Contents

The	Ernst Strüngmann Forum	vii
List	of Contributors	ix
Hea	lth Literacy: Is the Patient the Problem?	
1	Launching the Century of the Patient Gerd Gigerenzer and J. A. Muir Gray	3
2	When Misinformed Patients Try to Make Informed Health Decisions Wolfgang Gaissmaier and Gerd Gigerenzer	29
3	Reducing Unwarranted Variation in Clinical Practice by Supporting Clinicians and Patients in Decision Making Albert G. Mulley, Jr., and John E. Wennberg	45
4	Do Patients Want Shared Decision Making and How Is This Measured? Martin Härter and Daniela Simon	53
Hea	Ith Illiteracy: Roots in Research	
5	Health Research Agendas and Funding David E. Nelson	61
6	Reporting of Research: Are We in for Better Health Care by 2020? Holger Schünemann, Davina Ghersi, Julia Kreis, Gerd Antes, and Jean Bousquet	83
7	Medical Journals Can Be Less Biased J. A. Muir Gray	103
8	What Is Needed for Better Health Care: Better Systems, Better Patients or Both? Markus A. Feufel, Gerd Antes, Johann Steurer, Gerd Gigerenzer, J. A. Muir Gray, Marjukka Mäkelä, Albert G. Mulley, Jr., David E. Nelson, Jay Schulkin, Holger Schünemann, John E. Wennberg, and Claudia Wild	117
Heal	th Illiteracy: Spread to the Public	
9	Statistical Illiteracy in Doctors Odette Wegwarth and Gerd Gigerenzer	137
10	Statistical Illiteracy in Journalism: Are Its Days Numbered? Bruce Bower	153
11	Improving Health Care Journalism Holger Wormer	169

vi Contents

12	Barriers to Health Information and Building Solutions	191
	Talya Miron-Shatz, Ingrid Mühlhauser, Bruce Bower,	
	Michael Diefenbach, Ben Goldacre, Richard S. W. Smith,	
	David Spiegelhalter, and Odette Wegwarth	
Hea	alth Care 2020	
13	How Can Better Evidence Be Delivered?	215
	Norbert Donner-Banzhoff, Hilda Bastian,	
	Angela Coulter, Glyn Elwyn, Günther Jonitz,	
	David Klemperer, and Wolf-Dieter Ludwig	
14	The Drug Facts Box:	233
	Making Informed Decisions about	
	Prescription Drugs Possible	
	Lisa M. Schwartz and Steven Woloshin	
15	Reengineering Medical Education	243
	David A. Davis	
16	The Chasm between Evidence and Practice:	265
	Extent, Causes, and Remedies	
	Richard S. W. