**WEDNESDAY, OCTOBER 5, 2011**
**WYOMING UNION, FAMILY ROOM**

**7:00 PM**  
**Documentary Film**

*Big Bucks, Big Pharma* (followed by discussion). Film is free and open to the public – Family Room

**Registration for the conference opens – Lobby**

*Big Bucks, Big Pharma* pulls back the curtain on the multi-billion dollar pharmaceutical industry to expose the insidious ways that illness is used, manipulated, and in some instances created, for capital gain. Focusing on the industry’s marketing practices, media scholars and health professionals help viewers understand the ways in which direct-to-consumer (DTC) pharmaceutical advertising glamorizes and normalizes the use of prescription medication, and works in tandem with promotion to doctors.

Combined, these industry practices shape how both patients and doctors understand and relate to disease and treatment. Ultimately, *Big Bucks, Big Pharma* challenges us to ask important questions about the consequences of relying on a for-profit industry for our health and well-being. (Excerpt from mediaed.org) 46 minutes.

**THURSDAY, OCTOBER 6, 2011**
**WYOMING UNION SECOND FLOOR**

**8:00**  
**Registration**

Coffee & juice, breakfast breads, exhibits, posters – Lobby & West Yellowstone Ballroom

**8:45**  
**Welcome & Announcements**

University President Tom Buchanan & Committee co-chairs Virginia Vincenti and Dee Pridgen – Family Room

**9:00-9:55**  
**Plenary Speech**

Charles Barber, Lecturer and Author, *Comfortably Numb – How Psychiatry Medicated a Nation*, Family Room

The plenary session will provide an overview of our medicated nation, particularly as it pertains to psychiatric medications -- the most widely used class of medications by Americans. Barber will profile the current state of the landscape and provide an historical overview of ‘The Perfect Storm’ of the factors (advertising, managed care, expansion of diagnosis, etc) that led to our current situation.
9:55-10:30 Break
Refreshments, exhibits & poster session – West Yellowstone Ballroom – Authors will be at their posters

10:30-11:30 Concurrent Breakout Session I


Global production of all FDA-regulated goods, including pharmaceutical products, has exploded over the past ten years. In fact, FDA regulated imports have quadrupled since 2000. In addition to an increase in imported finished products, manufacturers increasingly use imported materials and ingredients in their U.S. production facilities, making the distinction between domestic and imported products obsolete. There are more products, more manufacturers, more countries with emerging industries and more consumer and patient access than ever before. A dramatic change in strategy must be implemented. The FDA and its global regulatory partners recognize this new reality and realize it will take a proactive and collaborative approach to address the challenges we face. Koontz will discuss the impact of international trade on the United States pharmaceutical supply, such as safety concerns and counterfeit products. Participants will not only understand the nature and scope of the challenges posed by this increasingly globalized industry, but will also gain an awareness of the efforts and strategies that are being implemented to address these issues and protect the public health.

TRACK 2: Health Issues: Dr. Linda Gore Martin, UW Associate Professor Pharmacy, Conundrums and Controversies: Medication Use in Humans and the Limitations of Evidence-Based Practice – Room 203

Every day the media reports some major study or finding about medication. This may be a new breakthrough, a potentially serious adverse effect, or information that refutes earlier information. This program will cover recent stories and what that means to you as the consumer of these medications.
TRACK 3: Criminal Issues: Betsy Goudey, UW Students’ Attorney, Alcohol, Wyoming Law and You – Family Room

This presentation is aimed at students attending the conference and is a discussion of law enforcement/citizen interactions and how the different levels of interactions can trigger different levels of the exercise of a person’s 4th Amendment right to be free from unreasonable searches and seizures. The different scenarios presented do involve issues commonly arising from the consumption of alcohol (a subject with which most students are familiar). This workshop has been presented many times on campus to students and almost always has been extremely well received by the attendees. The presentation has often turned into a very interactive question-and-answer session.

