moderator:</i> Chelsea Conaboy, health reporter, <i>The Philadelphia Inquirer</i></li> </ul> <p><b>Investigating health professionals</b></p> <ul style="list-style-type: none"> <li>• Tracy Weber, senior reporter, ProPublica</li> <li>• Jeremy Kohler, investigative reporter, <i>St. Louis Post-Dispatch</i></li> <li>• Sidney M. Wolfe, M.D., director, Health Research Group, Public Citizen</li> <li>• <i>Moderator:</i> Charles Ornstein, senior reporter, ProPublica</li> </ul> <p><b>Can the FDA ensure food safety?</b></p> <ul style="list-style-type: none"> <li>• Scott Faber, J.D., vice president, federal affairs, Grocery Manufacturers Association</li> <li>• Erik D. Olson, J.D., director, Food and Consumer Product Safety Programs, The Pew Charitable Trusts</li> <li>• Michael Taylor, J.D., deputy commissioner for food, Food and Drug Administration</li> <li>• <i>Moderator:</i> Alicia Mundy, reporter, <i>The Wall Street Journal</i></li> </ul>
5:30 p.m.	<p><b>Membership Meeting</b></p> <p>Come hear about the latest efforts of AHCJ from your elected board.</p>



## Sunday

8 a.m. Breakfast buffet available

"How-to Sunday" sessions

9 a.m.

**Freelance: Spotting under-tapped markets**

- Phyllis Maguire, executive editor, *Today's Hospitalist*
- Marcy O'Koon Moss, editor in chief, *Arthritis Today*
- Michael Posey, editor, *Pharmacy Today*
- *Moderator*: Jeanne Erdmann, independent journalist, Wentzville, Mo.

**Using evidence-based medicine resources**

- Robert A. Logan, Ph.D., communication research scientist, National Library of Medicine
- Karen Schoelles, M.D., S.M., F.A.C.P., director, ECRI Institute Evidence-based Practice Center

**Assessing hospital quality**

- Ashish Jha, associate professor of health policy and management, Harvard University.
- Charles Ornstein, senior reporter, ProPublica

10:40 a.m.

**Deciphering the language of hospital finances**

- Thomas Getzen, Ph.D., professor of risk, insurance and health management, Fox School of Business, Temple University
- Karl Stark, health & science editor, *The Philadelphia Inquirer*

**Best practices in blogging and social media**

- Ivan Oransky, M.D., executive editor, Reuters Health; blogger, Retraction Watch and Embargo Watch
- Katie Hobson, health blog writer, *The Wall Street Journal*
- Chris Seper, president, MedCity Media
- *Moderator*: Scott Hensley, health blog writer and editor, National Public Radio

**Broadcasting health: Images and sounds that tell the story**

- Jeff Baillon, investigative reporter, KMSP-Minneapolis/St. Paul
- Kate Concannon, co-editor in chief, Indie Edit
- Roger Sergel, managing editor medical unit, ABC News
- Kelley Weiss, broadcast reporter, California HealthCare Foundation Center for Health Reporting
- *Moderator*: Andrew Holtz, independent journalist, Portland, Ore.

## From the Association of Health Care Journalists newsletter *HealthBeat*, Spring/Summer 2011

### Record crowd attends Health Journalism 2011

Stories were pitched, skills were sharpened, and cutting-edge technologies were experienced first hand. Those are just a few of the highlights of the record-setting Health Journalism 2011, AH CJ's annual conference, held on April 14-17, in Philadelphia.

More than 625 attendees – a record – from 37 states and six countries were on hand, including about 100 fellows – also a record – through seven different fellowship programs, funded by five private foundations.

In his keynote address during the Awards for Excellence in Health Care Journalism luncheon, G. Michael Lemole, Jr., MD, the University of Arizona neurosurgeon who helped save the life of US Rep. Gabrielle Giffords, recounted how the local health system worked the day Giffords was shot.

"Everyone made a big deal of what we did, but it's what we do everyday ... This is academic medicine at its best," Lemole said.

The Philadelphia native was just one of dozens of speakers and panelists. Conference attendees found the opportunity to hear from Lemole helpful in thinking about their own reporting.

"It's always good to hear from the other side. We're always asking the questions and don't usually get a chance to hear how they viewed us," said Stephanie Nano, assistant health and science editor for The Associated Press in New York.

As always, the Health Journalism conference made news.

On the conference's first day, Medicare chief Donald Berwick unveiled a government website, the "Health Indicators Warehouse," and offered a live demonstration. He said the site offers "a treasure trove of data," including information never released before in an easily accessible form, including patient safety data, preventive healthcare indicators, Medicare payment claims, and hospital performance at the state and hospital referral region level.

To reduce healthcare costs, he promised continued scrutiny of Medicare Advantage plans, the government-subsidized private health plans, noting that the Affordable Care Act rewards top-performing plans with bonus payments. The law creates accountable care organizations, in which healthcare providers coordinate patient care in various medical settings. The new Center for Medicare and Medicaid Innovation "can now nurture invention around the country... that have the effect of lowering cost and raising quality," he said.

