



How Hayes Can Help the Media

Dr. Wini Hayes, President and CEO of Hayes, Inc., is an excellent resource for your interview needs. A recognized expert in the fields of evidence-based health technology assessments, utilization review, and clinical guideline development, she lectures and publishes as an advocate for the role that evidence-based decision making plays in improving patient outcomes and healthcare resource allocation. Dr. Hayes, as well as other experts at Hayes, can answer your questions about issues impacting the delivery of healthcare in the United States.

Let Hayes be your source for these and many other topics:

- Healthcare in the United States—are we getting our money's worth?
- What is good evidence?
- Is industry-funded research biased?
- Does data distortion harm?
- Should hospitals continue to cater to physicians' demands for technologies?
- Impact of healthcare reform mandates on healthcare costs and quality of care
- Comparative effectiveness research: myth versus reality
- Evidence-based medicine, barriers to adoption, and how technology can help overcome them
- Impact of CER on the development of new drugs and other technologies
- Questions hospitals should ask before considering a new health technology
- Impact of health technology purchases on clinical outcomes
- How can hospitals and other healthcare organizations be financially successful in the future while also continuing to deliver better care to patients? Is it even possible?
- How are clinical trials designed?
- Over-the-counter genetic testing—risks/rewards
- The trends and ramifications of genetic testing
- The impact of new, emerging, and disruptive technologies on our healthcare system
- Importance of evidence-based medicine in reducing cost of the U.S. healthcare system





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Here are some sample interview questions with short answers.

WebMD was recently exposed for promoting content paid for by pharmaceutical companies. In your opinion, why is this practice a problem for the healthcare industry?

When consumers search for medical information on the Internet, it can be difficult to separate the hype from the facts. Bias and inaccuracies in online medical information can influence consumers' choices and opinions about the healthcare they receive. Without evidence, consumers may wrongly seek out treatments or medications that have limited value or are unsafe. Patients and professionals need evidence to improve patient outcomes and healthcare resource allocation.

Is healthcare the next bubble to burst?

In the 2000s we saw the collapse of a technology bubble that was driven by easy trading and irrational exuberance, and collapse of a real estate and finance bubble driven by easy credit and lax underwriting standards. According to Dr. Winifred S. Hayes, President and CEO of Hayes, Inc., healthcare could be the next bubble to burst. "Today, we spend 17% of our gross domestic product on healthcare—far more than any other developing nation—yet we badly lag other developing nations in terms of quality of care," says Dr. Hayes. "As a nation, we've become addicted to expensive new healthcare technologies that do not improve quality or standards of patient care. We spend billions on robotic surgery, proton beam therapy, and 64-slice CT scanners that don't improve care or worse yet are not as effective as the existing technologies they replace."

This spending has driven healthcare technology stocks to higher levels over the past decade, but Dr. Hayes believes that unless change is adopted, the healthcare industry is headed for a day of reckoning not unlike the one faced by the financial services industry. "Continued spending on healthcare technology without any improvement in care is driving an unsustainable cycle that I believe will lead to a day of reckoning for the industry."

Explain the health impact of medical imaging overuse.

The use of medical imaging has exploded over the past two decades as new medical imaging technologies have entered the market. Although medical imaging technologies are valuable diagnostic tools, overuse of medical imaging, in particular computed tomography, may expose patients to unnecessary radiation and contribute to soaring healthcare costs. Concerns about imaging overuse and radiation overdoses in hospitals have prompted physician, nursing, consumer, and government groups to demand better guidelines and regulation of medical imaging and radiation overexposure.

How can we use evidence to make well-informed decisions about healthcare in the United States?

It's clear that we need research to create solutions for the healthcare problems that we face every day in our lives. It's also clear that research accumulates over time as it relates to the benefit or the lack of benefit from any particular product or service for healthcare that was developed as a result of that research. A failure to really pay attention to that evidence will take us down the wrong path time and time again. And in some cases, it will result not in just a waste of money, but it will result in harm, because there are side effects, and it might lead us to a course of action that will not result in benefits that are superior to the benefits gained from an alternative approach. So it behooves us to ask about the research, about the quality of the research. Not all research is created equal. There's bad research. There's good research. Pay attention to what the evidence tells us. Ask questions of your physician. Don't believe everything you hear in advertisements regarding the goodness of a particular new technology. Because it's new and high tech doesn't mean it works better or works well. Be cautious. Ask questions.

For more information, visit www.hayesinc.com.