11:45  Plenary Speech & Lunch

Michael Carome, MD, Deputy Director of Public Citizen’s Health Research Group, Pain, Obesity, and Alzheimer’s Disease: Public Citizen’s Efforts to Have FDA Ban Three Drugs – Central & East Yellowstone Ballroom

After a brief general overview of Public Citizen’s Health Research Group’s activities regarding drug safety, Dr. Carome will discuss Public’s Citizen’s efforts to have three drugs removed from the market in the United States. The three drugs to be discussed are Darvon (generic name propoxyphene), Meridia (generic name sibutramine), and Aricept 23 (generic name donepezil). The discussion will highlight failures by the Food and Drug Administration to take appropriate and timely action to protect the American public from these unsafe drugs.

1:30-2:30 Concurrent Breakout Session II

TRACK 1: Business/Legal Issues: Dr. David J. McCaffrey III, Professor Of Pharmacy Admin., U. Mississippi, Throwing the Baby Out with the Bathwater? An Examination of Direct-to-Consumer Advertising of Prescription Medicines – Senate Chambers

This presentation will focus on the benefits and challenges associated with the promotion of prescription medications directly to consumers. Rather than focus on one perspective, this presentation will examine patient attitudes, provider attitudes, the position of Pharma companies, as well as the policies of the Food and Drug Administration (FDA).
**TRACK 2: Health Issues:** Michael Carome, MD and Public Citizen Staff, *Pharmaceutical Industry Influence on Medical Practice and the Use of Drugs* – Family Room

This session will explore various measures taken by pharmaceutical companies to influence the prescribing practices of physicians and promote the use of their medications. This will include a discussion of advertising practices, the engagement of thought leaders and expert physician consultants, influence over the development of clinical practice guidelines, and illegal off-label promotion of drugs.


Our panel will discuss the scope of the prescription abuse problem in Wyoming. We will also provide some information on what we are doing to help educate healthcare providers and the public about the problem and tools they can use to prevent it.

2:45-3:45 Concurrent Breakout Session III

**TRACK 1: Business/Legal Issues:** Dee Pridgen, UW Professor of Law, *21st Century Snake Oil Sales: FTC Regulation of Over-the-Counter Drug Marketing* – Senate Chambers

Like the 19th century medicine shows that travelled the country by covered wagons selling “snake oil” remedies for all types of ailments, the 21st century has vendors traveling the world via the Internet who sell purported cures that have no scientific basis. The Federal Trade Commission is tasked by Congress to police “unfair and deceptive trade practices” which includes the deceptive advertising of over-the-counter drugs. This presentation will provide background on the FTC’s mission, the relationship of the FTC’s activities to FDA drug regulation, and the role of the advertising substantiation doctrine. Professor Pridgen will review current cases, examples of modern day cure-all claims, and will discuss directions in drug marketing enforcement at the FTC.
TRACK 2: Health Issues: Carol Kobulnicky, UW Associate Professor Pharmacy, *Use of Complementary and Alternative Medicine in the United States: Facts, Figures and Controversies* – Family Room

The presentation will include an overview of what Complementary and Alternative Medicine (CAM) is, how prevalent it is in the U.S., who is more likely to use CAM, and predominant reasons for use. Controversies will be explored including economic, legal and practice-based philosophies.


Dr. Wambeam will outline the cutting edge processes that accomplish real outcomes for individuals and for communities in the prevention of substance abuse. This presentation will include a discussion of lessons learned from numerous local and state level efforts to prevent substance abuse, and it will detail the work of real communities in Wyoming that have seen dramatic changes in substance use.

7:00 PM

Panel Discussion: Medical Marijuana

Stewart Young, UW Assistant Professor of Law, Steve Johnson, Larimer County Commissioner, & Jennifer Horvath, Wyoming ACLU staff attorney – Family Room

This panel will discuss various public policy aspects of medical marijuana. Larimer County Commissioner Steve Johnson will provide the perspective of a local government official dealing with the issue in a state (Colorado) where medical marijuana is legal but regulated. Wyoming ACLU attorney Jennifer Horvath will present the issue from the perspective of individual civil rights. Law professor Stewart Young will present the federal/state law enforcement clash, from the perspective of a former federal prosecutor in California.

