



About Bernard Lown, MD

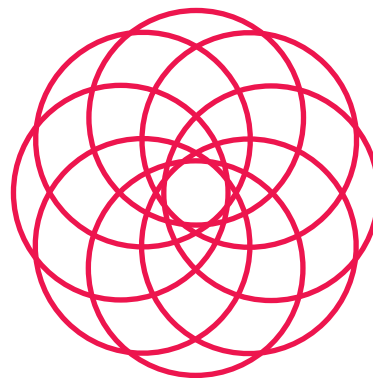
With a research career spanning more than 50 years, Dr. Lown has been a pioneer in the practice of cardiology. He developed the direct current defibrillator, now the standard of care for cardiac resuscitation, and the cardioverter for correcting disordered heart rhythms.

Dr. Lown passionately believes that physicians are natural advocates for the sick, poor and afflicted. He has led countless efforts to advance justice, social equality and peace, locally and globally.

In the early 1960s, Dr. Lown founded Physicians for Social Responsibility and in 1980, he co-founded International Physicians for the Prevention of Nuclear War, subsequently accepting the Nobel Peace Prize on its behalf.

LOWN INSTITUTE
21 Longwood Avenue
Brookline, MA 02446-5239
(617) 992-9322
www.LownInstitute.org

*The leading voice for
transformative change
in medicine*



**LOWN
INSTITUTE**

Do as much as possible **for** the patient
and as little as possible **to** the patient.

Our Work

The **LOWN INSTITUTE**, founded by world-renowned cardiologist and humanitarian Bernard Lown, is committed to building a movement for the transformational change that's needed to make healthcare affordable, effective, rational and just.

Each year in the United States, millions of patients are deprived of necessary care while millions of others are harmed by unnecessary, ineffective, or unwanted medical treatments, causing tens of thousands of deaths and injuries. Patients are subjected to the risks associated with tests and treatments with little or no chance of benefit. At the same time, many people lack adequate access to basic healthcare and fail to get the care they need when they need it. Both harm patients.

Secondary to the human toll is the financial harm caused by overuse. U.S. healthcare spending is expected to exceed \$3 trillion in 2014; overuse accounts for as much as \$1 trillion of that spending. Those resources are squandered at the expense of providing needed care to other patients and meeting other important social needs.

Failing to address these problems of the healthcare system represents a deep betrayal of the ideals and purpose of medicine. The Lown Institute's grassroots work is supporting the needs of patients, clinicians and their communities by restoring the true mission of medicine.

We are strengthening the clinician-patient relationship and assuring that patients receive only the care they need, based on the best scientific evidence, and avoid the harm from care they don't need or want. We insist that clinical decisions be made without financial or business considerations.

The leading voice for transformative change in medicine, the Lown Institute has convened the **RightCare Alliance**, a gathering of clinicians and patients who are working to create a just, effective, and caring healthcare system.

**Overuse
will reach
\$1 trillion
in 2014**



RightCare Alliance

The **RIGHTCARE ALLIANCE** is a network of clinicians, patients and community leaders who recognize the epidemic of overuse and underuse in healthcare and who feel a moral responsibility to act. This movement focuses on shifting medicine from “more is better” to the right care for patients. It was born out of the Institute's April 2012 Conference, *Avoiding Avoidable Care*, the first major medical meeting devoted entirely to understanding the problem of overuse of medical services.

RightCare Alliance members are working to drive change:

- Creating programs to address overuse in their clinics, offices and hospitals
- Joining colleagues to think about the effects of overuse
- Supporting students and trainees as they devise innovative methods for delivering the right care while building healing relationships
- Joining with community and religious groups to advocate for transformative change in healthcare
 - Working to ensure that the heart of medicine—the healing relationship between the health professional and the patient—is preserved and strengthened over the business of health care

We are engaging doctors, nurses and other health professionals in forging a partnership with their patients and communities for health.

Overtreatment, as well as under-treatment, happens in every community across the country. Taking action locally is vital. Chances are **someone you know has been affected by overuse, underuse or misuse** of medical tests and treatments. Everyone deserves the right care.

Ways to Get Involved

- Become a member. Join our mailing list and keep up to date.
- Sign the RightCare Declaration of Principles at www.rightcaredeclaration.org.
- Organize a RightCare Alliance conference with other interested clinicians and community members.
- Organize Right Care Rounds in your facility.
- Organize a house party to discuss issues in your own community.

To learn how, contact our organizer at organize@LownInstitute.org.

- Tell your story to energize and inspire others by completing our form at www.LownInstitute.org.

