This conference will allow scientists and journalists to share insights about the challenges and unique set of circumstances that shape the reporting of medical science and drug development. In particular, we will focus on the shared obligation to provide the public with accurate information about the risks and benefits of medicines and how changes in science shape such knowledge.

9:00 am – 9:15 am

**Welcome: Peter Pitts, President, Center for Medicine in the Public Interest**

9:15 am – 10:30 am

**Does Media Coverage Reflect Reality and Does It Matter?**

**Moderator: Rob Pollock, The Wall Street Journal**

**Panelists**

Dr. Paul Coplan, Senior Director, Risk Management, Wyeth Pharmaceuticals
Diedtra Henderson, Boston Globe
Dr. Derek Lowe, Corante.com
Dr. Paul Seligman, Associate Director for Safety Policy and Communication, Center for Drug Evaluation and Research, U.S. Food and Drug Administration
Ed Silverman, Newark Star Ledger

10:30 am – 11:45 am

**Reporting on the Politics of Drug Evaluation**

**Moderator: Steve Usdin, Washington Editor, Biocentury**

**Panelists**

Dr. Helen Boucher, Assistant Professor, Tufts University Medical Center
Dr. Scott Gottlieb, Resident Scholar, American Enterprise Institute, former Deputy Commissioner Medical and Scientific Affairs, U.S. Food and Drug Administration
Dr. Steve Projan, Vice President, Discovery Research, Wyeth Research

11:45 am – 12:00 pm Break
12:00 pm – 1:00 pm

**Luncheon and Keynote**

**Dr. Andrew C. von Eschenbach, Commissioner of the U.S. Food and Drug Administration**

1:00 pm – 2:15 pm

**ALLHAT and CATIE Reconsidered: Reflections on Big Studies and Evidence Based Medicine as the Measure of Comparative Effectiveness**

**Moderator: Kate Rawson, Senior Editor, The RPM Report**

**Panelists**

Matt Herper, Forbes Magazine  
Dr. Susan Horn, Senior Scientist, Institute for Clinical Outcomes Research  
Dr. Herbert Meltzer, Professor of Psychiatry, Division Director Psychopharmacology, Vanderbilt University  
Dr. Ralph Snyderman, Chancellor Emeritus, Duke University Medical Center  
Dr. Michael Weber, Associate Dean, SUNY Downstate Medical Center; Member, steering committee ALLHAT Study

2:15 pm – 4:00 pm

**PDUFA in Perspective**

**Moderator: Ms. Merle Comer, Alzheimer Caregiver**

**Panelists**

Mark Crane, Editorial Page, USA Today  
Barry Hoffman, Editor in Chief, Healthday.com  
Suzanne Pattee, Vice President of Public Policy and Patient Affairs, Cystic Fibrosis Foundation  
Dr. Hugo Stevenson, Vice President, Quintiles Research  
Dr. Mark Thornton, President, Sarcoma Foundation, Former Reviewer, Center for Devices and Radiological Health, U.S. Food and Drug Administration

4:00 pm – 4:15 pm Break

4:15 pm – 5:30 pm

**The Critical Path and Personalized Medicine**

**Moderator: Dr. Robert Goldberg, Vice President, Center for Medicine in the Public Interest**

**Panelists**

Michelle Hoffman, Editor in Chief, Drug Discovery and Development  
Dr. Robert McBurney, Senior Vice President, Research & Development, BG Medicine  
Dr. Gualberto Ruano, President, Genomas, Inc.  
John Swen, Vice President, Science Policy and Public Affairs, Pfizer, Inc.  
Dr. Janet Woodcock, Deputy Commissioner, U.S. Food and Drug Administration