Bioethics Grand Rounds

Co-sponsored by the Department of Bioethics & Humanities and the Ethics Advisory Committee at the University of Washington Medical Center

Eyes Wide Open: Physician Relationship with the Pharmaceutical Industry

Monday, November 5, 2012
4:00 – 5:00 p.m.
Health Sciences Building, T-625
Reception to follow

Physicians regularly interact with industry in a variety of ways—through industry representatives, detailers, advertising, exhibit halls, funding of educational or research programs, and journal articles that have been influenced by industry. While some of these interactions are explicit, others occur without the physician being aware that the intent of the interaction is to influence behavior. Dr. Diekema provides an overview of the techniques used by industry to influence physicians and the psychological forces that make physicians vulnerable to those techniques. By understanding these influences and forces, physicians can more effectively guard against industry influence.

Our speaker is Dr. Diekema a Professor of Pediatrics at the University of Washington, School of Medicine with adjunct appointments in the Department of Bioethics & Humanities in the School of Medicine and the Department of Health Services in the School of Public Health. Dr. Diekema is the author of numerous scholarly publications in medical ethics and pediatric emergency medicine and an editor of Clinical Ethics of Pediatrics: A Case-based Textbook.

For more information contact 206.543.5145 or bhinfo@u.washington.edu To request disability accommodation, contact the Disability Services Office at least ten days in advance at 206.543.6450/V, 206.546.6452/TTY, 206.685.7264/FAX, or email dso@uw.edu.