Later in the conference, a packed room of attendees heard from Francis Collins, director of the National Institutes of Health, about genetic discoveries that can lead to advances in understanding health and disease.

Such genomic research is possible because sequencing costs have come down dramatically, allowing for an explosion of research findings, especially from The Cancer Genome Atlas project. Research coming from this project has already led to a test that tells women with a common type of breast cancer whether they need or don't need chemotherapy. The test spares some women the toxicity and cost of chemotherapy and saves the healthcare system about \$100 million dollars, Collins said.

"Don't let anybody tell you that new technology always costs more," said Collins.

The NIH hopes to take opportunities from what Collins calls the "golden era of discovery in the molecular basis for disease" and help researchers cross the gap between fundamental knowledge to FDA-approved therapeutics. Most potential therapeutics fail in the preclinical stage; however, Collins sees that failure as an opportunity for something new and innovative.

Collins said that one worrisome note is the recently approved 2011 budget. The NIH will receive \$30.924 billion dollars, which is down 1 percent. This is highly unusual, because there was only one time in the past 30 years that the NIH budget has dropped.

The conference began with three busloads of attendees taking field trips to see hands-on research, cancer treatment, medical procedure, and training for future health professionals.

One field trip visited ECRI Institute facilities, where attendees visited the nation's only real-life CSI lab focused on forensic healthcare accident investigations and took a virtual tour into the future of healthcare with insights from the new federal healthcare technology horizon scanning program. The same group's last stop was at the world-renowned Mütter Museum, part of the oldest professional society in the nation, The College of Physicians of Philadelphia (founded in 1787). At the museum, AHCJ members explored the disturbingly informative collections and specimens, from medical oddities to antique surgical instruments.

Another group visited the University of Pennsylvania's Roberts Proton Therapy Center, where radiation oncologists attack cancer with a beam of particles shot out of a 220-ton cyclotron and delivered into patients at 100,000 miles per second.

The group split to tour either a high-tech facility where personalized medicines are made or Penn's new 22-bed Neurocritical Care Unit. At the Clinical Cell and Vaccine Production Facility, AHCJ members donned bunny suits, lab booties, and surgical gloves to experience this "clean" laboratory suite, where patients' own cells are engineered to make therapies uniquely suited to their diseases. At the Neurocritical Unit, members saw how the multidisciplinary Neurocritical Care Team rapidly integrates neurologic expertise with multiple streams of monitored data. The team discussed cross-disciplinary ways that Penn is developing specialty applications for technology and pioneering collaborations in medicine, computer science, bioengineering, and sociology.

At a stop on the Drexel University College of Medicine campus, attendees saw new methods of teaching doctors to have a good "bedside manner" by teaching them early on how to interact with patients and talk to them in a way that encourages open communication. The Physician and Patient course takes place inside a suite of exam rooms equipped with digital audio and visual recording capabilities for use in "standardized patient" encounters. Standardized patients are actors who are taught to portray various clinical conditions and who are trained to provide feedback to students and residents.

Also at Drexel, members saw new technology that is making it easier for medical students to learn via robots. Drexel's brand new state-of-the-art Blue Cross Medical Simulation Center is equipped with the latest high-fidelity patient simulators that exhibit life-like vital signs, including heartbeats, blood pressures, and body and eye movements. These robots are programmed to display a variety of normal and abnormal conditions and to respond realistically to student interventions, such as intubation, drug injection, or cardiac defibrillation.

At Children's Hospital of Philadelphia, some field trip attendees test drove the da Vinci surgical robot and learned how the top-ranked pediatric hospital is training the next generation of surgeons. A tour of the hospital's Cardiac Center, with two state-of-the-art operating rooms that are equipped with floor-to-ceiling windows and oversized monitors to watch small hearts become exposed to the expert hands that repair congenital heart defects in small patients.

At the Dr. Robert and Dorothy Rector Clinical Skills Center at Thomas Jefferson University, attendees saw how healthcare workers are being trained using state-of-the-art patient simulators. "Sim Man" and "Harvey" reproduced physiological signs, such as blood pressure and heart and breathing sounds, but also allowed students to practice basic and advanced clinical skills. At the Jefferson-Myrna Brind Center of Integrative Medicine, AHCJ members saw the integration of complementary therapies, with physicians demonstrating therapies that included acupuncture, hormone replacement therapy using pellets, high-dose vitamin C to treat cancer, and mindfulness-based stress reduction.

Those who opted out of the field trips had the chance to attend workshops designed for journalists to hone their skills in using databases and maps in their research and reporting, improved reporting about healthcare research, and adding multimedia elements for stories and projects.

Seventy-one freelance journalists took advantage of the ever-popular Freelance PitchFest. For most of an afternoon, 18 editors took part in 276 appointments with writers. The annual event was just one of several offerings to freelancers, with panels and a breakfast forum designed for that particular segment of AHCJ membership.

On Sunday morning of the conference, its perennial "how-to" sessions were crowded and covered hospital quality and finances, using evidence-based research tools, and a special session on health reporting for broadcasters.

The conference offered almost 40 additional panels, classes, and networking opportunities. With more than 150 speakers, the panels covered a wide variety of subjects – research, policy, public health, business, clinical medicine, and journalism.