



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

Moderator/respondent: Katie Watson, JD ◇

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)

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Center for Bioethics and Medical Humanities

Northwestern University
Master of Arts in Medical Humanities
& Bioethics Program

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