Expert Workshop: The Science of Communicating Medication Information to Consumers

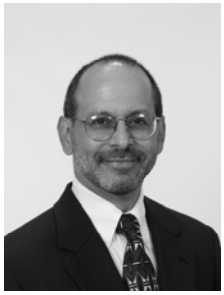
Participant Biographies

Rachel E. Behrman, MD, MPH is the associate director for medical policy in the Office of Medical Policy in the Center for Drug Evaluation and Research at the Food and Drug Administration (FDA). She is responsible for developing, coordinating, and implementing medical policy programs and strategic initiatives, including those focused on clinical trial modernization, policy issues related to human subject protection, and good clinical practices. Dr. Behrman began her career with the FDA in the Division of Antiviral Drug Products and has served in numerous positions, most recently as associated commissioner for Clinical Programs and director of the Office of Clinical Programs. Dr. Behrman is a board-certified internist and infectious disease subspecialist. She received her MD from Mt. Sinai School of Medicine, her MPH from The Johns Hopkins School of Hygiene and Public Health, and her BA in mathematics from Washington University.

Josh Benner, PharmD, ScD is a research director at the Engelberg Center for Health Care Reform at Brookings, where his work focuses on improving the safety, effectiveness, and value of health care interventions. He directs a portfolio of activities related to the infrastructure and methods for developing better evidence, including medical product safety surveillance, comparative effectiveness research, and clinical research and development. Prior to joining Brookings, Dr. Benner was senior principal in health economics and outcomes research at IMS Health, where he led studies on the utilization and value of medicines, including prospective trials, retrospective studies in administrative and medical records databases, patient surveys, and economic modeling. Dr. Benner completed an Agency for Healthcare Research and Quality post-doctoral fellowship in health services research at the Division of Pharmacoepidemiology & Pharmacoeconomics, Brigham and Women's Hospital. He holds a doctor of pharmacy degree from Drake University and a doctor of science in health policy and management from the Harvard University School of Public Health.

Wm. Ray Bullman, MAM is the executive vice president of the National Council on Patient Information and Education (NCPIE). NCPIE, organized in 1982, is a non-profit coalition of diverse member organizations committed to improving communication of information on appropriate use of medicines to consumers and health care professionals. Mr. Bullman joined NCPIE in 1985 and has served in his current position since January 1995. Mr. Bullman represented NCPIE on the 1996 Keystone Committee which developed the congressionally-mandated Action Plan for the Provision of Useful Prescription Medicine Information.

Baxter Byerly is vice president of information technology at Catalina Health Resource. Mr. Byerly has more than 25 years of experience in information technology, and has worked at Catalina since 1990. Mr. Bylery led the original development of the Catalina Health Resource products and is the named inventor on numerous patents with regards to providing health information to consumers in the pharmacy. He has worked with all types of pharmacy systems, printers, technologies, retailers, and solution providers. He also has served as information security officer for Catalina and is responsible for maintaining HIPAA standards to protect de-identified patient data. Additionally, he has held the position of vice president of research and development on projects related to customers in the pharmacy, physician's office, grocery, and mass merchandise environments.



Thomas G. Cantu, PharmD is director of the Strategic Product Labeling Group within the Global Regulatory Affairs organization at GlaxoSmithKline. Under Dr. Cantu's leadership, the Strategic Product Labeling Group creates labeling – including prescribing information for physicians, patient-directed leaflets, and carton labeling – for more than 80 prescription pharmaceutical and biological products marketed in the United States. These products include cardiovascular/metabolic, oncology, vaccines, neurosciences, respiratory and anti-viral medications. Dr. Cantu had previously held management positions within the Medical Information Group at GlaxoSmithKline. Prior to joining industry, he was at the Johns Hopkins Hospital where he was involved in Formulary Management, published papers in pharmaceutical and medical journals, and held academic positions at the University of Maryland, College of Pharmacy and at the Johns Hopkins University School of Medicine. Dr. Cantu holds degrees from the University of Texas at Austin and the University of Utah in Salt Lake City.