Some questions to be addressed for Wyoming, a state where medical marijuana is not legal, might be: Is there a need for medical marijuana to treat certain medical conditions? Do consumers have a right to access this treatment? What social issues or consequences are associated with medical marijuana in other states where it is legal? What is the nature of the federal/state law enforcement conflict that is involved in states where medical marijuana has been legalized?
FRIDAY, OCTOBER 7, 2011
WYOMING UNION SECOND FLOOR

8:00  Registration (continued)
Coffee & juice, breakfast breads, exhibits, posters – Lobby & West Yellowstone Ballroom

8:30-9:30  Plenary Speech
Trudy Lieberman, Contributing editor and blogger for Columbia Journalism Review, *Marketing Drugs to Consumers: Should You Take that Drug?* – Family Room

*What consumers don’t know about drug companies can hurt them. With billions of dollars in profits at stake, pharmaceutical giants spend lavishly to get their products into the hands of consumers. Are these what the patients really need? This talk will explore how Big Pharma gets its way.*

9:30-9:45  Break
Refreshments, exhibits & poster session – West Yellowstone Ballroom

9:45-10:45  Concurrent Breakout Session IV
TRACK 1: Business/Legal Issues: Matthew J. Wilson, UW Associate Professor of Law, *Counterfeit Drugs: The Clash Involving Intellectual Property Rights, Health, and Affordable Access to Pharmaceuticals* – Senate Chambers

*Counterfeiting is huge business across many industries that reduces corporate profits, threatens reputations, and infringes on various intellectual property rights. In the case of counterfeit drugs, the dangers of counterfeits are even more significant as the health and lives of patients may be at risk. This presentation examines the risks associated with counterfeit drugs and explores the constant struggles between intellectual property rights, health, and the need for access to inexpensive medication.*
TRACK 2: Health Issues: Charles Barber, Yale lecturer and author, *The Human Factor: Alternative Approaches to Mental Health, With and Without Psychotropic Medications* – Family Room

The breakout session will cover alternative approaches and treatments to mental health, including motivational interviewing, cognitive behavioral therapy and other therapies, and the use of peer supports. I will describe these approaches and how they can be utilized as both a complement to psychiatric medications, and on their own. Attendees will gain a better understanding of a broader, more holistic approach to psychiatric treatment.

TRACK 3: Criminal Issues: Perry McCoy, Bureau of Land Management Chief Ranger for Wyoming and Nebraska, *Drugs and YOUR Public Lands* – Room 203 (no taping)

This will be a powerpoint presentation of different drug activities that are occurring on Public Lands, the hazardous materials left behind as a result of the activity and what the BLM does to attempt to combat illegal drug activities on lands owned by the taxpayers.

**11:00-12:00 Legislative Panel – Policy Implications**

Charles Scott, John Schiffer, Mike Massie & Elaine Harvey – Central & East Yellowstone Ballroom

This panel of Wyoming current and former legislators will discuss state policy issues that have been brought up during the conference. Some topics to be addressed may include: substance abuse prevention methods, drug enforcement at the border and on public lands, regulation of alcohol, drug marketing and health care professionals. Our panelists will be current Wyoming state legislators Charles Scott, John Schiffer, and Elaine Harvey, and former legislator Mike Massie.

**12:15 Plenary Speech & Lunch**

Tony Young, Deputy Chief of Staff to Wyoming Governor Matt Mead, *Drugs and Consumers: Perspectives from the Governor’s Office* – Central & East Yellowstone Ballroom
KEYNOTE SPEAKERS

**Charles Barber** is a lecturer in psychiatry at Yale University School of Medicine and author of two prominent books on mental health, *Songs from the Black Chair: A Memoir of Mental Interiors*, and *Comfortably Numb: How Psychiatry Medicated a Nation*. His writing has appeared in the New York Times, the Washington Post, Scientific American Mind, The Nation and many other publications, and he has spoken about mental health issues on NPR’s Fresh Air, CNN, C-Span, and The Early Show. He worked in shelters for the homeless mentally ill for ten years in New York City. Barber is currently writing a novel about a depressed detective.

