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The main focus of Dr Mintzes' research is pharmaceutical policy, including the effects of direct-to-consumer advertising of prescription drugs on prescribing and medicine use. She is currently the lead investigator on an international comparative project examining the effects of different approaches to regulation on the safety-related information that pharmaceutical sales representatives provide to primary care physicians. Dr Mintzes was also a member of the Health HAI/ WHO team that developed the curriculum on drug promotion that will be used in this summer school. She has worked for many years with women's health and consumer groups, and is a member of *La Revue Prescrire's* advisory committee, and HAI-Europe's Board of Directors.

Barbara Mintzes holds a PhD in health care and epidemiology from the University of British Columbia and is a Michael Smith Foundation for Health Research Scholar.