



Addiction Medicine Rounds

Presented by

Yale School of Medicine, Department of Internal Medicine
Section of General Medicine

The 4th Annual Schottenfeld Lecture

“The Promotion & Marketing of OxyContin, Twenty Years Later: An Opioid Crisis, Lessons Learned, Opportunities Not to Miss”



Art Van Zee, MD

General Internist, Stone Mountain Health Services
St. Charles, Virginia

Thursday, September 10th, 2020

2:00pm – 3:00pm

This session of Addiction Medicine Rounds will be held virtually via Zoom

<https://zoom.us/j/99142945524?pwd=b0QrR2FOQ2xicVNzaTAxWnM4NC92dz09>

Course Directors/Hosts: Jeanette Tetrault & David Fiellin

There is no corporate or commercial support for this activity

This course will fulfill the licensure requirement set forth by the State of Connecticut

ACCREDITATION

The Yale School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

TARGET AUDIENCE

Faculty, residents, students and staff involved in education of health care professional trainees.

NEEDS ASSESSMENT

There is an important need for general internists to understand the value of community level primary care assessment for policy and health planning, and the advantages of community-based participatory research methods for studying health systems.

LEARNING OBJECTIVES

At the conclusion of this activity, participants will be able to:

1. Gain an understanding of the opioid crisis in the early years of Central Appalachia.
2. Gain an understanding of the promotion and marketing of OxyContin and the role it played in fueling the opioid crisis in the country.
3. Consider a perspective on possible public policy changes that could prevent a similar tragedy in the future.

DESIGNATION STATEMENT

The Yale School of Medicine designates this live activity for 1 *AMA PRA Category 1 Credit(s)*TM. Physicians should only claim the credit commensurate with the extent of their participation in the activity.

FACULTY DISCLOSURES

Dr. Van Zee has no conflicts of interest to disclose. Drs.

Jeanette Tetrault and David Fiellin: Course Directors, have no conflicts of interest to disclose.

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