

ALAN K. E. CASSELS
(redacted)

QUALIFICATION SUMMARY

Much of my professional experience has been in studying pharmaceutical policies and reporting on medical evidence. My career has spanned a range of roles, both in research (as principal investigator, project director, qualitative analyst and consultant for a variety of research programs) and journalism (contributing stories to CBC radio's *IDEAS* program, *Reader's Digest*, the *Canadian Medical Association Journal* and others). I have authored four books and have lectured on issues related to evidence-based health and drug information to actuarial science, journalism, law, medical, nursing, pharmacy, and political science programs in Canada, Australia, France and the United States.

PROFESSIONAL EXPERIENCE

Current position: I am currently unemployed having been terminated from my position at the Therapeutics Initiative on June 14, 2022.

Past and Current Contracts and employment include:

Communications Director, Therapeutics Initiative. Department of Anaesthesiology, Pharmacology and Therapeutics, Faculty of Medicine, University of British Columbia. (Jan 2018 to Mar 2023). I directed all aspects of communications for this independent drug review and analysis group, acted as co-chair of the Communications and Outreach group, and Deputy Editor of the Therapeutics Letter.

Co-investigator. Team Approach to Polypharmacy Evaluation and Reduction (TAPER-RCT) (2016-2020) CIHR-funded research study under Dr. Dee Mangin, Department of Family Medicine McMaster University.

Editor and linguistic consultant. Department of Orthopaedics and Traumatology, University of Helsinki, Helsinki, Finland. (2013 to present) I review and edit peer-reviewed papers, prepare documents for medical journal publication and oversee a team of animators and videographers as part of a campaign to reduce overdiagnosis in the field of osteoporosis.

Writer and freelance journalist (2000 to present) As a contract writer and researcher, I work on stories mostly related to pharmaceuticals and associated health policy issues for a number of organizations, including *Consumer Reports on Health*, the *Canadian Medical Association Journal*, *Focus Magazine*, *Common Ground Magazine* and other newspapers and magazines in Canada and the U.S. I also compose newsletters, evidence summaries and podcasts for various North American outlets pertaining to rational prescribing, medical screening and drug reporting issues.

Media Reviewer, Health News Reviews.org. (2014 to 2019) As one of a dozen expert reviewers for the online health news evaluation team Healthnewsreviews.org (voted best medical blog in 2009 by MedGadget.com) I write blogs and review media stories pertaining to all aspects of healthcare reporting.

Project Manager, (2012 to 2015) ADAPT (Adjusting Drugs—Action Period Tools) was a CIHR project to improve prescribing in residential care by developing and testing tools for 'deprescribing'. I managed this project and lead the qualitative aspects of research, carrying out interviews and focus

groups with physicians and pharmacists. We developed a tool www.Medstopper.com which is being translated and used in Australia, Quebec, the Netherlands, Portugal and Spain as programs try to expand their suite of deprescribing tools.

Consultant, DECA Consulting. (2013 to 2015) As a co-founding partner of this consulting firm (with Colleen Fuller in Vancouver) I worked to provide evidence-based drug utilization and safety information to public and private sector unions in BC and across Canada. This work involved gathering qualitative data (from focus groups and interviews), analysing drug coverage spending and utilization data and developing strategies to optimize prescription drug coverage on the basis of drug safety, effectiveness and value-for-money.

Research Consultant, Analyst. (March 2013 to July 2013) As part of the team working on the Pharmaceutical Sales Representatives and Patient Safety study (funded by CIHR), I oversaw a team of focus group analysts, and worked with researchers in Vancouver, Montreal, Toulouse and Sacramento studying the relationships and information exchanges between physicians and drug sales reps.

Consultant, (March 2011 to December 2012). As a research consultant, I worked as an advisor for a number of programs designed to improve and evaluate the quality of prescribing in B.C. These programs were funded by the BC government and the Canadian Institutes of Health Research and my role was developing physician-oriented training and educational materials (videos, evidence summaries and patient handouts) carrying out surveys and focus groups to refine the materials, and advising on the evaluation of these programs.

Director, Coverage with Evidence Development, School of Public Administration, University of Victoria. (March 2009 to March 2011) As the project leader, I administered and managed the data collection for a two-year international study of Coverage With Evidence Development (CED) a method of conducting real-world safety and effectiveness studies on behalf of public drug insurance agencies.

Research Consultant, Direct-to-Consumer Advertising of Genetic Testing, Public Health Agency of Canada. (August 2009 to January 2010) I researched and synthesized international web-based efforts to market genetic testing to consumers and developed a consumer's guide to genetic testing for the Public Health Agency of Canada.

Research Consultant, PORTAL (Portal for Outcomes Research and Trials Using Aggregate Linked Data) Western Office of the Canadian Institutes for Health Information. (July, 2009 to November, 2009) I led the administration and research engagement aspect of a program designed to engage decision makers and researchers in developing tools to do prescription drug data analysis.

Director, Drug Policy Futures, School of Health Information Sciences, Faculty of Human and Social Development University of Victoria (March 2002 to March 2009) I co-ordinated and administered a 7-year, federally funded research program to enhance interdisciplinary work in pharmaceutical policy research with a focus on drug benefits policy. Much of this work involved budget and human resource management, creating and directing community-based research teams, conducting focus groups, surveys and expert interviews with clinicians and consumers on a variety of issues related to prescribing and pharmaceutical use.