Terry C. Davis, PhD is a professor of medicine and pediatrics at Louisiana State University Health Sciences Center in Shreveport. For the past 25 years, she has led an interdisciplinary team investigating the impact of patient literacy on health and health care. Seminal achievements include development of the Rapid Estimate of Adult Literacy in Medicine (REALM) and creation of user-friendly patient education and provider training materials that are being used nationally. Dr. Davis has more than 100 publications related to health literacy and health communication. She has served on Health Literacy Advisory Boards for both the American Medical Association (AMA) and the American College of Physicians Foundation. Dr. Davis was an independent agent on the Institute of Medicine's Committee on Health Literacy and a developer of the AMA's Train-the-Trainer Health Literacy Curriculum. Currently she is a member of the Healthy People 2010 Health Literacy/Health Communication Section and serves on the Food and Drug Administration's Drug Safety and Risk Management Advisory Committee. For the last several years she has been working with a national team investigating patients' ability to understand and use prescription drug labels and hand outs. The team is currently funded by AHRQ to conduct actual use studies in Federally-Qualified Health Centers to improve patient understanding of prescription medication labels in English and Spanish.

Angela Fagerlin, PhD is an associate professor of medicine at the University of Michigan, a research health scientist at the Ann Arbor VA, and co-director of the Center for Bioethics and Social Sciences in Medicine. She received her training in psychology and her research has centered on developing and testing educational materials for patients facing difficult medical decisions. She is especially interested in presenting numerical information – such as the risks and benefits associated with available medical treatments – in a way that even innumerate people can understand. She is a member of the Food and Drug Administration's risk communication advisory committee, serves on the board of the Society of Medical Decision Making, and has served on several editorial boards.

Linda Golodner is the principal of Consumer Initiatives, representing nonprofit and for profit organizations on consumer issues, including health care, food and drug safety, and corporate social responsibility. She has dedicated her professional career advocating for social justice, ethical marketplace behavior, and consumer rights, including the right to fair and accurate information about products and services. She was president and chief executive officer of the National Consumers League (NCL) from 1985 to 2007, and is now president *emeritus*. While at NCL, Ms. Golodner established the SOS Rx Coalition, a multi-stakeholder initiative focused on safe medication use by seniors in an outpatient setting. Ms. Golodner is a member of the board of directors of the American National Standards Institute (ANSI) and represents ANSI on the International Standards Organization Consumer Policy Committee. Ms. Golodner has served on the steering committee of the Centers for Education and Research in Therapeutics. She is a public member on the Board of the National Commission for the Certification of Physician Assistants. President Clinton appointed her to the White House Apparel Industry Partnership, which she co-chaired and now serves on the board of directors of its successor organization, the Fair Labor Association, dedicated to ending sweatshop conditions in factories worldwide. Ms. Golodner also worked for the U. S. House of Representatives for former Congressman James G. O'Hara of Michigan.

Sally Greenberg, JD has served as executive director of the National Consumers League (NCL) since October 1, 2007. Ms. Greenberg's focus at NCL is on four key priority areas: fraud, child labor, LifeSmarts, and health care forums. At NCL, she's testified before the White House Interagency Working Group on import safety, and before the U.S. House of Representatives and Senate on fraud issues and child labor. Ms. Greenberg is the NCL's primary spokesperson on a variety of issues. She came to NCL from Consumers Union (CU), where she worked from 1997-2007. During her tenure, she covered auto and product safety, intellectual property, securities reform and investor protections, and civil justice reform. Previously, Ms. Greenberg worked at the U.S. Department of Justice Foreign Claims Settlement Commission. She was president of the Women's Bar Association of Massachusetts and the Women's Bar Foundation, and served on several gubernatorial commissions in Massachusetts. Currently she serves on a number of boards of directors, including the Alliance for Justice and the board of CLEAR, an organization that works to protect the rights of consumers in their interactions with lawyers and the legal system. Since 1994, Ms. Greenberg has served on the board of directors of Trillium Asset Management, the oldest and largest investment management firm dedicated to socially-responsible investing.

