



THE UNIVERSITY OF WINNIPEG

MEDIA RELEASE

Tuesday, November 01, 2005
For Immediate Release

The Pharmaceutical Industry Medical Innovator & Powerful Influencer of Public Health Policy

WINNIPEG—The Sheldon M. Chumir Foundation for Ethics in Leadership, in association with The University of Winnipeg, presents a public forum that looks at the role of the pharmaceutical industry as medical innovators and influencers of public health policy at:

Public Forum: Ethics, Public Policy, and the Pharmaceutical Industry
Thursday, November 3, 2005 at 7:30 p.m.
The University of Winnipeg's Eckhardt-Gramatté Hall
(3rd floor, Centennial Hall, 515 Portage Avenue)

Pharmaceutical companies have brought countless medical innovations to market over the past 50 years. At the same time they have become one of the most powerful interests in health policy debates.

Health policy requires a balance between the industry's interest in expanded market growth and the public's right to medicines that are safe, effective, and affordable. To discuss these important issues, this public forum will feature a panel of experts, including:

- **Prof. Arthur Schafer**, Centre for Professional and Applied Ethics at the University of Manitoba, presenting the ethics perspective;
- **Dr. Steve Morgan**, Centre for Health Services and Policy Research, University of British Columbia, presenting the economics and policy perspective;
- **Dr. Alan Katz**, Family Medicine and Manitoba Centre for Health Policy, University of Manitoba, with the clinical research perspective; and,
- **Jennifer Howard** of Winnipeg's Women's Health Clinic, who will speak on the patient advocacy perspective.

This event is free but seating is limited. To reserve a seat, call Murielle at 204.786.9859 or email chemistry@uwinnipeg.ca All are welcome to attend.

The Chumir Foundation was created from a bequest by Sheldon M. Chumir, Rhodes Scholar, lawyer, businessman, civil libertarian, and Alberta MLA (1986 -1992). Led by former University of Winnipeg president Marsh Hanen, its vision is an active, involved citizenry in a society characterized by principled and trustworthy leadership. The Foundation's mission is to promote action which exemplifies ethical principle by advancing this purpose in all fields of community life. <http://www.chumirethicsfoundation.ca/>

-30-

For further information, please contact:
Katherine Unruh, Director of Communications
The University of Winnipeg
T: 204.786.9872 C: 204.782.3279

k.unruh@uwinnipeg.ca