Project Leader, What's in a Scan? How Well Are Consumers Informed about the Benefits and Harms Related to Screening Technology (CT and PET Scans) in Canada? (Apr. 08-

Mar. 09). This project, funded by the Office of Consumer Affairs at Industry Canada, examined the use of screening technology in asymptomatic people. We examined Health Technology Assessment (HTA) reports to evaluate the evidence and recommendations regarding the use of these technologies, and conducted dozens of expert interviews with international researchers and regulators. Our project team commissioned a national public opinion survey of Canadian consumers in order to establish benchmark levels of public awareness of various screening technologies among Canadian consumers.

Project Advisor, Engaging Canadians about Nutrigenomics, A joint project with the Public Health Agency and Networks of Centres of Excellence for Advanced Foods and Materials. (Aug. 07- Jul. 08) As the qualitative research advisor for this project, I advised the research team on all aspects of the internet and media environment including print, broadcast and web-based communications related to nutrigenomics. This review was used to prepare a guide to conduct cross-Canada consumer focus groups on the attitudes of Canadians towards nutrigenomic testing and the information gathered during these focus groups became the foundation for a book chapter on this issue.

Project Advisor, Education for Quality Improvement in Patient Care, A joint BCMA-Ministry of Health project to improve prescribing in British Columbia. (Mar. 06 to Oct. 08) As an advisor to this research project intended to improve prescribing by British Columbia's physicians, I developed and tested (through surveys and focus groups) materials to educate physicians. This involved creating key prescribing messages in consultation with the project's advisors and testing and refining the content and format of the materials through in-depth qualitative feedback.

Project Leader, Media Research Study. Hope or Hype in Cancer Reporting: How Do Media Reports of New Cancer Treatments Affect Consumers' Perceptions of Effectiveness, Harm and Access? (Sep. 06- Apr. 07) This project funded by the Office of Consumer Affairs at Industry Canada and conducted in collaboration with the Institute for Media, Policy and Civil Society (IMPACS) was a systematic measurement of the impact on consumers of a sample of Canadian cancer drug media reports in terms of both therapeutic and access criteria. With a team of clinical reviewers from across Canada, we developed a screening protocol and assessed the quality of cancer treatment reporting in Canada. This research assessed how well current Canadian reporting on breakthrough cancer therapies affected consumer demand, shaped expectations and otherwise affected uptake and demand for these treatments.

Project Leader, Media Doctor Canada—a web-based tool designed to assess Canadian medical news coverage of health technology. (Apr. 05- Aug.12). In collaboration with the Institute for Media, Policy and Civil Society (IMPACS), I created and supervised a team of clinical reviewers from across Canada using a media assessment tool called Media Doctor (www.mediadoctor.ca), which is a service to systematically assess and report on coverage of Canadian medical news reports.

Project leader, “Getting It Right on New Drugs: A Workshop on Covering Research on Prescription Drugs,” Canadian Co-ordinating Office of Health Technology Assessment, and the Therapeutics Initiative, Department of Pharmacology and Therapeutics, University of British Columbia. (Apr. 04 to Apr. 05) I created and implemented a one-year project to lead a workshop for Canada's 12 undergraduate and graduate journalism schools. This project was to increase the capacity of Canadian journalists to access, understand and use unbiased evidence and critical appraisals on prescription drugs.

Research Coordinator, "Production and Use of Evidence of Drug Effectiveness: A Systematic Review, Evaluation and a Guidebook for Decision Makers." Pharmaceutical Outcomes Research Program and Health Canada Health Policy and Research Program. (May. 02 to Jul. 04)

I oversaw the data collection and project management of this two-year research study looking at the use of drug evidence in provincial drug policymaking across Canada. This involved the conduct of focus groups, telephone surveys and expert interviews, and summarising findings in order to produce a guide for drug benefits policy makers on applying evidence to drug benefits policymaking.

Expert interviewer, "Incorporating Pharmacosurveillance in Formulary Decision-Making." University of British Columbia, Centre for Health Services and Policy Research, funded by Health Canada Health Policy and Research Program. (Jul. 02 to Jul. 04). I conducted interviews and policy analysis for this inter-provincial study (BC and Ontario) examining the factors affecting formulary decisions in the two provinces, pertaining to drug safety, costs and health outcomes relating to Cox-2 inhibitors, biologic agents for rheumatoid arthritis, neuroleptics, statins and proton pump inhibitors.

Project leader, Drugs in the News: An Analysis of Canadian Media Reportage of Pharmaceuticals. Industry Canada, Office of Consumer Affairs-funded and administered by the Canadian Centre for Policy Alternatives-- (May 01-Mar 02) As the lead investigator for this project I created a team, and won funding to carry out a one-year research study examining the reporting of pharmaceuticals in Canada's print media. I managed and supervised all aspects of administration for this team of physicians, pharmacists, and researchers and was first author of the study published in the *Canadian Medical Association Journal*.

Drug Information Developer, Therapeutic Products Program, Health Canada (Feb 01 to Nov.01)

I worked with health program managers, consumers and pharmacists to develop, test and refine consumer drug information for Health Canada's Therapeutic Products Program. This work led to a set of final guidelines for a draft Patient Product Monograph, part of the approved product label for manufacturers of drugs in Canada.

