

Slide 1: Addressing Tensions When Popular Media and Evidence-Based Care Collide

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Slide 2: Addressing Tensions When Popular Media and Evidence-Based Care Collide — NBCC (1 of 2)

- The National Breast Cancer Coalition (NBCC) has evidence-based positions on many issues: mammography guidelines, bone marrow transplantation, hormone therapy, and Avastin® use.
 - The plus side:
 - Respect from evidence-based health care community
 - Trust when “truth” does emerge
 - Smarter investments in research, health care, and policy
 - The negative side:
 - Threats from other stakeholder groups
 - Loss of financial support
 - Often being a minority voice defending the evidence

Slide 3: Addressing Tensions When Popular Media and Evidence-Based Care Collide — NBCC (2 of 2)

- The 2012 Progress Report of the National Breast Cancer Coalition included an analysis of media coverage of during Breast Cancer Awareness Month (October 2011).
 - Five U.S. newspapers with the largest circulation and four women’s magazines were reviewed for relevant articles.
 - Twenty-eight newspaper articles and seven magazine pieces were included in the analysis.
- The analysis showed that:
 - 31% of the stories were on prevention and risk.
 - 25% of the stories were on screening; 6 of the 9 stories that described screening in detail presented a balanced view on the limitations of screening.
 - 25% of the stories presented the complexity of breast cancer.
 - 54% of the articles included personal stories; however, only 15% of the women featured in these stories were diagnosed after age 60, even though half of breast cancer cases occur in women aged 62 and older.
 - Very few stories mentioned metastatic disease.
 - Almost no mention was made of ending disease, primary prevention, or preventing metastases.

Slide 4: Addressing Tensions When Popular Media and Evidence-Based Care Collide — Gary Schwitzer (1 of 2)

- What roles do academic, government, and industry research communities play in fostering the kind of poor-quality medical reporting that HealthNewsReview.org cites by prematurely or inappropriately promoting research results in press releases, often from conference abstracts where the data have not yet been published?

Slide 5: Addressing Tensions When Popular Media and Evidence-Based Care Collide — Gary Schwitzer (2 of 2)

- Given the universal problem around poor media reporting, why are groups like HealthNewsReview.org not adequately supported and scaled to make a momentous impact on this problem?
- How can the public really be expected to make evidence-based health choices when they often get exaggerated, out-of-context, incomplete health news that is laced with anecdotal, biased information often colored by conflicts of interest?

Slide 6: The Tortoise and the Hare: When Media and Practice Collide — Jakob D. Jensen, Ph.D.

A Few Known Problems

- Aren't the problems noted with the public exactly the same ones we would note for clinicians?
 - Signs of information overload
 - Fatalistic thinking
 - Struggle to place research in a proper context

Slide 7: Media, Messages, and Medication: Media, Messages, and Medication: Strategies To Reconcile What Patients Hear, What They Want, and What They Need From Medications — Richard L. Kravitz, M.D., M.S.P.H. (1 of 3)

"The bottom line is that the internet does not replace health professionals. Peer-to-peer healthcare is a way for people to do what they have always done — lend a hand, lend an ear, lend advice — but at internet speed and at internet scale."

— Susannah Fox

- Now that patients can interact with providers in many different ways, have practices reorganized to change the daily schedule, empowered nonphysicians to answer many of the questions, gone more digital themselves, and provided patients with articles and evidence to support their practice?

Slide 8: Media, Messages, and Medication: Media, Messages, and Medication: Strategies To Reconcile What Patients Hear, What They Want, and What They Need From Medications — Richard L. Kravitz, M.D., M.S.P.H. (2 of 3)

- How do you see the discrepancies between what patients often need and what clinicians perceive they need being closed?
- Do we just forget about current practitioners and put all our hope on medical students getting the right training now as they enter the field?

Slide 9: Media, Messages, and Medication: Media, Messages, and Medication: Strategies To Reconcile What Patients Hear, What They Want, and What They Need From Medications — Richard L. Kravitz, M.D., M.S.P.H. (3 of 3)

- Given that much of the problem is the paucity of strong evidence in many arenas of medical care, what impact can we expect from the Affordable Health Care for America Act¹ and its emphasis on comparative effectiveness research, the work of the Patient-Centered Outcomes Research Institute, and the mandate to have educated consumers involved in all of these processes?