

**TUESDAY, APRIL 12, 2011**

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**TOPIC: Participatory Medicine, Social Media & Their Roles in Clinical Trial Recruitment, Product Marketing & Post-Marketing Surveillance**

**SPEAKER: Mark Boguski, M.D., Ph.D.**  
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Participatory medicine is a consumer-driven redefinition of the patient-provider relationship that “encourages and expects active involvement by all connected parties (patients, caregivers, healthcare professionals, etc.) as integral to the full continuum of care,” according to the Society of Participatory Medicine. Proponents of this model point to a paradigm shift in the U.S. health care system with empowered patients or “e-patients” using online health information resources and social media (e.g. blogs, *Facebook*, *Twitter*) to take more and more responsibility for their health management and outcomes.

At this program Dr. Mark Boguski will discuss the growing importance of participatory medicine and its increasing impacts on all aspects of the biopharmaceutical enterprise. Dr. Boguski is an enthusiastic advocate of participatory medicine who has supported this concept in a number of ways, including his founding of [Resounding Health Incorporated](#), a company dedicated to providing consumers with information resources and tools to collect, organize, personalize and share their own research on health and wellness topics. He is also the co-founder of a blog featuring [Teachable Moments in Medicine®](#), which is dedicated to increasing consumer health awareness and medical knowledge, and also [PhotoCalorie.com](#) -- a mobile health (smartphone) platform for diet and weight management.

Dr. Boguski is an associate professor at Harvard Medical School’s Center for Biomedical Informatics and also in the Department of Pathology at Beth Israel Deaconess Medical Center in Boston. He has previously held positions at the Johns Hopkins University School of Medicine, the U.S. National Institutes of Health, and the U.S. National Library of Medicine and as an executive in the biotechnology and pharmaceutical industries. Dr. Boguski, who was global head of Genome and Proteome Sciences at Novartis prior to his current positions, was honored as a Visionary and Influencer by the Personalized Medicine Coalition in 2006. He was elected to the Institute of Medicine of the U.S. National Academy of Sciences in 2001.