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### **New Expert Added to Pri-Med's Ask the Expert Series**

*Dr. Lachlan Forrow will directly address physician questions on pri-med.com and keynote upcoming conferences*

BOSTON, Mass. (June 16, 2009) - Today, the Pri-Med brand, owned and operated by M|C Communications LLC in Boston, MA, is pleased to introduce its new faculty member for its "**Ask the Expert**" feature online at [pri-med.com](http://pri-med.com) and upcoming keynote addresses at its live educational activities, Dr. Lachlan Forrow. Dr. Forrow, an Associate Professor of Medicine at Harvard Medical School and a general internist in the Division of General Medicine and Primary Care at Beth Israel Deaconess Medical Center, is Director of Ethics and Palliative Care Programs at Beth Israel Deaconess Medical Center. He also serves as President of The Albert Schweitzer Fellowship™, a national nonprofit organization that works to reduce and eliminate health disparities by developing leaders in service who are committed to meeting the health needs of the underserved. **Ask the Expert: Ethics and Professional Responsibility** with Dr. Forrow launches today. Additionally, Dr. Forrow will be speaking at the upcoming Pri-Med Conference & Exhibitions meetings, being held in New York City, August 27-30 and in Baltimore, December 3-5.

Pri-Med.com's **Ask the Expert: Ethics and Professional Responsibility** is a unique offering being made available to the Pri-Med community of clinicians. **Ask the Expert: Ethics and Professional Responsibility** allows participants to create a personal connection and engagement with Dr. Forrow 1:1 from anywhere in the world by submitting a question directly to his personal email inbox via the pri-med.com website. This offering builds off the highly successful inaugural **Ask the Expert: Neurology** with Dr. Martin A. Samuels, which receives up to 20 submissions a month. Questions of the highest clinical relevance are reviewed and responded to by the respective faculty and posted on the **Ask the Expert** page of pri-med.com to benefit the larger audience.

Pri-Med expanded its **Ask the Expert** online series to meet the needs of a physician community seeking innovative and ready access to clinical experts who can provide insights and answers to their patient care challenge questions. The need for such online and readily available resources is particularly critical given that 90% of US physicians use their computers daily to obtain clinical information.<sup>1</sup>

"As an internist, I see today's practicing clinicians dealing with a wider range of conditions, including elderly care, cardiovascular health, obesity, quality of care, and more. As a result, we all need a community to leverage as a sounding board," says Dr. Lachlan Forrow. "I am thrilled to be part of the **Ask the Expert** series to participate in this community to connect with and be a resource for clinicians across the US to share my insights and experiences about care and social responsibility."

In the live arena, Dr. Forrow continues Pri-Med's tradition of keynotes dedicated to perpetuating social value. Through examples of the work of the Schweitzer Fellows -- graduate students in health and human services who design and implement service projects with a direct and lasting impact on the health of underserved communities -- Dr. Forrow's keynote will demonstrate that "good work" energy not only provides personal and professional satisfaction but can truly make a difference in your own community.

"My keynote is a call to action to you, a member of the medical community, to help us all understand and celebrate how medical professionals are making a difference beyond daily patient care," said Lachlan Forrow, MD. "Come listen to be reminded, motivated, and inspired."

To view or submit a question to Dr. Forrow's **Ask the Expert: Ethics and Professional Responsibility**, please visit [www.pri-med.com/ethicsexpert](http://www.pri-med.com/ethicsexpert). If you'd like to learn more and/or register for Pri-Med New York or Pri-Med Mid-Atlantic, please visit [Pri-Med Conference and Exhibition](#).

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### **About Pri-Med**

Pri-Med is a brand within [MJC Communications LLC](#). Offered through the Pri-Med brand are both educational solutions for physicians and allied health professionals and non-CME product information sharing and exhibit opportunities for industry. Pri-Med's educational solutions are fully firewalled from the non-CME offerings and are developed compliantly and in accordance with accrediting organization requirements and standards, including the ACCME. Pri-Med's offerings include 120+ live meetings and conventions across the U.S., in the UK, and Germany; 300+ online CME activities and web-based tools and resources on [www.pri-med.com](http://www.pri-med.com), one of the top ten CME websites available to physicians.

### **About the Albert Schweitzer Fellowship**

Since its inception in 1991, the Schweitzer Fellowship has provided more than 400,000 hours of service to the communities it serves. Carrying on Schweitzer's legacy of translating idealism into action—and of restoring the moral compass of the health-related fields—Schweitzer Fellows are chosen through a competitive selection process from the nation's top health and human service schools. They serve for one year, working with local community agencies in Baltimore, Bay Area, Boston, Chicago, Greater Philadelphia, Houston/Galveston, Los Angeles, New Hampshire/Vermont, New Orleans, North Carolina, and Pittsburgh to implement sustainable service projects that make a lasting, on-the-ground difference in the health of local communities.

Once Fellows have completed their initial year of service, they join a network of over 2,000 Schweitzer "Fellows for Life" across the United States and abroad. Virtually all continue their commitment to lives of service in cities and towns around the country and around the world. Because the work of the Fellows is donated without charge to the communities served, each city's program is supported entirely through charitable gifts. For more information or to receive a copy of our informational DVD featuring Dr. Timothy Johnson and Yo-Yo Ma, visit [www.schweitzerfellowship.org](http://www.schweitzerfellowship.org).

<sup>1</sup>Source Pri-Med National Insights & Behaviors Study, May 2008 (N=851 PCPs)