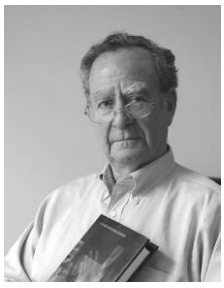
Marsha B. Henderson, MCRP is the deputy director of the Food and Drug Administration's (FDA) Office of Women's Health, where she directs all outreach activities. In this role, she has developed numerous award-winning programs under the umbrella theme, Women's Health: Take Time To Care. Under her leadership, she has built a network of national organizations that work collaboratively to provide information to consumers, employees, and patients on a wide array of topics such as menopause, heart disease, cell phones, tattoos, contact lenses, hair dye, food safety, osteoporosis and HPV. Participating national organizations and major corporations include the National Association of Chain Drug Stores, American Diabetes Association, YWCA, Ford Motor Company, Delta Airlines, American Pharmaceutical Association, American Medical Association, and Dear Abby, among others. Her materials have reached more than 30 million consumers and her campaigns have leveraged federal funds to successfully increase FDA's program investment by three to one. After receiving a masters degree from Rutgers University, Ms. Henderson began a 25-year career with the federal government to address needs of consumers and particularly those who are underserved, such as the homeless, substance abusers, migrants, the mentally ill, and those infected with HIV, or have other chronic illnesses. She was the first non-pharmacist to receive the prestigious Jacob Miller Award from the American Pharmacists Association Foundation. She serves on a number of nonprofit advisory boards and is often invited to speak at national and international conferences. Ms. Henderson is an expert in the area of forming public/private partnerships. She has served on several advisory boards, including the American Diabetes Association, American Pharmacists Association Foundation, The People's Pharmacy School, America's Health Insurance Plans, and BET Cable Television.

Donna Horn, DPh, RPh is the director of Patient Safety-Community Pharmacy for the Institute for Safe Medication Practices (ISMP). At the Institute, she directs ISMP's patient safety activities in community/ambulatory practice. Her work focuses on analyzing contributing factors and disseminating preventative strategies to reduce medication errors occurring in community pharmacy practice. A pharmacist by education and training, she also has a highly distinguished record in public service as an 11-year member of the Massachusetts Board of Registration in Pharmacy, serving as hearing officer, secretary, and president. Dr. Horn was instrumental in authoring regulations, policies, and best practices to help pharmacists in Massachusetts interpret, explain, and supplement the pharmacy laws. Her work focused on Continuous Quality Improvement, policies on promoting ease of access to appropriate reference materials, prescription usage monitoring in chronic disease state patients, drug recall procedures, and incorporation of strategies to optimize therapeutic outcomes. Dr. Horn is also a past president and chairman of the National Association of Boards of Pharmacy, where she helped develop and implement national model public safety regulations. These include the "Model Guidelines for Formulary Development," "Standardization of Technicians' Role and Competencies," and "Patient Compliance and Intervention Program." Dr. Horn is also on the board of directors for the American Society of Pharmacy Law. She previously served as the privacy officer and manager of regulatory affairs for Brooks/ Eckerd Pharmacy, where she wrote numerous policies and procedures to govern pharmacists working in chain pharmacy.