**Michael A. Carome, M.D.,** currently is Deputy Director of Public Citizen’s Health Research Group. Prior to joining Public Citizen in 2011, he was Associate Director for Regulatory Affairs, Office for Human Research Protections (OHRP), Department of Health and Human Services from 2002-2010; Staff Nephrologist at the Walter Reed Army Medical Center’s (WRAMC’s) Department of Medicine from 1992-2010; and a Commissioned Corps officer in the U.S. Public Health Service (PHS), attaining the rank of Captain prior to his retirement from the PHS. Earlier in his federal career, he served as Director, Division of Compliance Oversight, OHRP; Chief of the Compliance Oversight Branch in the Office for Protection from Research Risks, National Institutes of Health (NIH); and Assistant Professor of Medicine, Department of Medicine, Uniformed Services University of Health Sciences. He earned his undergraduate Bachelor of Science degree in psychology at Georgetown University and his medical degree at Case Western Reserve University. He completed his internal medicine residency and nephrology fellowship training at WRAMC. During his fellowship training, he was a Guest Researcher at the Renal Cell Biology Section, National Institute of Diabetes and Digestive and Kidney Diseases, NIH. Dr. Carome is a Fellow in the American College of Physicians.

**Trudy Lieberman,** a journalist for 43 years, is a contributing editor to the Columbia Journalism Review where she blogs about health care and retirement at cjr.org. She is also a fellow at the Center for Advancing Health where she blogs about health at preparedpatientforum.org. She was recently director of the health and medical reporting program at the Graduate School of Journalism, City University of New York and had a long career at Consumer Reports specializing in insurance, health care and health care financing. She was also
Dr. Donna Artery is a Pharmacist Consultant for the State of Wyoming, Department of Health. She received a doctorate in pharmacy from the University in 2006. Previously, she worked for School District # 1 in Wheatland, Wyoming, for 20 years.

Elizabeth (Betsy) Goudey graduated from the UW College of Law in 1982 and practiced law locally from 1982 until 1986. She was offered the position of UW Students’ Attorney in 1986 and recently celebrated her 25 year anniversary in that position. Having dealt with thousands and thousands of student clients in all issues of the law, civil, criminal and administrative, she has developed an in-depth understanding of legal issues that are common to all university and college communities.

Kebin Haller is the Deputy Director, Wyoming Division of Criminal Investigation, with over 20 years of law enforcement experience. He earned a BA in the Administration of Justice from the University of Wyoming. He serves on the Governor’s Substance Abuse and Violent Crime Advisory Board in Wyoming.
Jennifer Horvath started in 2007 as the first staff attorney at the Wyoming Chapter of the ACLU. Previously, she worked for seven years at the Defender Association of Philadelphia, in both the trial and appellate divisions. She is a graduate of University of North Carolina School of Law.

Steve Johnson is a Larimer County Commissioner in Fort Collins, Colorado. He took office in January of 2009. Johnson is a veterinarian who has practiced veterinary medicine in Loveland for 16 years. He has taught high school in Fort Collins and currently teaches organic chemistry at Colorado State University (CSU). He has a B.S. in chemistry from CSU, and a Doctorate of Veterinary Medicine from CSU.

Dr. Carol J. H. Kobulnicky earned her MS and PhD from the University of Wisconsin-Madison in Social and Administrative Pharmacy, after having worked as a pharmacist in Milwaukee, Wisconsin. She is an Associate Professor at the University of Wyoming School of Pharmacy where she instructs pharmacy students in the areas of professional communication, health behavior theory, cultural competency and practice management. Her primary research emphasis is motivated by her desire to foster and improve patient self-advocacy. Dr. Kobulnicky conducts research to better understand and improve cancer patients’ experiences with information overload, and to empower patients in the areas of self-management and self-monitoring. She also enjoys working to increase and improve interprofessional education opportunities in the UW College of Health Sciences, innovating in the classroom and studying the impact of pedagogical changes to improve student learning, and helping pharmacy students gain an interest in research and teaching. Her passion for education and self-advocacy extends beyond the university and health care settings and into the community where she serves as an active board member of Laramie Montessori Community Organization.

