

ADDRESSING AGING:

Medical Communication and Misinformation in Aging-related Research and Care

Co-sponsored by the Penn Medical Communication Research Institute



DECEMBER 6, 2023 | 8:30AM - 4:30PM | UNIVERSITY OF PENNSYLVANIA

**IN MEMORY OF
SYLVAN M. COHEN, ESQ.**



1914 - 2001

Following his graduation from the University of Pennsylvania Law School in 1938, Sylvan M. Cohen, Esq. formed Cohen & Cohen with his brother, Albert.

Mr. Cohen served as a lawyer with the U.S. Post Office of Price Administration in 1941 and 1942 and as an intelligence officer in the Army Air Corps during World War II. He was also a founder and former president of the International Council of Shopping Centers and, at his death, was chairman of the Pennsylvania Real Estate Investment Trust (PREIT), which was one of the earliest REITs to specialize in shopping centers.

Mr. Cohen remained a long standing friend of Penn, which honored him with the University of Pennsylvania Award of Merit and the Law School Distinguished Service Award. His legacy lives on at Penn Law School through the Friends of Biddle, the group he inspired to support the Biddle Law Library. Other honorary positions held at the University include membership on the President's Council, the Board of Overseers of the Law School, and the advisory board of Wharton Real Estate Center. He was also named to Penn's Tennis Hall of Fame.

In addition, Mr. Cohen received the Human Relations Award from the National Conference of Christians and Jews and served as the President of the Jewish Federation of Greater Philadelphia. He also served as Vice President of the United Way and on the Philadelphia Board of Ethics and was honored by the Philadelphia Commission on Human Relations.

The Sylvan M. Cohen Annual Retreat was named in memory of the founding Chair of the Institute on Aging (IOA) and his unparalleled commitment to older persons and the IOA. The Cohen family and contributors generously support the program in his memory.

AGENDA

8:30 – 9:00 AM	BREAKFAST	
9:00 – 9:30 AM	WELCOME AND OPENING REMARKS	Edward Lee, MD, PhD, David Wolk, MD, and Anne Cappola, MD, ScM
9:30 – 10:30 AM	Preventing Frauds and Scams Aimed at Older Adults	Odette Williamson
10:30 – 10:40 AM	BREAK	
10:40 – 11:10 AM	Communicating Clinical Trial Results - VIRTUAL	Emily Largent, PhD, RN
11:10 – 11:40 AM	The Impact of and Possible Solutions for Misinformation	Dolores Albarracin, PhD
11:40 – 12:10 PM	Memory and Decision Biases of Older Adults in Social Contexts	Joseph Kable, PhD
12:10 – 1:00 PM	LUNCH & POSTER VIEWING	
1:00 – 2:00 PM	Navigating Toward Responsible Transparency in the Era of ADRD Biomarker Testing	Jennifer Lingler, PhD, MA, CRNP
2:00 – 2:30 PM	The Nomenclature of Alzheimer's: too many ideas in one word	Jason Karlawish, MD
2:30 – 2:45 PM	BREAK & POSTER VIEWING	
2:45 – 3:15 PM	Use of Generative AI and LLM in Gerontology: The Era of ChatGPT	George Demiris, PhD, FACMI
3:15 – 4:00 PM	Panel: How to Communicate Around New Therapeutics - from a practice perspective	David Wolk, MD, Felicia Greenfield, MSW, LCSW, Sanjeev Vaishnavi, MD, PhD, and Kyra O'Brien, MD.
4:00 – 4:30 PM	POSTER SESSION	
4:30 PM	POSTER WINNERS ANNOUNCED & ADJOURN	

KEYNOTE SPEAKERS



ODETTE WILLIAMSON

NATIONAL CONSUMER LAW CENTER

Odette Williamson is a Senior Attorney at the National Consumer Law Center where she promotes sustainable homeownership among low-income Americans, including efforts to prevent foreclosures and curb abusive lending. Ms. Williamson directs NCLC's Racial Justice and Equal Opportunity Project and oversees the Center's Elder Rights Initiative. She provides training and support to hundreds of consumer lawyers, legal services attorneys, and lay advocates each year. Ms. Williamson provides testimony and comments to legislative and administrative agencies on matters affecting low-income and elderly consumers, and consumers of color. She testified before the Senate Special Committee on Aging in a hearing entitled "Frauds, Scams and COVID-19: How Con Artists Have Targeted Older Americans During the Pandemic." Ms. Williamson extensively for NCLC's legal practice publications for consumer lawyers. She is the co-author of the National Consumer Law Center's Mortgage Servicing and Loan Modifications and Home Foreclosures manuals.



