



About the National Council on Patient Information and Education (NCPIE)

NCPIE, founded in 1982, is a national coalition of over 125 diverse organizations committed to stimulating and improving communication of information on the appropriate use of medicines to consumers and healthcare professionals. NCPIE develops and disseminates educational products, programs, and services to its members and other stakeholder organizations to promote safe and appropriate medicine use through high quality communication. Major NCPIE programs include "Talk About Prescriptions" Month (each October), the Paul G. Rogers/NCPIE Medicine Communicator Awards Program (in concert with its biennial national conference), and "Be MedWise," to promote appropriate use of over-the counter medicines.

For details about NCPIE visit:
www.talkaboutrx.org and
www.BeMedWise.org

Committee Members

Deborah Davidson Adams, NCPIE
Nicole Brandt, Lamy Center
W. Ray Bullman, NCPIE
Reba Cornman, University of MD School of Medicine
Denise Orwig, University of MD School of Medicine
Ann Marie Spellbring, University of MD School of Nursing
Bruce Stuart, Lamy Center

KEYNOTE SPEAKERS



Carolyn M. Clancy, MD
Acting Director,
Agency for Healthcare Research and
Quality (AHRQ)

Topic
**The Silent Epidemic:
Unsafe Use of Medicines**



William Novelli, MA
Executive Director and CEO,
AARP

Topic
**Wrestling With The
Octopus: Improving
Medicine Use Among
Older Adults**

THE 19TH ANNUAL PETER LAMY CONFERENCE COSPONSORED BY NCPIE

CONFERENCE AGENDA

Thursday, October 17

Hyatt Regency Bethesda

7:30-8:30 AM Registration

8:30-8:45 AM Making the Connections: The Peter Lamy Center & NCPIE
Bruce Stuart, PhD, Executive Director, Peter Lamy Center
Ray Bullman, MAM, Executive Vice President, NCPIE

8:45-9:35 PM Keynote Speaker
The Silent Epidemic: Unsafe Use of Medications
Carolyn Clancy, MD, Acting Director, AHRQ

9:35-10:25 AM Healthy People 2010: Medication Safety Objectives
Nancy D. Smith, PhD, Director, Office of Training & Communications, Center for Drug Evaluation & Research, FDA

10:25-10:40 AM Break (Exhibitions Open)

CONCURRENT SESSIONS

HIGH TECH

HIGH TOUCH

10:45-11:35 AM PDAs & MDS Outcomes in Long-Term Care
Stephen Feldman, RPh, The ICPS Group,
President-Elect, ASCP

Quality Indicators for Assessing Care of Vulnerable Elders: ACOVE
Robin Hertz, PhD, Outcomes Research-Population Studies, Pfizer, Inc.

11:35-12:25 PM Enhancing Patient-Provider Communication for the Elderly via Web-based Technology
Michael Follick, PhD, The Abacus Group

Addressing & Overcoming Barriers to Medication Adherence
Nicole Brandt, PharmD
Kathleen Cameron, RPh, MPH
JoAnne Gladden, PhD, RN

12:25-1:40 PM Lunch and Exhibits
Wrestling With The Octopus: Improving Medicine Use Among Older Adults
William Novelli, MA, Exec. Dir. & CEO, AARP

1:45-2:35 PM Integrating the Internet, PDAs & Information Technology into the Healthcare of Seniors
Bill G. Felkey, MS, Associate Professor, Auburn University

CMS Initiatives to Help Assure the Appropriate Use of Therapeutic Agents in the Elderly
Steven A. Blackwell, PhD, JD, RPh

2:40-3:30 PM Prescription for a Cure: Implementing Physician Order Entry to the Mass Market
James Bradley, MBA, CEO, RxHub LLC
Ken Whittemore, Jr., RPh, Vice President for Professional Affairs, Sure Script Systems, Inc.

A Public Health Prevention Intervention for Medication & Alcohol Misuse Among Older Adults in Senior Housing
Stephen J. Bartels, MD, Associate Professor of Psychiatry, Dartmouth Medical School

3:30-3:45 PM Break (Exhibitions Open)

3:45-4:35 PM Closing Plenary Session: Integrating High Tech & High Touch in Managed Care
Ray Palasik, RPh, Mid-Atlantic States Dir. of Pharmacy Quality & Resources Services, Kaiser Permanente