Devin Koontz, Public Affairs Specialist for the Food and Drug Administration, is the Denver District’s spokesperson to media, congressional staff, federal, state and local regulatory agencies, health professionals, consumers, academia, and regulated industry associations in Colorado, New Mexico, Utah, and Wyoming. He provides information on all areas of FDA’s broad regulatory au-
authority. He leads the agency’s field communication program as chair of the ORA Public Affairs Executive Council and also occasionally mediates employment disputes for other federal agencies based in the Denver area. Devin is a Colorado native and has been with the agency since 1991. He is a proud graduate of the Metropolitan State College of Denver where he earned a BA in Technical Communications.

**Linda Martin** is an Associate Professor of Social and Administrative Pharmacy at the University of Wyoming, earned her BS in Pharmacy and MBA from the University of Wyoming and her Doctor of Pharmacy from Creighton University. Dr. Martin is Board Certified in Pharmacotherapy. She was the Coordinator of the University of Wyoming Drug Information Center before changing to her current faculty position in 2000. Dr. Martin teaches Drug Literature Evaluation, Pharmacoeconomics, and Drug Use Process (the social and behavioral aspects of using medications). Her research interests include health outcomes related to medication use and pharmacoeconomics in special populations (older adults, women, lower socioeconomic levels); medication and digital literacy, especially in the older adult; and student personalities and success. Her association memberships and service are extensive.

**Mike Massie** is the UW Special Assistant to the President for External Relations. After receiving a master’s degree in history from UW, Mike worked in public history for twenty years, in addition to being as an adjunct instructor in history at the University. For the past twelve years, he has been employed in the developmental disabilities field and is presently the executive director of Child Development Services of Wyoming, a private membership organization of the state’s developmental preschools. He served in the state legislature for 16 years.

**Dr. David J. McCaffrey** is a Professor of Pharmacy Administration and a Research Professor in the Center for Pharmaceutical Marketing and Management at The University of Mississippi School of Pharmacy. He received his pharmacy degree from the University of Maryland and his graduate degrees from the University of Mississippi. Dr. McCaffrey’s research areas of interest lie within the fields of suboptimal medication consumption (specifically initial noncompliance), pharmacists’ influence on the product selection decision, the influence of direct-to-consumer advertising of medications on post-exposure information search, and patient satisfaction with health care services. His
research funding comes from pharmacy organizations and other health care organizations, pharmaceutical companies, and state and federal agencies.

**Perry McCoy** has been in federal law enforcement for 21 years. He has spent the last 16 years working for the Bureau of Land Management at numerous duty stations. He is the chief ranger for Wyoming and Nebraska which includes training coordination and serving as the lead law enforcement officer for BLM in both states. In 2007, McCoy was awarded the Medal of Valor by the Secretary of Interior. He regularly provides training and education related to BLM law enforcement activities both within the agency and for outside partners. McCoy loves being outdoors and outdoor activities.

