



“MEDICINE IN THE MARKETPLACE: COMMERCE OR COMPASSION?”

THURSDAY, MAY 5, 2005

11:45 am – 1:30 pm

Brown University, Biomedical Center, Room 202 Auditorium
Located at the corner of Brown and Meeting Streets, Providence, RI*

Dr. Barbara Bridgman Perkins, author of *The Medical Delivery Business: Health Reform, Childbirth and the Economic Order*, will lead a provocative discussion as we examine where and how the profession of medicine fits into the business of medicine.

**SPONSORED BY THE CENTER FOR BIOMEDICAL ETHICS AND
THE OCEAN STATE ETHICS NETWORK**

Consider:

The recent growth in scientific evidence concerning clinical effectiveness raises pivotal issues for medical ethics. Studies have demonstrated that the use of certain surgical and technological procedures exceeds evidence of their benefit to the population.

This talk will focus on perinatal care, and how economic factors have contributed to excessive intervention levels. Medical ethics as well as evidence-based medicine offer important tools for matching medical delivery to demonstrated efficacy, but they, too, can be warped by economic approaches.

Objectives:

- Examine features of the business model of medicine.
- Examine how economic considerations, and not scientific evidence, may determine medical practices.
- Discuss the ethical issues that arise when good business leads to scientifically unsupported interventions (bad medicine).
- Discuss practical tools and knowledge that future physicians will need to better understand and thrive in the increasingly complex world of medical practice.

★ Lunch provided before the presentation.

RSVP to Donna Goodnow at Donna_Goodnow@Brown.edu or call 401-863-3969

Accreditation: Brown Medical School is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. Brown Medical School designates this activity for a maximum of 2 category 1 credits towards the AMA Physician's Recognition Award. Each physician should claim only those credits that he/she actually spent in the educational activity.

*From Prospect, turn right on Waterman, then take a left onto Brown Street. Follow Brown Street 2 blocks to the corner of Meeting Street. The Biomed Center is on the right.