Nancy Hughes is the assistant vice president of communications and marketing for the National Health Council (NHC), the only organization of its kind that brings together all segments of the health care community to provide a united voice for the more than 133 million people with chronic conditions and their family caregivers. Made up of more than 100 national health-related organizations and businesses, the NHC's core membership includes 50 of the nation's leading patient advocacy groups, which control the NHC's governance. Prior to her work at the NHC, Ms. Hughes served as the vice president of communications and information services at the American Academy of Physician Assistants in Alexandria, Va. She is a former radio and television reporter from Colorado and former deputy press secretary for Gov. Dick Lamm. Ms. Hughes also served as press secretary for Colorado Congressman David Skaggs, vice president of communications for the Denver Chamber of Commerce, and public affairs manager for MCI-West Division. She is a former chair of the American Society of Association Executives Communication Section Council and currently serves as chair-elect of the Public Relations Society of America's Health Academy Executive Committee.

Jann Keenan, EdS is president and chief executive officer of the Keenan Group, Inc. – Experts in Health Literacy and a founding member of the Clear Language Group Consortium. For more than 25 years, Ms. Keenan has advocated for the health and welfare of patients though her work in plain language and cultural competency. A featured national speaker, she also writes and designs recognized print, web, and multi-media materials. Ms. Keenan has received seven "GOLD" level and Blue pencil awards from the National Institutes of Health and the U.S. Department of Health and Human Services for her unique writing and design approach. Her articles on health literacy have been published in *American Family Physician, Vascular Health & Risk Management, Correct Care,* and *Pharmaceutical Executive.* She was integral in developing the standard order and terms for over-the-counter labeling used in the United States today. With more than two dozen comprehensive social marketing initiatives under her belt, she also offers individual interview and focus group evaluations to make sure health campaigns are culturally appropriate for the intended audience. Ms. Keenan received Maryland's Governor's Award, Maryland's Black Legislative Caucus Citation, and Maryland's House of Delegates Citation for her health literacy service to her home state.

Larry Kocot, JD, LLM, MPA is deputy director of the Engelberg Center for Health Care Reform and a visiting fellow in the Economic Studies program at the Brookings Institution. Mr. Kocot is also a senior counsel at Sonnenschein Nath & Rosenthal LLP. He previously served as a senior advisor to the administrator of the Centers for Medicare & Medicaid Services (CMS) at the U.S. Department of Health and Human Services. In this capacity, he was involved in a wide range of health care policy issues and operations related to Medicare and Medicaid. Notably, he was a key member of the management and operations team responsible for pharmaceutical, pharmacy, and pharmacy benefit management (PBM) issues, including the national launch and operation of the Medicare Prescription Drug Benefit (Part D). Prior to his government service, Mr. Kocot spent nearly a decade at the National Association of Chain Drug Stores (NACDS), where he was senior vice president and general counsel responsible for federal and state legislative, regulatory, policy and legal issues. Mr. Kocot received his BA and MPA degrees from the University of Massachusetts at Amherst, and earned his JD and LLM degrees at the Georgetown University Law Center.



Arthur Aaron Levin, MPH is the co-founder and the director of the Center for Medical Consumers, a New York City-based nonprofit organization committed to informed consumer and patient health care decision-making, patient safety, evidence-based, high-quality medicine, and health care system transparency. It receives no funding from the drug, device, or health care industry. Mr. Levin was a member of the Institute of Medicine's (IOM) Committee on the Quality of Health Care that published *To Err is Human* and *Crossing the Quality Chasm*. He is a member of the IOM Board for Health Care Services, and is currently co-chair of the National Committee for Quality Assurance's Committee on Performance Measures. He is vice-chair of the National Quality Forum's Consensus Standards Approval Committee, and is also a board member of the Foundation for Informed Medical Decision-Making. Mr. Levin ended four years of service on the Food and Drug Administration's Drug Safety and Risk Management Advisory Committee in May 2007. Mr. Levin has spent

over 35 years engaged in the subject of today's meeting and served as a member of the 1997 Keystone advisory committee.

