Lecture 1

From Zero to Hero – Europe’s 30 Year Journey in Consumer Medicines Information

Thursday, November 7, 2013
9:30 a.m.
UW-Madison School of Pharmacy
Room 2002 Rennebohm Hall
777 Highland Avenue
Madison, Wisconsin

Reception immediately following.

Theo Raynor, Ph.D., B.Pharm., FRPharmS
Professor of Pharmacy Practice, School of Healthcare
University of Leeds, Leeds, England

Dr. Theo Raynor is the leading figure in the European consumer medicines information movement. A clinical pharmacist by training, he became inaugural Professor of Pharmacy Practice at the University of Leeds, UK in 2000. He has critically researched the impact of European legislation on medicine leaflets, and how they are tested with the public – and his spin-out company Luto Research has become the leading European provider of such testing. He controversially views the informed patient as a goal in itself – and that an informed patient is not necessarily an obedient patient. He has advised governments internationally and is a Fellow of the Royal Pharmaceutical Society.

Lecture 2

‘To Be or Not to Be Taken?’ – Are the Consequences of Patient Empowerment All Good?

Theo Raynor, Ph.D., 2013 Rennebohm Lecturer

How Can Pharmacy and Other Providers Empower Patients in Medication Management?

Betsy Sleath, Ph.D., Sonderegger Research Center Seminar Guest Lecturer
Chair, Division of Pharmaceutical Outcomes and Policy
George H. Cocolas Distinguished Professor
UNC Eshelman School of Pharmacy

Friday, November 8, 2013
3:00 p.m.
UW-Madison School of Pharmacy
Room 2002 Rennebohm Hall
777 Highland Avenue
Madison, Wisconsin

Reception immediately following.

Special thanks to the Oscar Rennebohm Foundation for their support of the Rennebohm Lecture series since 1955.