Project leader, Canada Drug Guide, a Health Transition Fund Secretariat project. Victoria, BC. (Jul 98-Jun 00) I managed a two-year Health Canada-funded pilot project carried out by key Canadian researchers and editors of evidence-based drug information. The Canada Drug Guide Project was designed to study, develop and evaluate the impact of using evidence-based drug information for consumers in clinical settings relating to osteoporosis, gastro-esophageal reflux, and sore throat. I administered all aspects of protocol development, design, evaluation and reporting of this national prescription drug guide for the lay public.

Research Administrator, Seniors Drug Focus Project, National Health Research and Development Program / Seniors Independence Research Program. Victoria, B.C. (Nov 94-Aug. 98).

I administered this three-and-a-half-year project evaluating the impact of a controversial drug plan change, Reference-Based Pricing, on seniors. I oversaw the management and operational research of a team of clinicians, university researchers and health evaluators examining the information needs of decision makers around this drug plan changes.

UN Election Observer, (UNOMSA) Republic of South Africa. (April 1994)

As part of the UN Election Monitoring team for the first South African all-race elections I worked on a short-term volunteer assignment monitoring electoral procedures of the South African Independent Electoral Commission in the Southwest Rand region.

United Nations Naval Observer, United Nations Transitional Authority in Cambodia, (UNTAC) (May 93- Oct. 93). As a Canadian Naval Reserve Lieutenant I commanded a United Nations Naval Patrol Section, which formed part of Canada's maritime peacekeeping commitment in Cambodia. I led an international team of professional seamen, interpreters and border control agents charged with river and coastal patrolling and vessel interdiction along the Thai-Cambodian border.

English Teacher, Foundation for Children (Moo Bahn Dek) Kanchanaburi, Thailand and Humama Language School, Tainan, Taiwan, (Oct 90-Feb 92). I taught English to children and adults both at a private language school in southern Taiwan and as a volunteer in residence at the Thai orphanage-school, Moo Bahn Dek, in Thailand.

Naval Officer (Lieutenant), Canadian Forces Maritime Command, Victoria, British Columbia and Halifax, Nova Scotia. (May 86-Oct 90) I was employed as a bridge watch-keeping officer in Her Majesty's Canadian Ships ATHABASKAN (Halifax) and THUNDER (Esquimalt). I commanded a bridge team of professional seamen responsible for the ship's safe navigation and manoeuvring. While aboard THUNDER, I was the lead squadron diving officer, and commanded all aspects of training and deployment of a 15-member naval scuba diving squad. I also co-ordinated the ship's public affairs and trained and evaluated naval officers-under-training in ship navigation.

EDUCATION

1996 Masters in Public Administration. University of Victoria, Victoria, B.C.

1991 Completed 4-month intensive language instruction in Mandarin Chinese. ChengKong National University, Tainan, Republic of China

1986 Bachelor of Arts (Honours) English, Royal Military College of Canada, Kingston, Ontario, Canada. Graduated with distinction.

LANGUAGES: French, conversational Thai and Mandarin

ASSOCIATIONS AND MEMBERSHIPS:

Canadian Science Writers Association (member)

Association of Health Care Journalists (member)

Canadian Association of Journalists (member)

Canadian Centre for Policy Alternatives (Research Associate)

PharmaWatch (founding boardmember)

Health Action International (member)

Tripleshot Cycling Club (member)

Victoria Fiddle Society (member)

Awards and Titles:

- 2012 Queen Elizabeth II Diamond Jubilee medal, presented by Member of Parliament Denise Savoie citing his “exceptional work as an author, pharmaceutical policy researcher and consumer advocate for evidence-based medicine”.
- 2011 Kevin R. Wilson Award Best Regularly Featured Department or Column silver medal, awarded to the Canadian Medical Association Journal, "Salon." (Joint award)
- 2010 University of Victoria, School of Public Administration Alumni Award for Exceptional Achievement.
- 2009 CIHR Journalism Award (grant to produce feature health journalism pieces on medical screening.)
- 2008 Kevin R. Wilson Award for “Best Regularly Featured Department or Column” Gold medal awarded to the Canadian Medical Association Journal, "Salon." (Joint award)
- 2008 CPSM—Canadian Peacekeeping Service Medal “acknowledges the unique contribution to peace that Canadian peacekeepers have made since 1947.”
- 1998 CD (Canadian Forces Decoration) is a Canadian award bestowed upon members of the Canadian Forces who have completed twelve years of military service.
- 1993 UNTAC (Peacekeeping Award) recognizes service to the United Nations Transitional Authority in Cambodia for “service to the Mission, supervising the transition to democratic rule in Cambodia.”

PEER-REVIEWED PUBLICATIONS:

Ben-Eltriki M, **Cassels A**, Erviti J, Wright JM. Why we need a single independent international hypertension clinical practice guideline. *Hypertens Res.* 2021 Aug;44(8):1037-1039. doi: 10.1038/s41440-021-00666-6. Epub 2021 May 12. PMID: 33981025; PMCID: PMC8338545.

Cassels, A., Law, M.R., The impact of the introduction of a formulary into a large Canadian private drug plan: an interrupted time-series analysis. *CMAJ Open* 2019, 7 (3) E472-E477; DOI: 10.9778/cmajo.20180124.