Mark McClellan, MD, PhD is director of the Engelberg Center for Health Care Reform and Leonard D. Schaeffer Chair in Health Policy Studies at the Brookings Institution. At the Center, his work focuses on promoting high-quality, innovative and affordable health care. A doctor and economist by training, he also has a highly distinguished record in public service and in academic research. Dr. McClellan is a former administrator of the Centers for Medicare & Medicaid Services (CMS) and former commissioner of the Food and Drug Administration (FDA), where he developed and implemented major reforms in health policy. These include the Medicare prescription drug benefit, the FDA's Critical Path Initiative, and public-private initiatives to develop better information on the quality and cost of care. Dr. McClellan chairs the FDA's Reagan-Udall Foundation, is co-chair of the Quality Alliance Steering Committee, sits on the National Quality Forum's Board of Directors, is a member of the Institute of Medicine, and is a research associate at the National Bureau of Economic Research. He previously served as a member of the President's Council of Economic Advisers and senior director for health care policy at the White House, and was an associate professor of economics and medicine at Stanford University.

Gerald K. McEvoy, PharmD is the assistant vice president of drug information at the American Society of Health-System Pharmacists (ASHP), where he has also served as editor in chief of AHFS Drug Information, ASHP's federally recognized drug compendium, for more than 28 years. In his role, Dr. McEvoy is responsible for a variety of publishing and database management projects focusing on dissemination of drug information in both electronic and print formats to various audiences, including health professionals and patients. Dr. McEvoy has spoken widely on evidence-based development of drug prescribing information as well as on patient safety and emergency preparedness. Dr. McEvoy currently serves on the BMJ Group North American Advisory Board and National Council on Patient Information and Education Board. He also served on the U.S. Pharmacopeia's (USP) Safe Medication Use Expert Committee and on an Institute of Medicine panel on Changing Prescription Medication Use Container Instructions to Improve Health Literacy and Medication Safety. He was appointed co-chair of USP's Health Literacy and Prescription Container Labeling Advisory Panel, and will continue as chair of the successor Prescription Container Expert Panel for another five-year cycle. Dr. McEvoy is a recognized authority on consumer medication information, testifying before and advising the Food and Drug Administration on medication safety communication issues involving consumers, advising the Consumer Reports on medication use issues, and speaking internationally on the provision of safe medication use information to consumers and on off-label medication use information. Dr. McEvoy also participates in the development of medication data transfer standards involving virtually every sector of the pharmacy services industry through work with the National Council for Prescription Drug Programs. Dr. McEvoy earned both his bachelor and doctorate degrees in Pharmacy from Duquesne University in Pittsburgh Pennsylvania and completed a hospital residency at Mercy Hospital in Pittsburgh.

Janet Norden, MSN, RN is the associate director for regulatory affairs in the Office of Medical Policy, Center for Drug Evaluation and Research, at the Food and Drug Administration (FDA). She is responsible for developing regulation, guidance documents, and procedures related to medical policy program issues, including labeling and promotion of human prescription drugs, human subject protection, and other strategic initiatives. She joined FDA as a reviewer in the Division of Drug Marketing, Advertising, and Communications, and later became a branch chief. Prior to joining FDA, Ms. Norden worked at Children's National Medical Center in Washington, DC as a nursing research coordinator, where she managed clinical trials. She received her BS degree in nursing from the University of Maryland, and her MS degree in nursing from the Catholic University of America.

Amie C. O'Donoghue, PhD is a social science analyst in the Division of Drug Marketing, Advertising, and Communications (DDMAC) in the Office of Medical Policy, Center for Drug Evaluation and Research (CDER), at the Food and Drug Administration (FDA), where she conducts research on direct-to-consumer advertising and the communication of information to physicians and consumers. She also provides technical assistance on research and communication issues to DDMAC staff, CDER staff, and external groups and organizations. Before joining DDMAC, Dr. O'Donoghue taught psychology at St. Mary's College of Maryland. She received her doctorate in psychology from Washington University in St. Louis and her undergraduate degrees in psychology and studio art from Lafayette College.

