

**For Immediate Release**

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**Media Advisory:  
Avoiding Avoidable Care: Leaders in Medicine and Health Care Tackle  
Overtreatment**

The Lown Cardiovascular Research Foundation and the New America Foundation, in partnership with the Institute of Medicine, will be hosting the [Conference on Avoiding Avoidable Care](#), a first of its kind national convening of health care leaders to discuss the causes and cures for overtreatment in medicine.

Topics will include the critical factors in physician culture that contribute to avoidable care; payment reform as a strategy for avoiding overtreatment; the ethical obligations of all physicians to avoid avoidable care; and the role of consumers and purchasers in driving change. At the conclusion of the conference, participating institutions and individuals will be encouraged to sign onto a **Declaration of Concern** to express the urgency and importance of this issue.

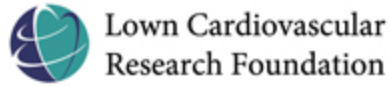
For more information on the conference, click [here](#).

**April 25-26, 2012**

**The American Academy of Arts and Sciences  
Norton's Woods Conference Facilities  
136 Irving Street  
Cambridge, MA**

**Convened by Vikas Saini of the Lown Foundation and Shannon Brownlee of the New America Foundation's Health Policy Program, a distinguished group of national experts will participate, including:**

- \* **Harvey Fineberg, MD, MPP, PhD**, of the Institute of Medicine (keynote)
- \* **Don Berwick, MD**, formerly of the Center for Medicare and Medicaid Services and the Institute for Healthcare Improvement
- \* **Bernard Lown, MD**, founded the Lown Cardiovascular Research Foundation
- \* **David Wennberg, MD**, of the Dartmouth Institute
- \* **Rita Redberg, MD, MSc**, of Archives of Internal Medicine
- \* **Sharon Levine, MD**, of The Kaiser Foundation
- \* **Christine Cassel, MD**, of the American Board of Internal Medicine
- \* **Steve Weinberger, MD**, of the American College of Physicians
- \* **Julio Frenk, MD, MPH, PhD**, of Harvard School of Public Health



**WHY:** Until recently, the main framework for thinking about health care reform has been one of shortages and disparities. That has begun to shift as patients and providers become more aware of the problem of unnecessary or avoidable care. Efforts to improve care and control costs will not be successful unless policymakers, payers, providers, and patients address the problem of avoidable care. This conference will identify the consequences of overtreatment and work toward solutions to these issues with some of the nation's foremost medical thought leaders to restore a more preventative-focused approach to medicine.

### **About The Lown Cardiovascular Research Foundation**

For nearly 40 years, the Lown Cardiovascular Research Foundation has employed a rational, humane, and cost-effective treatment model that advocates prevention over costly, invasive procedures, a care philosophy that is increasingly relevant as health care costs soar and \$250 billion worth of excessive testing and treatment is performed. The Lown Foundation's mission to promote heart health and curb overtreatment in medicine is achieved through cardiovascular research, training and global outreach activities. For more information, please visit [www.lownfoundation.org](http://www.lownfoundation.org) or contact Isabel Black at 617-933-5013 or [iblack@solomonmccown.com](mailto:iblack@solomonmccown.com).

### **About the New America Health Policy Program**

The New America Foundation's Health Policy Program is committed to achieving a high-quality, coordinated, and economically sustainable health care system. Building on its successful advocacy for increased access, the program has shifted focus to the next crucial step in reform: improving the quality and cost-effectiveness of America's health care delivery system.