Reynolds E, Guénette L, Lexchin J, **Cassels A**, Wilkes MS, Durrieu G, Beaulieu MD, Mintzes B. Reconciling a "pleasant exchange" with evidence of information bias: A three-country study on pharmaceutical sales visits in primary care. *Health Policy.* 2018 Mar;122(3):250-255.

Chappell, N. **Cassels, A.**, Outcalt, L., Dujela, C., (2016) "Conflict of interest in pharmaceutical policy research: an example from Canada", *International Journal of Health Governance*, Vol. 21 Issue: 2, pp.66-75.

Cassels, A., "Patient speaking for patients: What constitutes genuine patient input into pharmaceutical policymaking?" *International Journal of Health Governance* Vol. 21 No. 2, 2016 pp. 89-95.

Cassels, A. Why biosimilars should be interchangeable with biologics. *The Pharmaceutical Journal*, January 9, 2017.

O’Brady, S. Gagnon, M-A, **Cassels, A.** Reforming private drug coverage in Canada: Inefficient drug benefit design and the barriers to change in unionized settings. [Health Policy](#), February, 2015, Volume 119, Issue 2 , 224 – 231

Cassels, A. Lawrence KA, Wright JM. Statines: effets adverses prouvés et suggérés. *Médecine* 2014;10(7):299-302

Cassels, A. Husereau, D., (Abstract) For Your Eyes Only: Does Diabetes Labelling Lead to Diabetes Mongering? International Conference on Selling Sickness, Gezonde Scepisc, Amsterdam, Netherlands, Oct. 7, 2010.

Cassels, A. Van Wiltenburg, J. Armstrong, W., What’s in a Scan: How well are consumers informed about the benefits and harms related to screening technology (CT and PET scans) in Canada? Canadian Centre for Policy Alternatives, March 31, 2009.

Maclure M., Warren L., Willison D., **Cassels A.**, Carleton B. Camouflaged sampling and contacting of people from administrative databases: reaching target patients without knowing who they are. *Pharmacoepidemiology and Drug Safety*. 2008;17(8):790-797.

Polinski¹, J.M., Maclure, M., Marshall, B., **Cassels, A.**, Agnew-Blais, J., Patrick, A.R., Schneeweiss, S., Does Knowledge of Medication Prices Predict Physicians’ support for cost effective prescribing policies? *Can J Clin Pharmacology* Vol 15 (2): e286-e294; (Summer, 2008)

Cassels, A., Lexchin, J., How well do Canadian media outlets convey medical treatment information? *Open Medicine*, Vol 2, No 2 (2008)

Cassels, A., The Media/Medicine Mix: quality concerns in medical reporting. *Open Medicine*, Vol 1, No 1 (2007)

Cassels, A. Institute of Medicine's new drug safety report: implications for Canada. *Canadian Medical Association Journal*, 175 (12). December 5, 2006.

Dolovich L, Burns S, **Cassels A**, Levine M, Nair K, McCormack JP, Mann K, Gray J. Using patient-oriented evidence-based information guides in practice: The family physician and community pharmacist perspective. *Drug Information Journal*. 2006;40:61-67.

Cassels, A. Nutland, K. Wright. J. (Abstract) ALLHAT in the news: How well did newspapers cover the world’s most important antihypertensive trial? Centre for Health Services and Policy Research conference titled: Toward a National Pharmaceuticals Strategy, Vancouver, Feb 9-10, 2006

- Cassels, A.** Smith, A., Maclure, M. Carleton, B. (Abstract) Production and Use of Evidence in Drug Benefit Decision Making: Decision Makers' Views on Impediments to Using and Producing Evidence of Drug Effectiveness. First Canadian Therapeutics Congress, Winnipeg Manitoba, Jun 2004.
- Cassels, A.,** Hughes, M.A., Cole, C., Mintzes, B., Lexchin, J., McCormack, J. Drugs In the News: How Well Do Canadian Newspapers Report the Good, the Bad and the Ugly of New Prescription Drugs? Canadian Centre for Policy Alternatives, 2003.
- Cassels, A.,** Hughes, M.A., Cole, C., Mintzes, B., Lexchin, J., McCormack, J. Drugs In the News: an analysis of Canadian newspaper coverage of new prescription Drugs, *Canadian Medical Association Journal*. April 29, 2003. 168 (9). 1133 - 1137
- McCormack, J., Dolovich, L., Levine, M., Gray, J., Mann, K., **Cassels, A.,** Burns, S., Nair, K Providing evidence-based information to patients in general practice and pharmacies: what is the acceptability, usefulness and impact on drug use? *Health Expectations* 2003;6:281-9
- Cassels, A.** Smith, A., Maclure, M. Carleton, B. (Abstract) Assessing Consumer and Clinician Views of Provincial Drug Coverage Trials. *Canadian Journal of Clinical Pharmacology*, Vol 10, No.1 Spring 2003.
- Cassels, A.,** Hughes, M.A., Cole, C., Mintzes, B., Lexchin, J., McCormack, J. (Abstract) Drugs In the News: an analysis of Canadian newspaper coverage of new prescription drugs, *Canadian Journal of Clinical Pharmacology*, Vol 10, No.1 Spring 2003.
- Marshall, B. Cassels, A.** Maclure, M. Schneeweiss, S. (Abstract) Physician attitudes to drug cost control measures in British Columbia. *Canadian Journal of Clinical Pharmacology*, Vol 10, No.1 Spring 2003.
- Cassels, A.,** Kiar, S., Julien, J. Bambrick, T. (Abstract) Consumer attitudes regarding the development of patient product monographs. *Canadian Journal of Clinical Pharmacology*, Vol 9, No.1 Spring 2002.
- Dolovich, L., Levine, M., Gray, J., McCormack, J., Mann, K., **Cassels, A.,** Burns, S., Nair, K., The Impact of providing evidence-based therapeutic Information to patients. *Canadian Journal of Clinical Pharmacology*, Vol 9, No.1 Spring 2002.
- Cassels, A.** Paying for what works: British Columbia's experience with the Reference Drug Program as a model for rational policy making, Canadian Centre for Policy Alternatives, March 2002
- Nair, K. Dolovich, L. **Cassels, A.** McCormack, J. Levine, M. Bray, J, Mann, K. Burns, S. What patients want to know about their medications: Focus group study of patient and clinician perspectives. *Canadian Family Physician*, January, 2002; 48:104-110.
- Cassels, A.** DTCA in Canada. *International Society of Drug Bulletins*, Vol 15, No. 3 October 2001.
- Cassels, A.;** Wright, J.; Mintzes, B; Jauca, C. Therapeutics Letter: Direct to consumer advertising—Finasteride for male pattern hair loss, *Canadian Family Physician*, Vol 47, Sep, 2001.