Ruth Parker, MD is professor of medicine at the Emory University School of Medicine. She is nationally recognized for her research, educational, and advocacy efforts in health literacy. Previously, she was co-investigator on the Robert Wood Johnson Foundation's "Literacy and Health Care" project, and helped develop the Test of Functional Health Literacy in Adults (TOFHLA). She has authored numerous papers on health literacy and is active in research, advocacy, and policy work. Dr. Parker has served in leadership roles as a health literacy advocate, including chair of Patient-Centered Literacy Advisory Board of the American College of Physicians (ACP) Foundation, chair of the American Medical Association's Foundation Expert Panel on Health Literacy, and member of the Institute of Medicine's (IOM) Committee on Health Literacy. Dr. Parker also served as chair of the expert panel for the ACP Foundation's Prescription Label Project, and is currently a member of the IOM Roundtable on Health Literacy. She has received national awards in recognition of her work, including the Silver Achievement Award from the Association of American Medical Colleges in 2002, the Richard and Hinda Rosenthal Award from the ACP in 2005, the Walter C. Alvarez Award from the American Medical Writers Association in 2005, and the Food and Drug Administration's Advisory Committee Service Award in 2008.

Kala Paul, MD is president of The Corvallis Group, LLC, which she founded over 10 years ago to provide consulting in risk communication and health literacy, safety surveillance, and clinical development in the pharmaceutical industry. Dr. Paul is a board-certified neurologist with broad experience in both ethical and non-prescription products in clinical development and safety surveillance. In addition to clinical trial experience, Dr. Paul also managed advertising, marketing, and product information review for brand-name non-prescription NDA and monograph products and dietary supplements. She served as a faculty member for the Drug Information Association training course on product safety surveillance. She has written and tested health care professional and patient risk communication documents, with particular emphasis on the low-literacy patient. Dr. Paul was recently appointed to a four-year term on the Food and Drug Administration's Risk Communication Advisory Committee. She received her medical degree, magna cum laude, from the University of Texas Medical Branch, where she also completed her residency in adult neurology and served as chief resident.

DK Theo Raynor, PhD, MRPharmS is inaugural professor of pharmacy practice at the University of Leeds in the United Kingdom. His research focuses on how medicines are used in the primary care setting, including the effective delivery of medicines information for patients. A pharmacist by training, Dr. Raynor worked in hospital practice for 20 years, during which time he completed his doctorate degree on medicines information for patients. His research is undertaken in the context of a partnership approach to medicine taking. Dr. Raynor and colleagues' papers have appeared in the *British Medical Journal* and *The Lancet*, and presented in continental Europe, North and South America, Asia and Australia. He has advised the U.K. Department of Health, the European Medicines Agency, and the European Parliament on policy in consumer medicines information. He is also the director of Luto Research Ltd., which provides consumer information testing services to the pharmaceutical industry across Europe. Dr. Raynor and his colleagues are currently collaborating with the University of Sydney on a study to improve the medicine leaflets pharmacies supply to patients in Australia.

Dorothy L. Smith, PharmD is founder and president of Consumer Health Information Corporation, which has produced Food and Drug Administration-approved Patient Package Inserts for specific products as well as patient education programs from Phase III through product launch and post-marketing since 1983. The mission of her company is to help patients and consumers learn how to manage their medications safely and wisely. A clinical pharmacist by training and a strong patient advocate, her career has focused on counseling patients in clinical practice and developing high-quality and innovative patient education programs that increase patient adherence, reduce risk, and lower overall health care costs. She is the author of 23 books on patient medication instructions, including the *Medication Guide for Patient Counseling* and the consumer book *Understanding Prescription Drugs*. Previously, Dr. Smith developed a role model Ambulatory Patient Pharmacy at Sunnybrook Medical Center, Toronto, in which every patient received private counseling by a pharmacist as well as written instructions to reinforce the counseling. She has held faculty appointments throughout her career and is affiliated with more than 40 Schools of Pharmacy in the United States and Canada. She has served on the board of directors of the National Council on Patient Information and Education, the National Board of Advisors of the University of Arizona School of Pharmacy, and the Dean's Council of the University of Cincinnati's James L. Winkle College of Pharmacy. Dr. Smith was recently awarded the 2010 Pinnacle Award by the American Pharmacists Association's Foundation for her leadership in patient adherence. Her company has received "best in class" awards for its programs both nationally and internationally.