JENNIFER LINGLER, PHD, MA, CRNP

**UNIVERSITY OF PITTSBURGH SCHOOL OF NURSING,
DEPARTMENT OF HEALTH AND COMMUNITY SYSTEMS**

Dr. Lingler is Professor and Vice Chair of Research in the Department of Health & Community Systems at the University of Pittsburgh School of Nursing. She is Core faculty at Pitt's Center for Bioethics and Health Law, and NIA-funded Alzheimer Disease Research Center, both in the School of Medicine. Her research focuses on psychosocial and ethical issues in dementia care and research, with current and recent projects testing approaches to promoting ethnoracial diversity in research on Alzheimer's disease and related disorders (ADRD) and examining patient and family decision-making around biomarker testing for Alzheimer's disease. She is a leading contributor to the literature on communicating potentially sensitive results to participants in ADRD research. Her research has been funded by the National Institutes of Health, Alzheimer's Association, Adira Foundation, John A. Hartford Foundation and Neuroscience Nursing Foundation. Dr. Lingler received her BSN from Case Western Reserve University and her MSN and PhD degrees in Nursing from the University of Pittsburgh. She also holds a Master of Arts degree in Bioethics from the University of Pittsburgh. Dr. Lingler is a Fellow of the American Academy of Nursing and a proud alumnus of the Brookdale Leadership in Aging Fellowship Program (2008 cohort). She is also a recent recipient of a Dean's Distinguished Teaching Award at Pitt.

PENN PRESENTERS



GEORGE DEMIRIS PHD, FACMI

SCHOOL OF NURSING, UNIVERSITY OF PENNSYLVANIA

George Demiris is a PIK (Penn Integrates Knowledge) University Professor at the University of Pennsylvania and holds joint faculty appointments in the Department of Biobehavioral Health Sciences of the School of Nursing where he serves as Associate Dean for Research and Innovation, and the Informatics Division of the Department of Biostatistics, Epidemiology and Informatics, Perelman School of Medicine. He explores innovative ways to utilize technology and support older adults and their families in various settings, including home and hospice care. He also focuses on designing and evaluating personal health systems that produce patient-generated data including “smart home” solutions for aging. He is a Member of the National Academy of Medicine, a Fellow of the American College of Medical Informatics, the Gerontological Society of America and the International Academy of Health Sciences Informatics. He is the Editor-In-Chief of Informatics for Health and Social Care and a Senior Fellow of the Leonard Davis Institute for Health Economics. He has conducted numerous federally funded studies and his work has been funded consistently over the years both by the National Institutes of Health (NIH) and the National Science Foundation (NSF). He directs the Penn Artificial Intelligence and Technology Collaboratory for Healthy Aging and is co-director of the Penn Community Collaboratory for Co-Creation.



DOLORES ALBARRACIN, PHD

**ANNENBERG SCHOOL FOR COMMUNICATION,
UNIVERSITY OF PENNSYLVANIA**

Dolores Albarracin is an Argentine-American social psychologist who studies social cognition, communication, and behavioral change. She is a fellow of the Society for Social and Personality Psychology, American Psychological Association (Divisions 8, 9, and 38), the Association for Psychological Science, and the Society for Experimental Social Psychology, as well as the 2022 Harold Lasswell Fellow of the American Academy of Political and Social Science. Her research (~200 publications) has been recognized with an award for Outstanding Mid-Career Contributions to the Psychology of Attitudes and Social Influence from the Society of Social and Personality Psychology in 2018 and the Diener Award to Outstanding Mid-Career Contributions to Social Psychology from the same society in 2020. She has published six books, with include three volumes of the Handbook of Attitudes and two authored monographs: Action and Inaction in a Social World: Predicting and Changing Attitudes and Behaviors (2021) and Creating Conspiracy Beliefs: How Our Thoughts are Shaped (D. Albarracin, J. Albarracin, M-P.S. Chan, & K.H. Jamieson, 2022), both published by Cambridge University Press. She received the 2019 Avant Garde Award from the National Institutes of Health and \$36 million of federal funding for her research on behavioral change in the area of health. She was Editor-in-chief of Psychological Bulletin (2014-2020) and is incoming editor of the Journal of Personality and Social Psychology: Attitudes and Social Cognition(2023-2029) and President-Elect of the Society for Personality and Social Psychology for 2023.