Brunt, HJ; Chappell, NL; Maclure, M; **Cassels, A.** Assessing the Effectiveness of Government and Industry Media Campaigns on Seniors' Perceptions of Reference-Based Pricing Policy. *Journal of Applied Gerontology*, Vol 17(3), Sep, 1998.

OTHER PUBLICATIONS

Letters and Articles:

I have published over 400 letters, opinion pieces and articles on pharmaceuticals and consumer health issues in Canada and around the world. My work has appeared in the *British Medical Journal*, the *Canadian Medical Association Journal*, *Consumer Reports on Health*, the *Calgary Herald*, the *Edmonton Journal*, the *Financial Post* (now *National Post*), *Focus Magazine*, the *Georgia Strait*, the *Globe and Mail*, the *Hamilton Spectator*, *Monday Magazine*, the *Ottawa Citizen*, *Reader's Digest*, the *Tyee*, the *Toronto Star*, the *Vancouver Sun*, the *Victoria Times Colonist*, and the *New Internationalist*. For 12 years I authored a health column called *Drug Bust* for the Vancouver-based magazine *Common Ground*.

Broadcast work:

Alan Cassels, [You are Predisposed](#), a two-part radio documentary for CBC IDEAS which first aired February 12th and 19th, 2009.

Alan Cassels, [Manufacturing Patients](#), a two-part radio documentary for CBC IDEAS which first aired February 4th and 11th, 2003.

Alan Cassels, [Naked in the Pharmaceutical Marketplace](#), a one hour radio documentary for CBC IDEAS, which first aired March 13, 2001.

Alan Cassels, [Les Pilules la Plus Prescrit du Canada](#), Mediatique, Toronto, A 13-part series on the most prescribed prescription drugs in Canada, first aired on TV Française Ontario 6 January, 2008.

Books and book chapters:

Alan Cassels, The Cochrane Collaboration: [Medicine's Best Kept Secret](#), Agio Publishing House, 2015.

Alan Cassels, [Seeking Sickness: Medical Screening and the Misguided Hunt for Disease](#), Greystone Books, 2012. (Short-listed for the Canadian Science Writers Association Science Book of the Year award).

Alan Cassels, Understanding Hopes and Concerns about Nutrigenomics: Canadian Public Opinion Research Involving Health Care Professionals and the Public, Chapter 10 in [Nutrition and Genomics, Issues of Ethics, Law, Regulation and Communication](#), eds: David Castle and Nola Riess, Elsevier, 2009.

Alan Cassels, The [ABC's of Disease Mongering. An Epidemic in 26 Letters](#), with Alisa Gordaneer and illustrated by Jeremy Gordaneer, EmDash Press, 2007.

Alan Cassels and Joel Lexchin, "Potential savings from therapeutic substitution of ten of Canada's most dispensed prescription drugs" as part of [Excessive Medical Spending: Facing the Challenge](#). Radcliffe

Publishing, London, ed Norman J. Temple, 2007

Alan Cassels and Norman J. Temple, “Paying for what works: the Reference Drug Program as a model for rational policy making”. In Excessive Medical Spending: Facing the Challenge. Radcliffe Publishing, London, ed Norman J. Temple, 2007

Ray Moynihan and Alan Cassels, Selling Sickness: How the World’s Biggest Pharmaceutical Companies Are Turning Us All into Patients. Greystone Books. July 2005.

PRESENTATIONS

Alan Cassels, The Media and Overdiagnosis: Challenges and Opportunities in Educating the Public. Island Health Speaker Series, Vancouver Island Health Authority, Victoria, BC, May 5, 2021.

