



Continuing Education Activity

Title: Physician Conflict of Interest and the Physician Sunshine Law

Presented by: Dr. Jerome Avorn, Division of Pharmacoepidemiology and Pharmacoeconomics, Department of Medicine, Brigham and Women's Hospital; Dr. Sharon Levine, Director and Senior Advisor for Public Policy, Pharmacy, and Professional Development for The Permanente Medical Group of Northern California; Mr. Chris Foster, Vice President, Booz Allen Hamilton.

Date: June 27, 2013
Estimated Time: 1 Hour 30 minutes
Course Format: In-person Presentation
Course Fee: Free

Activity Goal/Description: Drs. Avorn and Levine and Mr. Foster will discuss ethical issues that may arise from physician and medical vendor interactions and possible solutions for avoiding perceived conflicts of interest.

Target Audience: Physicians and other Health Care Professionals

Activity Learning Objective: At the conclusion of the presentation, participants will be able to identify major conflict of interest issues involving physicians and medical vendors and solutions that promote transparent and ethical education and collaboration.

Activity Credit:

Accreditation Council for Continuing Medical Education (ACCME)

[ACCME Accreditation Statement](#)

[ACCME Designation Statement](#)

The Centers for Medicare & Medicaid Services designates this **enduring material** for a maximum of 1 AMA PRA Category 1 Credit™. Physicians should only claim credit commensurate with the extent of their participation in the activity. Credit for this course expires July 12, 2014.

IACET International Association for Continuing Education and Training (IACET)

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The Centers for Medicare & Medicaid Services (CMS) is authorized by IACET to offer 0.1 CEU for this program. CEU will be awarded to participants who meet all criteria for successful completion of this educational activity. CEU credit for this course expires July 12, 2014.

Authors and Disclosures:

No one in a position to control the content of this activity has anything to disclose. All planners and developers of this activity have signed a disclosure statement indicating that they have no relevant financial interests. This activity was developed without commercial support. Please see developer and presenter bios below.

Jerry Avorn, M.D. is Professor of Medicine at Harvard Medical School and Chief of the Division of Pharmacoepidemiology and Pharmacoeconomics in the Department of Medicine at Brigham and Women's Hospital. An internist, geriatrician, and drug epidemiologist, he studies the intended and adverse effects of prescription drugs, physician prescribing practices, and medication policy. The division he founded and leads comprises physicians, epidemiologists, health policy analysts, statisticians, and computer scientists who work together to analyze the utilization and outcomes of prescription drugs in numerous settings. Dr. Avorn pioneered the "academic detailing" approach to continuing medical education, in which non-commercial, evidence-based information about drugs is provided to doctors through educational outreach programs run by public-sector sponsors. Such programs are now in use in the U.S., Canada, Australia, and Europe.

Sharon Levine, MD, is Director and Senior Advisor for Public Policy, Pharmacy, and Professional Development for The Permanente Medical Group of Northern California, and has held multiple leadership roles within the medical group and within Kaiser Permanente nationally. She currently has responsibility for clinical education, management training and leadership development for the group's physicians; government and community relations, health policy and external affairs; and pharmacy policy and drug use management.

Christian Foster, Booz Allen Hamilton Vice President is a leader in the firm's Strategy and Organization capability, focused on strategic communications within the healthcare business. His professional experience includes a broad knowledge of public health, managed care, healthcare provider groups, media relations, and pharmaceutical marketing, as well as brand communications and reputation management. He has worked in a variety of environments ranging from global public relations agencies and trade associations to national political campaigns and health insurance companies.

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For questions regarding the content of this activity, or for technical assistance contact Jason Pry at J.Pry@HSAG.com Tennille.Brown@cms.hhs.gov or Andria.Carlow@cms.hhs.gov via e-mail.

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