PENN PRESENTERS



JOSEPH KABLE, PHD

DEPARTMENT OF PSYCHOLOGY, UNIVERSITY OF PENNSYLVANIA

Joe Kable is the Jean-Marie Kneeley President's Distinguished Professor of Psychology & Marketing at the University of Pennsylvania and the Director of MindCORE, Penn's hub for the integrative study of the mind. He studies the psychological and neural mechanisms of human decision making, using an integrated empirical approach that borrows from economics, the psychology of judgment and decision making, and social and cognitive neuroscience. He received his B.S. from Emory University in 1996 and his Ph.D. in Neuroscience from the University of Pennsylvania in 2004. He was a post-doctoral scholar at the Institute for the Interdisciplinary Study of Decision Making at NYU, before re-joining Penn in the Department of Psychology in 2008. He is a past recipient of the Early Career Award and a Past President of the Society for Neuroeconomics. His research is supported by the National Institute of Drug Abuse, the National Institute of Mental Health, the National Cancer Institute, and the National Science Foundation. He has given public talks at the Franklin Institute and Philadelphia Science Festival and his work has been featured in the New York Times, Washington Post, Newsweek, NBC News and Freakonomics.com.



JASON KARLAWISH, MD

DEPARTMENT OF MEDICINE, UNIVERSITY OF PENNSYLVANIA

Jason Karlawish is a Professor of Medicine, Medical Ethics and Health Policy, and Neurology at the University of Pennsylvania Perelman School of Medicine. He was educated at Northwestern University, the Johns Hopkins Medical Institutions and the University of Chicago. He is co-associate director of the Alzheimer's Disease Research Center and co-director of the Penn Memory Center, where he cares for patients and their families. These Centers are internationally recognized leaders in the discovery of biomarker diagnostics and their translation and interpretation into policy, practice and society.

Dr. Karlawish directs the Penn Program on Precision Medicine for the Brain (P3MB). The Program examines the bioethics of aging with a focus on diseases of the brain such as Alzheimer's disease and Lewy body disease. The program assembles scholars in anthropology, law, nursing, philosophy, psychology, and public policy to investigate how neurodegenerative diseases impact a person's capacity to self-determine their life and to discover conceptual and practical interventions to enhance self-determination.

PENN PRESENTERS



EMILY LARGENT, PHD, RN

**MEDICAL ETHICS AND HEALTH POLICY,
UNIVERSITY OF PENNSYLVANIA**

Emily Largent is the Emanuel and Robert Hart Assistant Professor of Medical Ethics and Health Policy. She holds a secondary appointment at Penn Law and is a Senior Fellow at the Leonard Davis Institute of Health Economics.

Dr. Largent's work explores ethical and regulatory aspects of human subjects research as well as the experiences of individuals and care partners across the Alzheimer's continuum. She is the associate leader of the Penn ADRC Outreach, Recruitment, and Engagement Core; associate leader of the IMPACT Collaboratory Ethics and Regulation Core; and leader of the Penn AI Tech Ethics and Policy Core. In these roles, she regulatory consults with investigators and writes on ethical considerations that arise when recruiting and retaining older adults in research.

Her work is supported by grant awards from the National Institute on Aging and Greenwall Foundation, and she was the 2023 recipient of the Baruch A. Brody Award & Lecture in Bioethics. She co-authored *Clinical Research Ethics Consultation: A Casebook* (Oxford University Press).

Dr. Largent studied Science, Technology, and International Affairs as an undergraduate at Georgetown University and earned a second degree in nursing from Penn Nursing. She received her PhD in Health Policy, with a concentration in ethics, from Harvard University and her JD from Harvard Law School. Dr. Largent was previously a fellow in the Department of Bioethics at the National Institutes of Health (2008-2010) and clerked for Chief Judge Jeffrey Howard of the United States Court of Appeals for the First Circuit (2016-2017).

ABOUT THE INSTITUTE ON AGING

The mission of the Institute on Aging (IOA) at the University of Pennsylvania is to improve the health of older adults by increasing the quality and quantity of clinical and basic research as well as educational programs focusing on normal aging and aging-related diseases across the entire Penn campus.

LEADERSHIP



David A. Wolk, MD
Co-Director



Edward B. Lee, MD, PhD
Co-Director

CONTACT THE IOA



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ABOUT THE PENN MEDICAL COMMUNICATION RESEARCH INSTITUTE (PMCRI)

The Penn Medical Communication Research Institute is a cross-cutting institute whose mission is to perform research to track the spread of medical information, understand its context, and perform trials to improve health literacy and trust in evidence-based medical information.

LEADERSHIP



Anne Cappola, MD, ScM
Director

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