



American College of Preventive Medicine
physicians dedicated to prevention

FOR IMMEDIATE RELEASE

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**ANNUAL MEETING OF THE AMERICAN COLLEGE OF PREVENTIVE MEDICINE
EMPLOYS IMAGINATION TO ENHANCE PREVENTION**

National conference to showcase multidisciplinary approaches to prevention

Washington, D.C. (January 30, 2015) – The American College of Preventive Medicine (ACPM), the nation’s leading society of physicians committed to health promotion and disease prevention, will host *Preventive Medicine 2015* in Atlanta, Georgia February 25-28, 2015. The nation’s premiere conference on the science and practice of preventive medicine will feature world-class educational programming, intensive skill-building institutes and scientific abstract sessions. The theme of this year’s conference, “*Imagining the Future to Enhance Prevention Today,*” will be reflected throughout the program agenda and will include the exploration of disciplines outside of preventive medicine. Experts in behavioral economics, marketing science, risk communications, experimental psychology, and normative sociology will join leaders in preventive medicine in seeking innovative solutions to today’s health care challenges.

More than 600 physicians, nurses, medical students and other healthcare professionals will gather for *Preventive Medicine 2015*, participating in over 40 educational sessions presented by the nation’s leading experts in the field of preventive medicine. Featured presenters include:

- **Kevin G.M. Volpp, MD, MPH**, will explore how the innovative application of behavioral economics can improve patient health behavior and affect provider performance. Dr. Volpp is the founding Director of the Center for Health Incentives and Behavioral Economics at the Leonard Davis Institute, Professor of Medicine at the University of Pennsylvania School of Medicine and Health Care Management at the Wharton School, and scientific advisory board member of VAL Health. Dr. Volpp's research focuses on the impact of financial and

organizational incentives on health outcomes. His work has been published in the *New England Journal of Medicine*, *Journal of the American Medical Association*, and *Health Affairs*, and featured in the *New York Times*, *Wall Street Journal*, *BBC*, *Time*, *Der Spiegel*, and *Australian National Radio*.

- **Donald W. Kemper, MPH**, will deliver ACPM's prestigious Katharine Boucot Sturgis guest lecture and examine prevention from the perspective of break-through visions that allowed medical self-care, the consumer health Web and information therapy to flourish. Mr. Kemper is founder and CEO of Healthwise, a not-for-profit organization whose consumer health information and decision tools help people make better health decisions. He is a passionate advocate for raising the quality of patient engagement in health care and has co-authored five medical self-care and health promotion handbooks that have sold over 37 million copies. Mr. Kemper serves on the Board of the National Quality Forum. He has been named a health care "visionary" by the Foundation for Accountability and recognized by *Advance for Health Information Executives* as one of the top 25 most influential forces in health care IT.
- **Richard Kogan, MD**, a graduate of Harvard Medical School and the Julliard School of Music, Dr. Kogan personifies imagination by melding his two talents in musical performances that examine the role of music in health and healing. In a special performance, Dr. Kogan will focus on the life and work of George Gershwin, leading the audience through an exploration into the inner workings of Gershwin's mind. This deeply moving event will consider Gershwin's formative experiences, his subsequent involvement in the performing arts, and his end-of-life issues with brain cancer, all of which highlight the deeper associations between physical and mental health and well-being, the environment, and determinants of health. Through participating in this session, attendees will be challenged to critically consider the nature of music and art and its association with health and mental wellness, and the vast potential this field might hold for health promotion and disease prevention.
- **Kenneth W. Kizer, MD, MPH**, will present *The Rise and Fall of VA Healthcare: 1994-2014*, and offer timely insights on the erosion of the nascent quality culture of the Veterans Health Administration. Dr. Kizer is a Distinguished Professor at the University of California, Davis, School of Medicine and the Betty Irene Moore School of Nursing; Director of the Institute for Population Health Improvement, UC Davis Health System; Director of the California Cancer Reporting and Epidemiologic Surveillance Program; and Chief Quality Consultant for the California Department of Health Care Services. He has

previously served in executive positions with Medsphere Systems Corporation, National Quality Forum, U.S. Department of Veterans Affairs, California Emergency Medical Services Authority, U.S. Preventive Services Task Force, and The California Wellness Foundation. Dr. Kizer is board certified in six medical specialties, a fellow or distinguished fellow of 10 professional societies, and a member of both the Institute of Medicine of the National Academy of Sciences and the National Academy of Public Administration.

“The American College of Preventive Medicine is truly honored to have such gifted minds and influential voices on our conference program to address our membership,” says ACPM President Halley S. Faust, MD, MPH, FACPM. “Experts from both within and outside the field of preventive medicine will share their vast experience and unique perspectives, offering both insights as to where we stand today, and how we can get patients and policy-makers to consider health-promoting behaviors for the future.”

New this year, *Preventive Medicine 2015* includes an educational track dedicated to Global Health. From universal health coverage to the HIV epidemic, sessions will offer domestic and international perspectives, providing insights on improving the health of populations in all settings. A comprehensive program also includes exceptional educational sessions, as well as the latest advances and best practices in clinical preventive and lifestyle medicine, population health practice, technology and informatics, and medical quality.

About ACPM

The American College of Preventive Medicine is the national professional society for physicians committed to disease prevention and health promotion. Founded in 1954, ACPM provides leadership in research, professional education, development of public policy, and enhancement of standards of preventive medicine. Specialists in preventive medicine are uniquely trained in both clinical medicine and public health. They have the skills needed to understand and reduce the risks of disease, disability and death in individuals and in population groups.

More information on ACPM is available at www.acpm.org and the full program can be found at www.preventivemedicine2015.org.