

THE UNIVERSITY OF ARIZONA.



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FOR IMMEDIATE RELEASE

Randy Horwitz, MD, PhD, selected for *Primary Care Report* editorial board
Delivers unbiased medical news and analysis to primary care providers

TUCSON, Ariz., April 4, 2011 – Randy Horwitz, MD, PhD, medical director of the Arizona Center for Integrative Medicine and assistant professor of medicine at the University of Arizona College of Medicine, was named to the editorial board of the *Primary Care Report*, a new medical newsletter by Carlat Publishing, LLC.

This publication is unique in that it is independent of any pharmaceutical industry support, according to its founders. Without financial ties to industry, the opportunity to report unbiased analyses of clinically relevant information is enhanced. Edited for busy physicians, the publication will emphasize the skills needed to critically evaluate research studies, and also is accredited by the Accreditation Council for Continuing Medical Education® (ACCME).

“I am honored to be invited to serve on the board of the *Primary Care Report*,” Dr. Horwitz said. “This publication presents a new model for critical and unbiased evaluation of research that is important for the primary care clinician. The lack of industry affiliation removes an important source of potential bias.”

Daniel Carlat, MD, a practicing psychiatrist and associate clinical professor of psychiatry at Tufts University School of Medicine, started and financed Carlat Publishing in 2002.

The company began publishing *The Carlat Psychiatry Report* (TCPR) as an alternative to pharmaceutical industry-funded newsletters. From the beginning, TCPR adopted a skeptical attitude toward many of the marketing claims accompanying new drug launches by pharmaceutical firms. In July 2006, Carlat Publishing was awarded independent accreditation as a continuing medical education provider by ACCME. *The Primary Care Report* will follow a similar model.

About the Arizona Center for Integrative Medicine

The Arizona Center for Integrative Medicine leads the transformation of health care by creating, educating and actively supporting a community that embodies the philosophy and practice of healing-oriented medicine, addressing mind, body and spirit. Integrative medicine is healing-oriented and makes use of conventional and alternative therapies, as appropriate. Since its inception, the center has focused its efforts on three areas: education, clinical care and research, with the primary emphasis on education. The center was founded on the premise that the best way to change a field is to educate the most gifted professionals and place them in settings where they can, in turn, teach others. To learn more about the Arizona Center for Integrative Medicine, please visit www.azcim.org.

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