Alan Cassels, Bias, spin and logical fallacies in pharmaceutical promotion. UBC Faculty of Medicine, Pharmacology and Therapeutics 400 lecture, March 1, 2021.

Alan Cassels, Communicating health policy: Saying “know” to drugs. Canadian Deprescribing Network workshop, Richmond, BC. Vancouver Airport Marriott Hotel, May 17, 2019:

Alan Cassels, Saying "Know" to Drugs: Questions Anyone Should Ask About their Prescriptions Alan Voices of Burnaby Seniors, Bill Copeland Centre, Burnaby, BC, December 4, 2018

Alan Cassels, “I have a bad feeling about this” – how to look at trial results that seem to be an anomaly: Best Science Medicine Course, Vancouver, BC, May 4-5, 2018.

Alan Cassels, Are You Too Smart to be Influenced by Drug Company Marketing? Canadian Association of Physician Assistants national conference, Victoria, BC: October 19, 2018.

Alan Cassels, The Media and Overdiagnosis: Challenges and Opportunities in Educating the Public. Too Much Medicine Conference, XXIX Paulo Foundation, International Medical Symposium Helsinki, Finland. August 15, 2018.

Alan Cassels, *Putting our “best foot forward” by doing the right thing. Around the world with Choosing Wisely*. Best Science Medicine Conference, Vancouver, B.C., April 8, 2017.

Alan Cassels, *The Cochrane Collaboration: Everyday I write the book*. Best Science Medicine Conference, Vancouver, B.C., May 6, 2016.

Alan Cassels and James McCormack. *Medium well Done*. Best Science Medicine Conference, Vancouver, B.C. April 12, 2014.

Alan Cassels, *Champions of Medicine’s Next Revolution*. TEDx Victoria, MacPherson Playhouse, Victoria, BC. Nov. 16, 2013. Available at: <https://www.youtube.com/watch?v=TRldUla3O2c>

Alan Cassels and Wendy Armstrong, *Terrorized by the Polyp Police: How well are consumers informed about the likely benefits and harms of [screening] colonoscopies and the frequency and uncertainties of colon polyps?* Preventing Overdiagnosis Conference, Dartmouth College. Hanover, New Hampshire, Sept 11, 2013

Alan Cassels, *Disease Mongering (Créer de nouvelles maladies pour créer une demande et faire prescrire de nouveaux médicaments)*. 2ieme Journée de l'indépendance Médicale, St. Denis, Ile de la Réunion, France, 01 Juin 2013.

Alan Cassels, *What is threatening the sustainability of our healthcare system: The "Demographic Tsunami" or the way we use pharmaceuticals, or both?* Canadian Association of Retired Persons, Victoria Branch, Victoria, BC. 19 Apr 2013.

Alan Cassels, *Doing an end-run around drug promotion: A primer on Direct-to-consumer Advertising in Canada*. Presented to the BCMA's Council on Health Economics & Policy (CHEP), Vancouver, BC, 7 Mar, 2013.

Alan Cassels, *Seeking Sickness: Medical Screening and the Misguided Hunt for Disease*, Elder Friendly Community Network, Victoria, BC, Feb 28, 2013

Alan Cassels, *Seeking Sickness: Medical Screening and the Misguided Hunt for Disease*, Selling Sickness 2013: People before Profit conference, Washington, D.C., Feb 22, 2013

Alan Cassels, *Scoop or Poop? A primer on how to tell the difference when reporting on medical or pharmaceutical issues*. Canadian University Press Western Regional conference. University of Victoria, 23 Mar 2013.

Alan Cassels, *Flu shots, body scans and self-screening: puncturing some popular parables of preventative medicine*. VIHA Pharmacists Conference, Parksville, BC, 15 Feb 2013.

Alan Cassels, *PharmaCare: Appropriateness, Accessibility and Affordability*, Council of Senior Citizens Organizations of BC. Joys and Tears of Living Longer conference, Richmond, BC, Oct 2, 2012.

Alan Cassels, *What does the best evidence say about the benefits of flu vaccinations?* Presentation to the Board of the BC Civil Liberties Association, Vancouver, BC, 10 Sept. 2012.

Alan Cassels, *Drugs in the News: Powerful Concoctions when the Media and Medicine Mix*. Canadian Pharmacists Association annual conference, Whistler, BC, Jun 3, 2012.

Alan Cassels, *How Medical Screening Turns Healthy People into Patients*, TEDx talk delivered at TEDx Victoria event, Victoria Conference Centre, Nov. 17, 2012. Found on Youtube at: <https://www.youtube.com/watch?v=k1X0CfXAo-A&t=64s>

Alan Cassels, *Seeking Screening: Medical Screening and the Misguided Hunt for Disease*, University of British Columbia Lecture series, Nov 9, 2011.

Alan Cassels, *Is a Values-based formulary a "Field of Dreams?"* Sun Life Group Benefits Client Partnership Council, Vancouver, BC, October 27, 2011.

Alan Cassels, *Towards 'Values-Based' formularies: Generic uptake, sustainability and safety*. Canadian Generic Drug Manufacturers Association "Value of Generics" Conference, Montreal, P.Q., October 26, 2011.

