The Cochrane Collaboration: Medicine's Best Kept Secret

In the complex, ever-evolving realm of modern medicine, how can you begin to understand what’s hocus-pocus and what research really works? Best-selling author and researcher Alan Cassels presents a factual and entertaining talk regarding the three years he spent researching and writing about an international cadre of medical truth-seekers that became the basis for his new book, The Cochrane Collaboration: Medicine’s Best Kept Secret.

Alan Cassels has been immersed in pharmaceutical policy research for the past 20 years, studying how prescription drugs are regulated, marketed, prescribed and used. His interest in the quality of consumer drug information and its effects on prescriber and consumer behavior has increasingly lead him to study and practice health journalism with a critical eye on overprescribing, disease mongering and medical overdiagnosis. His other books include international bestseller, Selling Sickness: How the World’s Biggest Pharmaceutical Companies are Turning us All into Patients (co-written with Ray Moynihan) and Seeking Sickness: Medical Screening and the Misguided Hunt for Disease.

In all of his writing and public lectures Cassels frequently weighs in on the folly of practitioners and profiteers increasingly selling us tests, treatments and theories of disease that threaten to turn more and more of us into patients. His belief that humans need clean health information as urgently as they need clean water, led him to study and write his new book about the Cochrane Collaboration.