



Campaign For Effective Patient Care

What People Are Saying About the New Poll Results and Evidence-Based Medicine

“Evidence-based medicine is an issue whose time has now come and it can serve as the foundation for improving the quality of the nation’s health care into the future. As a national organization that represents consumer interests, AARP is pleased that this first activity of the CEPC focuses on what the *consumer* thinks and understands about evidence-based medicine and comparative effectiveness research—as far as we know, the first effort of its kind in the country. Since we are all health care consumers and have a stake in improving how our health care system works, we encourage everyone in California to support the work of CEPC and help make great things happen for us all.”

**-- JoAnn Lamphere, DrPH, Director, State Government Relations, Health & Long-Term Care,
AARP**

“It is clear that California voters want trustworthy information to guide them in their discussions with their physicians... We need to provide the financial incentives and promote the organizational arrangements that will capitalize on the advances being made in evidence-based medicine and management knowledge.”

**--Stephen M. Shortell, PhD, M.P.H., Dean of the School of Public Health
University of California, Berkeley**

“Evidence-based medicine promises to shine a bright light upon the uncertainties in health care decisions, and equally important, to disseminate current knowledge as quickly as possible so that doctors can offer patients truly informed choices, no matter where they live.”

--Wells Shoemaker, MD, Medical Director, California Association of Physician Groups

“Every day, it seems there’s a new study on medical treatments—in fact, there’s medical information overload. This poll illustrates that consumers believe their doctors have it all ‘under control,’ but the reality is that it’s hard for doctors to keep up too and to know which of the sometimes conflicting studies to believe.”

--Betsy Imholz, Special Projects Director, Consumers Union

“As health reform secures and expands coverage so it is there when we need it, reforms cannot just improve the quality of coverage but the quality of care. Reforms can ensure that doctors and patients have independent scientific evidence—and not just industry-sponsored marketing—to support them in making informed health care choices.”

--Anthony Wright, Executive Director, Health Access California

“These survey results underscore the fact that two themes that resonate with California voters also ring true for employers who purchase care on their behalf. First, that we need to get good information on what really works into the hands of both doctors and their patients. Second, reform needs to include changes in payment to link how doctors get paid to their providing the right care—not just more care.”

-- Peter V. Lee, Executive Director, National Health Policy, Pacific Business Group on Health