



## CARL MOORE LECTURESHIP

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### The Media: Part of the Circle of Care for our Patients? Tips from a media savvy physician.

*In presenting this topic, Dr. Goldman brings more than twenty years of experience working on the front lines of medicine as an ER physician and a medical journalist. From this unique vantage point, he shares his insights on how the media can influence health policy and how allied health professionals can utilize the media to make the public more aware of their contributions to health and wellness.*

May 28, 2010 4:30 p.m.

MDCL Room 1102  
McMaster University

Presented By:

Dr. Brian Goldman



For more than 20 years Dr. Brian Goldman has been a highly regarded emergency physician at Toronto's Mount Sinai Hospital. He's also parlayed his medical expertise into an award-winning career in medical journalism. Millions of Canadians know Goldman as CBC Radio One's on-the-air "house doctor," serving up medical information and advice to 20 afternoon shows across Canada. In addition, he created and hosts the CBC Radio One's *White Coat, Black Art*. On the show, Goldman takes listeners through the swinging doors of hospitals and doctors' offices, behind where the gurney lies. It's a biting, original and provocative show that will demystify the world of medicine. He has worked as a health reporter for The National, CBC Television's flagship news program, and for CBC-TV's The Health Show. Dr. Brian Goldman brings a refreshing and unprecedented level of honesty in his presentations. He is a tenacious journalist and doctor who takes the most confusing and controversial issues.

**FREE ADMISSION**

Inquiries: 905-525-9140 Ext. 21700