**Dee Pridgen** is the Carl M. Williams Professor of Law and Social Responsibility, at the University of Wyoming’s College of Law, where she has taught since 1982. Her subjects include Consumer Protection, Contracts, Antitrust, and Payment Systems. She received her Juris Doctorate in 1974, from New York University, and a B.A. in 1971, from Cornell University. She is a member of the Order of the Coif and Phi Beta Kappa. Pridgen has been a Fulbright Scholar/Lecturer at Tokyo University in Japan and a Visiting Professor of Law at the University of Baltimore School of Law, the University of Maryland School of Law, and the Catholic University of America, Columbus School of Law. She also served as a Staff Attorney, for the Federal Trade Commission, Bureau of Consumer Protection, Washington, D.C. from 1978-82. Pridgen’s publications include two treatises aimed at practicing attorneys, CONSUMER PROTECTION AND THE LAW, and CONSUMER CREDIT AND THE LAW, coauthored with Richard Alderman, both published by Thomson/West, and updated yearly. She is also a coauthor of a law school casebook entitled CONSUMER LAW: CASES AND MATERIALS (Thomson/West 3d ed. 2007) and co-editor of a statutory supplement SELECTED CONSUMER STATUTES (Thomson/West 2011). She has written articles and reports on consumer law, and has given presentations at international consumer law meetings in Helsinki, Finland, and Auckland, New Zealand. She has also presented at and been the co-chair of the Consumer Issues Conference held yearly at the University of Wyoming since 2001. She has been on the faculty for Teaching Consumer Law, a biennial conference sponsored by the Consumer Law Center at the University of Houston since 2002. Pridgen was elected to the American Law Institute in 2003.
Kelly Rankin attended the University of Wyoming for both his undergraduate and law degrees. Upon graduation, he served briefly in the Lincoln County Attorney’s Office as a deputy county attorney. He then served in the Park County Attorney’s Office in the same capacity and was elected twice to the position of County Attorney. In 2003, Rankin joined the United States Attorney’s Office where he served in various capacities to include the lead attorney for the District’s Organized Crime Drug Enforcement Task Force and as the presidentially appointed United States Attorney (2008 – 2010). In 2010, Rankin served as counsel to Wyoming Governor Dave Freudenthal. Most recently, Rankin rejoined the U.S. Attorney’s Office and now serves as the Criminal Chief. Rankin also serves as the chairman of the Wyoming Rx Abuse Stakeholders Board.

Rodney Wambeam, Ph.D. is a Senior Research Scientist at the Wyoming Survey & Analysis Center (WYSAC) of the University of Wyoming (UW). He is also an adjunct professor in the Department of Political Science at UW, where he teaches program evaluation and coordinates a multidisciplinary student certification in this area. Dr. Wambeam completed his Ph.D. at the University of Nebraska in 1999 and served as policy advisor to Nebraska Governor Ben Nelson. He was Director of the Evaluation Research Department at the Nebraska Council to Prevent Alcohol and Drug Abuse before moving home to Wyoming in 2002. At WYSAC, Dr. Wambeam oversees numerous prevention research projects. He was principal investigator of Wyoming’s 21st Century State Incentive Grant and Strategic Prevention Framework State Incentive Grant evaluations. He is currently principle investigator of Wyoming’s Federal Prevention Block Grant evaluation, the Strategic Prevention Framework State Incentive Grant evaluation for the State of Oregon, and numerous other state and local evaluation research projects. In his free time Dr. Wambeam is an avid runner, is the founder and coach of Wyoming’s only short track ice speed skating team, has been known to organize Muggle Quidditch games for youth and adults, and coaches a Lego robotics team named “The Automaton Lords of Laramie” that recently won the 2010 Wyoming robotics state championship.
Matthew Wilson is an Associate Professor at the University of Wyoming College of Law. Professor Wilson specializes in intellectual property law, litigation, international business law, international dispute resolution, torts, and Japanese law. From 2003-2009, he served as a law professor for Temple University (Philadelphia) and concurrently served as Senior Associate Dean and General Counsel of Temple University’s 3,000 student campus in Tokyo. Before entering academia, Professor Wilson practiced law at Akerman Senterfitt, a large Florida-based law firm, and served as general counsel for a telecommunications firm. Professor Wilson’s legal practice has included commercial litigation, intellectual property matters, cyberspace law, and general corporate law.

Stewart Young is currently an Assistant Professor of Law and Director of the Prosecution Assistance Program at the University of Wyoming College of Law. Prior to coming to UW, Professor Young served as a federal prosecutor for the Department of Justice in San Diego. During his time as an Assistant United States Attorney, he prosecuted numerous drug trafficking cartels, Mexican Mafia members, and the largest indoor marijuana growing operation on the West Coast. He is a graduate of Stanford Law School and Princeton University.

Tony Young is the Deputy Chief of Staff for Wyoming Governor Matt Mead. He is also the Governor’s Agency Coordinator. Young worked with Mead in the Wyoming U.S. Attorney’s Office as head of Wyoming’s Law Enforcement Coordinating Committee, and he was the Assistant Campaign Manager.
PLANNING COMMITTEE

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