

## Summer School “Understanding and Responding to Pharmaceutical Promotion” Ventspils, July 1-4, 2014

Day 1 Tuesday, 1 July		
09:00-09:30	Introduction and overview	Signe Mežinska
09:30-11:00	<i>Lecture.</i> Promotion of medicines and patient health	Tim Reed
11:00-11:30	Coffee break	
11:30-13:00	<i>Lecture.</i> Regulation of pharmaceutical promotion in EU and Latvia: Why does regulation matter?	Aija Karlsberga
13:00-14:00	Lunch	
14:00-14:30	<i>Lecture.</i> Using unbiased prescribing information	Barbara Mintzes
14:30-15:30	<i>Workshop.</i> Analysing pharmaceutical advertisements in medical journals	Barbara Mintzes Elita Poplavska
15:30-16:00	Coffee break	
16:00-17:30	<i>Group work session #1</i>	
19:00	Dinner followed by a social programme	
Day 2 Wednesday, 2 July		
09:00-11:00	<i>Lecture and discussion.</i> Learning how not to do the pharmaceutical industry tango: Raising awareness of ethical conflicts of interest	Staffan Svensson Tim Reed
11:00-11:30	Coffee break	
11:30-13:00	<i>Lecture.</i> What research studies say about promotion of medicines in Latvia	Ieva Salmane- Kuļikovska
13:00-14:00	Lunch	
14:00-15:00	<i>Workshop.</i> Case discussion: Oxycodone	Barbara Mintzes
15:00-15:30	Coffee break	
15:30-16:30	<i>Workshop.</i> Role play of a patient/physician interaction	Reinis Upenieks
16:30-17:30	<i>Group work session #2</i>	
19:00	Dinner followed by a social programme	

<b>Day 3</b>		
<b>Thursday, 3 July</b>		
09:00-10:00	<i>Lecture.</i> Pharmaceutical sales representatives	Tim Reed
10:00-11:00	<i>Lecture.</i> Techniques that influence the use of medicines.	Barbara Mintzes
11:00-11:30	Coffee break	
11:30-13:00	<i>Workshop.</i> Communication with pharmaceutical sales representatives	Ilze Aizsilniece, Elita Poplavska
13:00-14:00	Lunch	
14:00-15:00	<i>Plenary session.</i> Discussion about communication with pharmaceutical sales representatives	Ilze Aizsilniece, Elita Poplavska
15:00-15:30	<i>Group work session #3</i>	
15:30-16:00	Coffee break	
16:00-17:30	<i>Group work session #3 continued</i>	
19:00	Dinner followed by a social programme	

<b>Day 4</b>		
<b>Friday, 4 July</b>		
09:00-10:30	<i>Lecture and discussion.</i> The role of institutional policy in establishing ethical practice of medicines promotion.	Signe Mežinska
10:30-11:00	Coffee break	
11:00-12:00	<i>Lecture.</i> Promotion, professional practice and patient trust.	Tim Reed
12:00-13:00	<i>Group work session #4</i>	
13:00-14:00	Lunch	
14:00-15:30	Group presentations	All faculty members
15:30-16:00	Coffee break	
16:00-17:00	Group presentations	All faculty members
17:00-17:30	Final remarks	All faculty members
17:30	Take-away dinner and leaving Ventspils	

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