MEETING AGENDA

Reconceptualizing the Challenges of Direct-to-Consumer Health Products

The Banbury Center, Cold Spring Harbor Laboratory, New York, USA
October 14-16, 2019

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Cold Spring Harbor Laboratory Corporate Sponsor Program

Organizers:
Timothy Caulfield, University of Alberta
Leigh Turner, University of Minnesota Center for Bioethics
Anna Wexler, University of Pennsylvania

Health products and services are increasingly moving from the realm of medical professionals into the domain of consumers. To date, questions about safe and responsible marketing and have largely remained within individual professional domains. Yet it may be beneficial to conceptualize these questions as part of a larger social phenomenon. This Banbury meeting brought together an interdisciplinary group of physicians, bioethicists, legal scholars, health and science policy researchers, and communications scholars to rethink the challenges of DTC health products and services.

MONDAY, OCTOBER 14

1:00 pm **Welcoming and Introductory Remarks**
Rebecca Leshan, The Banbury Center, Cold Spring Harbor Laboratory
Anna Wexler, University of Pennsylvania, Philadelphia, USA
Leigh Turner, University of Minnesota, Minneapolis, USA
Timothy Caulfield, University of Alberta, Edmonton, Canada

1:30 pm **SESSION 1: Historical Background**
Steve Woloshin, Dartmouth College, Hanover, USA

1:55 pm **SESSION 2: DTC Health Technologies: Information**
Cinnamon Bloss, University of California, San Diego, USA
Rita Redberg, University of California, San Francisco, USA
Moira Kyweluk, University of Pennsylvania, Philadelphia, USA

3:55 pm **SESSION 3: DTC Health Technologies: Interventions**
Leigh Turner, University of Minnesota, Minneapolis, USA
Vinaya Manchaiah, Lamar University, Beaumont, USA
Anna Wexler, University of Pennsylvania, Philadelphia, USA

6:00 pm Reception, dinner

TUESDAY, OCTOBER 15

7:30 am Breakfast

9:00 am **Day Two Aims**
Anna Wexler, Leigh Turner, Timothy Caulfield

9:15 am **SESSION 5: Public Understanding of Science**
Cary Funk, Pew Research Center, Washington, D.C., USA
Brian Southwell, RTI International, Research Triangle Park, USA
Ann Marie Navar, Duke University, Durham, USA
Elizabeth Suhay, American University, Washington, D.C., USA

11:35 am **SESSION 6: Government Regulation**
Patricia Zettler, Ohio State University, Columbus, USA

12:30 pm Luncheon

2:00 pm **SESSION 7: Alternatives to Government Regulation**
Laura Brett, National Advertising Division, New York, USA
Bonnie Patten, Truth in Advertising, Madison, USA
Amy Zarzeczny, University of Regina, Canada

4:00 pm **SESSION 8: Impact on Patient-Physician Relationships**
Steve Joffe, University of Pennsylvania, Philadelphia, USA
Aaron Levine, Georgia Institute of Technology, Atlanta, USA

5:00 pm **Day Two Synthesis and General Discussion**
Anna Wexler, Leigh Turner, Timothy Caulfield

6:00 pm Reception, dinner

WEDNESDAY, OCTOBER 16

7:30 am   Breakfast

9:00 am   **SESSION 9: Issues on the Horizon**
Jeremy Snyder, Simon Fraser University, Burnaby, Canada
Timothy Caulfield, University of Alberta, Edmonton, Canada

10:30 am   **SESSION 10: Discussion, Meeting Wrap-up, and Next Steps**
Anna Wexler, Timothy Caulfield, Leigh Turner

12:15 pm   Luncheon

2:00 pm   Participant departures

— END OF PROGRAM —

MEETING PARTICIPANTS

Cinnamon Bloss, University of California, San Diego

Laura Brett, National Advertising Division

Timothy Caulfield, University of Alberta

Cary Funk, Pew Research Center

Steven Joffe, University of Pennsylvania

Moira Kyweluk, University of Pennsylvania

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