MEDICINE & MEDIA
The Third Annual Northwestern Bioethics & Medical Humanities Conference

Friday, May 3, 2019
Northwestern University
Chicago, Illinois
8:30 – 9 • CHECK-IN / LIGHT BREAKFAST SERVED

9 – 9:15 • WELCOME

Megan Crowley-Matoka, PhD ◊ – Graduate Director, Master of Arts in MH&B Program

Kelly Michelson, MD, MPH ◊ – Director, Center for Bioethics and Medical Humanities

9:15 – 10:15 • SESSION 1: MULTIMEDIA APPROACHES IN PROMOTING EDUCATION, ENGAGEMENT, AND EMPOWERMENT: A PANEL DISCUSSION

MK Czerwiec, RN, MA * ◊ – Artist-in-Residence, MH&B Graduate Program

Stefanie McCormack, CCRP – Researcher, Epilepsy Center, Ann & Robert H. Lurie Children's Hospital of Chicago; Graduate Student, NU School of Communication

Kapil Kumar – Family Advisory Board Member, Lurie Children's Hospital of Chicago

Alex Thomas, MD – Founder, Booster Shot Media; Allergist/Immunologist; Lecturer, Department of Medical Education, University of Illinois Chicago College of Medicine

Jessica Macha, CIP – Associate Director, Office of Research Integrity and Compliance, Stanley Manne Children's Research Institute, Lurie Children's Hospital of Chicago

Moderator: Megan Crowley-Matoka, PhD ◊

* Former or current student of the Master of Arts in Medical Humanities & Bioethics Program
◊ Member of the Center for Bioethics and Medical Humanities
☆ Recipient of funding from the Center for Bioethics and Medical Humanities for this project
10:15 – 10:30 • BREAK

10:30 – 11:30 • SESSION 2: MEDICINE IN THE MEDIA

When a Personal Narrative May Seem to Border on Libel: How Physicians Might Respond to Their Depictions in Patients’ Blogs
Jessica Fry, MD ◊
Coauthor: Joel Frader, MD, MA ◊

Depictions of Smoking in Popular Television Shows Across Network, Cable and Streaming Platforms
Danielle Dressler and Caroline Canning
Coauthors: Suneel Kamath, MD; Vinay Prasad, MD, MPH

Ethics, the Media, and Conjoined Twins
John Raffensperger, MD

A Virtual Medical Community on a Single Social Media Platform
Jasmine Zahid *
Moderator: Sarah Rodriguez, PhD ◊

11:30 – 12 • LUNCH SERVED

12 – 1 • KEYNOTE PANEL • REFLECTIONS FROM THE TRENCHES: A CONVERSATION ABOUT THE MEDIA’S ROLE IN SPREADING & STOPPING INACCURATE HEALTH INFORMATION

Donna Leff, PhD – Professor of Journalism, Northwestern’s Medill School of Journalism

Matthew Weinstock – Health Journalist and Managing Editor, Modern Healthcare

Seth Trueger, MD – Assistant Professor of Emergency Medicine, Northwestern Medicine; and Social Media Editor, JAMA Network Open
1:15 – 2:15 • SESSION 3: COMMUNICATIONS & DECISIONS

Ethics in Practice: Ethics and Policy through Blended Learning Media
Shelly Benjaminy, PhD ◇☆
Coauthor: Debjani Mukherjee, PhD ◇

What Can We Recommend? Counseling Parents of Terminally Ill Infants About Organ Donation
Allison Grubbs, MD
Coauthors: Jessica Fry, MD ◇

How Should My Doctor Talk About End of Life Care with Me and My Family? A Qualitative Study on Latinx Patients’ Preferences
Margaret Russell, MD, MA * ◇☆
Coauthors: Deborah Edberg, MD; Mary Talen, PsyD

Exploring Empathy and Patient Pain Among Obstetrics and Gynecology Residents: A Grounded Theory Approach
Ashish Premkumar, MD ◇☆
Coauthors: Andrea Henricks; Lindsay Poston, MD; Whitney B. You, MD, MPH

Moderator: Tod Chambers, PhD ◇

2:15 – 2:30 • BREAK

2:30 – 3:30 • SESSION 4: ETHICS, LAW, AND THE PUBLIC

Graphic Bioethics
Craig M. Klugman, PhD

I Thought the Law Would Take Care of This. Do Advance Directives Direct?
Susan Shapiro, PhD
Different Sides, Different Truths: Insights from Half-Careers in Health Care and Media
Michael Millenson

Narrative Medicine as Advocacy: Teaching Opinion Editorial Writing in Medical Education
Melissa Palma, MD and Brittany Bettendorf, MD

Moderator: Catherine Belling, PhD

3:30 – 3:45 MAIN CONFERENCE CLOSING

4 – 6: MHB ALUMNI GATHERING

Post-Conference Free Event:
The Northwestern Medical Orchestra Spring Concert
7 – 8pm • St. James Cathedral (65 E. Huron Avenue)

If you'd like to support this kind of free programming in the future, please consider making a donation:
https://bioethics.northwestern.edu/about/giving.html