Alan Cassels, "*If you pay for it, they will come*": *Do Values-Based formularies have a place in the drug world's "Field of Dreams?"* Canadian Generic Drug Manufacturers Association conference, Toronto, Ontario. Mar. 30, 2011

Alan Cassels, *The "Demographic Tsunami" Meme and Canadian Media Coverage, Boomerangst — Myths and Realities about Health Care for an Aging Population*. Centre for Health Services and Policy Research Annual Conference, Vancouver, BC. Feb. 22, 2011.

Alan Cassels, *Evidence, the media and what the public hears: how to increase understanding and access to the best evidence*, Canadian Cochrane Symposium, Vancouver, BC. Feb. 16, 2011.

Alan Cassels, *Is Disease Mongering the Greatest Threat to Public Health?* Division of Community Health and Humanities, Faculty of Medicine, Memorial University, St. John's, Nfld, Dec. 3, 2010.

Alan Cassels, *The ABCs of Medical Screening: Looking for Sickness in All the Wrong Places*, Victoria Roundtable Club, University of Victoria, Victoria, BC, Nov. 27, 2010.

Alan Cassels, *Drowning in Information but Starved for Knowledge*, Faculty Development Dinner, Department of Family Practice, UBC. Victoria, BC, Mar 24, 2010.

Alan Cassels, *Diabetes and the Media: Some Lessons in Knowledge Translation*. Annual meeting of the Alliance for Canadian Health Outcomes Research in Diabetes, Banff, Alta. 19 Mar 2010.

Alan Cassels, *Medicating Normalness: What About Just Saying "Know" to Drugs?* Learning Disabilities Association Teachers Professional Development Day, Victoria, BC. Feb 19, 2010.

Alan Cassels, David Henry and Gary Schwitzer, *Media Doctor Canada, Australia and Healthnewreview.org*. Medicine 2.0 conference. Social Networking and Web 2.0 Applications in Medicine and Health Toronto, Ontario. Sept 17- 18, 2009.

Alan Cassels, *Disease Mongering, Media and the Role of the Librarian*, Keynote Speaker at the Ontario Library Association Super Conference, Toronto, Ontario. Jan. 31, 2009.

Alan Cassels, *Disease Mongering and the Role of the Media*, Tommy Douglas Distinguished Speakers Lecture, University of Toronto, Toronto, Ontario. Jan. 28, 2009.

Alan Cassels, *Lessons from Advertising of Pharmaceuticals*. Direct-to-Consumer Genetic Tests: Confronting Issues for Canada, at the MaRS Discovery District, Toronto, Ontario, Jan 26, 2009.

Alan Cassels, *Influences on Drug Prescribing: What does drug marketing have to do with prescribing?* Vancouver Island Health Authority Geriatricians meeting, Victoria, BC. 20 Jan, 2009.

Alan Cassels, *Context, Evidence, Sources, and a “killer” story to prove a point. Is Good Health Reporting an Oxymoron?* Health Journalism Workshop at Concordia University, Montreal, 28 Nov. 2008.

Alan Cassels, *Is Disease Mongering the Greatest Threat to Healthcare?* Pender Island Healthcare Society, Pender Island, British Columbia, October 16, 2008.

Alan Cassels, *Ratcheting back the spinometer. Techniques to immunize yourself from bias, spin and logical lapses in pharmaceutical information.* Grand Rounds, Eric Martin Pavilion. Victoria, BC. September 2nd, 2008.

Alan Cassels, *DSI: Drug Story Investigation: Does the ‘Story’ fit the ‘Study’?* As part of one day conference entitled: Maximizing the Effectiveness of Drug Information Utilization by the Media, Drug Information Research Centre, Ontario Pharmacists Association, Toronto, Ontario, June 9, 2008.

Alan Cassels, *Having Phun with Pharma Phallacies and immunize yourself from bias, spin and logical lapses in pharmaceutical promotion “Building Pharmacy Networks”* - First Annual VIHA Pharmacy Conference, Parksville, BC, May 9th, 2008

Alan Cassels, *Towards a National Pharmacare Program.* Canadian Health Coalition forum on National Pharmacare, Victoria, BC. December 11, 2008

Alan Cassels, *Propaganda in the Legal Drug World.* Esquimalt High School Challenge Program Conference on Propaganda, University of Victoria, Victoria, BC, February 19, 2008.

Alan Cassels, *ACCESS DENIED? Are Persons With Aids in British Columbia getting what they and their doctor ordered to treat HIV/AIDS and related conditions?* Canadian Treatment Action Council and BC Person with AIDS Society, Vancouver, British Columbia, February 7, 2008

Alan Cassels, *What if Disease Mongering is a Threat to Healthcare?* North Island College, Courtney, British Columbia November 2nd, 2007

Alan Cassels, *Does Disease Mongering Belong on the Health Policy Agenda?* Western Health Policy Summit, Calgary, Alberta, Dec. 6, 2007.

Alan Cassels, *The ABC’s of Disease Mongering.* Alberta Friends of Medicare, Calgary, Alberta, Dec. 6, 2007

Alan Cassels, *Hype, Spin and Conflicts of Interest in Science Journalism.* Future Directions in Science Journalism Conference, UBC, Vancouver, BC. November 10, 2007

Alan Cassels, *Lessons from the Trenches: A Decade of Hits and Misses in measuring policy impacts in British Columbia.* Island Medical Program Research Day, University of Victoria, Victoria, BC. June 15, 2007.

