

# ***Health Policy Newsletter***

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## Health Policy Forum: Recent and Upcoming Events

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\* Thomas Jefferson University

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## Health Policy Forum: Recent and Upcoming Events

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Now in its fourteenth year, the Health Policy Forum continues to provide a venue for discussion among members of the Jefferson community on key issues in public health, health services and health policy research. In recent months, the Forum, hosted by the Department of Health Policy, has welcomed speakers from the College of Physicians of Philadelphia, Drexel University, and the American College of Physicians.

The February 2004 Forum featured Mark Hochberg, MD, CEO of the College of Physicians of Philadelphia. The College is a fellowship of 1,500 physicians, other health professionals, and civic leaders representing the region and the nation. It is also a national center for medical history, housing the renowned Mütter Museum and one of the oldest and largest medical libraries in the country.

In his presentation, "Preserving Medicine's Past, Ensuring the Future," Dr. Hochberg described the College's goal as building a bridge between the distinguished past and the challenges of the future. One of these challenges, he said, is to repair the doctor-patient relationship, strained by economic and social pressures. To address this issue, the College works with area medical schools to recognize professors who are mentors and role models and sponsors special programs for medical students and new physicians.

The College is also committed to maintaining its original mission established over 200 years ago – to disseminate medical knowledge and guard public health. Recently, the College launched Philly Health Info, a web-based and community-supported service providing information on diseases and conditions, local health and wellness programs, and links to health sites geared toward seniors, women, and other groups. In addition, the College hosts an evening lecture series, which has featured such prominent figures as President Ronald Reagan and Dr. C. Everett Koop.

At the March Forum, Russell Maulitz, MD, PhD, Director of Drexel University's Institute for Healthcare Informatics (IHI), provided an overview of the Institute's programs and initiatives. A joint venture between the University's College of Information Science and Technology and College of Medicine, IHI was founded over two years ago to provide a focus for research and education in the field of biomedical informatics.

IHI's educational component includes a fellowship in medical informatics and a core course for students and health care professionals. Its research focuses on areas including digital libraries, distance education for physicians, and mobile-wireless computing. Current initiatives include YourOnCall™, a wireless application providing physicians timely patient information at remote point of care, and Virtual Grand Rounds, a continuing medical education (CME) delivery system of archived grand rounds and seminar series. IHI also provides the training and evaluation component of Philly Health Info, the consumer-based web portal operated by the College of Physicians of Philadelphia. Dr. Maulitz emphasized IHI's focus on consumer health informatics and the significant impact this field has on public health and national health policies.

Vincenza Snow, MD, Senior Medical Associate for Science Policy at the American College of Physicians (ACP), spoke at the April Health Policy Forum. ACP is the nation's largest medical specialty society, with over 100,000 members. Dr. Snow addressed the Forum on "Closing the Gap: Partnering for Change," a project focused on improving the transfer of research findings into practice.

Under a grant from the Agency for Healthcare Research and Quality, Dr. Snow and her co-investigators are testing a team-oriented, multifaceted, practice-based CME intervention strategy that targets improvements in care for patients with type 2 diabetes. The strategy is based on the Chronic Care Model, which emphasizes evidence-based, planned, integrated collaborative care. Thirty-two practices from two states will be recruited for the project, and there are future plans to disseminate and implement the program in the chapters of the ACP.

Below is the Forum schedule for the remainder of 2004. For more information, please contact Barbara Bozarth at (215) 955-2822.

## The Health Policy Forum: Upcoming Speakers 2004

We are pleased to announce our June through December 2004 schedule for the Health Policy Forum. The Forum meets on the second Wednesday of each month (unless noted otherwise with \*) from 8:30 a.m. to 9:30 a.m. in Conference Room 218, Curtis Building, 1015 Walnut Street, Philadelphia, PA.

A light breakfast will be served.

*Please note that the Forum will not be held in August.*

**June 9, 2004**

**Robert C. Hornick, PhD**

*Wilbur Schramm Professor of Communications and Health Policy  
The Annenberg School for Communication  
University of Pennsylvania*

*Topic: **The Effects of Mass Media Anti-Drug or Anti-Tobacco Campaigns***

**July 16, 2004\***

**Special Summer Seminar**

*Hotel Sofitel, 17th and Sansom Street  
8 a.m. to 3 p.m. (R.S.V.P. at 215-955-6969)*

*Topic: **Medicare Modernization Act – A Moving Target***

**September 8, 2004**

**Robert J. Laskowski, MD**

*President and CEO  
ChristianaCare Health System*

*Topic: **Current Challenges of an Academic Community Health System***

**October 13, 2004**

**Stephen Foreman, PhD, JD, MPA**

*Director, Health Services Research Institute  
Pennsylvania Medical Society  
Topic: **Health Services Research and Advocacy***

**November 10, 2004**

**Daniel Lyons, MD**

*Senior Vice President, Government Programs  
Independence Blue Cross  
Topic: **The Medicare Modernization Act and IBC***

**December 8, 2004**

**Michael J. Pellini, MD, MBA**

*President and CEO  
Malvern Pharmaceuticals  
Topic: **Biotech Trends in 2005***

### **About the Author**

Miriam Reisman is the Managing Editor of the Health Policy Newsletter for the Department of Health Policy at Jefferson Medical College, Thomas Jefferson University.