Sue Stableford MPH, MSB is the founder and director of the Health Literacy Institute at the University of New England in Portland, Maine. The Institute is best known for the national Summer Institute, the premier learning opportunity in plain language health communication for almost 20 years. Ms. Stableford delivers the same high-quality training year-round to health organizations and health care institutions across the country. Her recent projects include participating as a core faculty for the UNE-Main Geriatric Education Center health literacy initiative and developing consumer materials for Maine's health information exchange. She also trained professionals at three national cancer centers in clear communications and has consulted with a Research Center of Excellence in Cancer Communications. She also consulted and trained as a Pfizer health literacy Visiting Lecturer annually from 2003 to 2008, and has designed and delivered core training units of the plain language certificate program at the Centers for Disease Control and Prevention. Ms. Stableford's work also includes consulting on program, curriculum, and materials development, as well as creating, editing, and testing plain language materials. She also teaches and presents in and beyond academia. She participates in research and projects related to patient decision-making, health care quality, and health informatics. Additionally, she writes and reviews articles for peer-reviewed journals and participated in national forums.

Michael Wolf, PhD, MPH is an associate professor of medicine and learning sciences, as well as associate division chief-research for general internal medicine, within the Feinberg School of Medicine at Northwestern University. He is a health services researcher and cognitive/behavioral scientist with expertise in adult literacy and learning in health care, patient education, medication safety and adherence, and the use of health technologies to support chronic disease self-management. In 2004, Dr. Wolf founded and continues to lead Northwestern's Health Literacy and Learning Program (HeLP), a joint entity linking the Schools of Medicine and Education. The mission of HeLP is to develop innovative strategies to support patients in promoting, protecting, and managing health. Dr. Wolf's work on medication safety has been funded by the Agency for Healthcare Research and Quality, the Centers for Disease Control and Prevention, the National Institutes of Health, industry and several private foundations. This includes projects to promote better drug labeling, risk communication, and other aspects of medication therapy management. Dr. Wolf currently serves on the Food and Drug Administration's Risk Communication Advisory Committee and U.S. Pharmacopeia's Drug Labeling Committee.

Shonna Yin, MD, MSc is an assistant professor of pediatrics at the New York University (NYU) School of Medicine /Bellevue Hospital Center, where she is a clinician and health services researcher. Her research interest centers on the issue of health literacy and its implications for child health. A large focus of her work involves examining the intersection between health literacy and medication safety, including the development and evaluation of low-literacy strategies to improve parent understanding of medication instructions. Some of her recent work is featured in the Joint Commission book, "Addressing Patients' Health Literacy Needs." Dr. Yin is a key member of the Centers for Disease Control and Prevention's (CDC) PROTECT (Prevention of Overdoses & Treatment Errors in Children Taskforce) Initiative, where she co-chairs the subcommittee focused on the standardization of nonprescription pediatric medication dosing instructions. She is currently funded as a Robert Wood Johnson Physician Faculty Scholar, and received the 2007 Pfizer Fellowship in Health Literacy/Clear Health Communication. She is co-principal investigator of a newly-awarded four site National Institute of Child Health and Human Development-funded R01 to develop and test a low literacy and numeracy-focused intervention for early childhood obesity prevention. Dr. Yin is a graduate of the Massachusetts Institute of Technology and the University of Rochester School of Medicine. She completed residency training in Pediatrics at the NYU School of Medicine, and received her masters of science degree in clinical investigation through the CDC-sponsored Medicine and Public Health Research Fellowship Program at the NYU School of Medicine.