Alan Cassels, *Endocrinology & Industry: Selling Sickness?* Endo 2007, 89th Annual meeting of the Endocrinology Society, Toronto, Ontario, June 3, 2007.

Alan Cassels, *Study says: Canadians Think Cancer News Media is “Blatant Product Placement Wrapped up in a Human Melodrama.” How do Media Reports of New Cancer Treatments Affect Consumers’ Perceptions of Effectiveness, Harm and Access?* The Canadian Health Libraries Association 2007 Conference, Ottawa, Ontario, June 1st, 2007

Alan Cassels, *Let’s not throw the Baby out with the Snake Oil: Saving ourselves from Bias, Spin and Ethical Conflicts in Pharmaceutical Information.* Nova Southeastern University, 17th Annual Contemporary Pharmacy Issues Conference, Fort Lauderdale, Florida, May 6, 2006

Alan Cassels, *The Sleeping Pill war that will keep you awake: “Driving the insomnia market to new heights.”* Nova Southeastern University, 17th Annual Contemporary Pharmacy Issues Conference, Fort Lauderdale, Florida, May 7, 2006

Alan Cassels, *Messages from the Media: Scoop or Poop?* Therapeutics Initiative, 17th Annual Drug Therapy Decision Making Course, April 21, 2006, Richmond, BC, Canada

Alan Cassels, *Dealing with the detailing: Defending yourself from bias, spin and logical lapses in pharmaceutical promotion.* UBC Family Medicine Retreat, Victoria, BC. February 19, 2006

Alan Cassels, *The Marketer’s Guide to Selling Sickness: Disease Mongering 101.* Presentation hosted by the Centre for Bioethics, University of Minnesota, Minneapolis, Minn. February 16, 2006

Alan Cassels, *Avian Flu: A News Story with “Wings”?* Panel presentation on Avian flu reporting at UBC School of Journalism, 21 Nov, 2005.

Alan Cassels, *The Three Balances: Context, Evidence and Sources and the proper reporting of prescription drug effects.* The 13th Cochrane Colloquium, Melbourne, Australia, Oct. 26, 2005.

Alan Cassels, *A Canadian’s take on issues in Pharmaceutical Reporting.* School of Communication, Information and New Media at the University of South Australia, Adelaide, Australia, 21 October, 2005.

Alan Cassels. *Selling Sickness: The role of the pharmaceutical industry in creating disease. When the Body Forgets to Heal: An Integrative Approach to Reactivating the Healing Response.* A conference of the Association of Complementary Physicians of BC (ACPBC), Victoria, BC May 28, 2005.

Kelsey Nutland, Alan Cassels, Jim Wright. *ALLHAT in the News: How North American Newspapers covered the most important antihypertensive trial to date.* (Abstract) presented at "Science for Sale? The Public Communication of Science in a Corporate World," Cornell U., Ithaca, NY, Apr.17, 2005.

Alan Cassels. *What to do when the marketing community and the scientific community disagree? The case of rosiglitazone and pioglitazone,* Canadian Diabetes Assoc. Patients Forum, March 6, 2005.

Alan Cassels, Chair. *Cutting through the PR spin on real or ‘manufactured’ diseases: how to avoid becoming part of a PR firm’s “media strategy” and get at the truth in pharmaceutical reporting.* World Conference of Science Journalists, Montreal, Quebec, October 5, 2004

Alan Cassels, Chair: Special Session for Canadian journalists on *“Behind the Numbers: Understanding and using health research.”* The 12th Cochrane Colloquium, Ottawa, Ont. October 3, 2004.

Alan Cassels, *Bias, Spin and Ethical Conflicts in Pharmaceutical Information*
Presentation to Interior Health Pharmacists, Vernon, British Columbia, May 29, 2004

Alan Cassels, *Value for Money from the Top Twenty? A critical examination of therapeutic impact and value of top-selling drug products against their competitors*. Society of Actuaries 2004 Spring Meeting - A Multi-Disciplinary Exploration of Prescription Drug Issues, Anaheim, California, May 21, 2004.

Alan Cassels, Patricia Fortin, Mowafa Househ, Bruce Carleton, Malcolm Maclure. *Challenges In Reviewing Evidence Of Drug Policy Impacts*. 3rd Can. Cochrane Symposium, Hamilton, Nov 22, 2003

Alan Cassels, Blair Marshall, *Physician Attitudes to Drug Cost Control Measures in BC*. Human and Social Development Faculty Research Day, University of Victoria, Victoria, BC. Friday April 11th.

Alan Cassels. *Drugs In the News: an analysis of Canadian newspaper coverage of new prescription drugs*, American Medical Writers Association, Montreal, Quebec, March 28, 2003.

Alan Cassels. *Toxic Information: How Prescription Drug Information Can Affect the Quality Of Drug Use for Seniors*. Centre on Ageing, U of Victoria, Community Forum. Victoria, BC. 20 February 2003.

Alan Cassels. *In the Hands of Hucksters: Is Health Informatics promoting drug misinformation?*, presentation to the Health Information Science, University of Victoria, Victoria, BC. 14 February, 2003.

Alan Cassels. *Bamboozled by Numbers: Conflicts of interest in the world of prescription drug information*. Video Teleconference. BC Cancer Agency, Victoria, BC, 24 October, 2002.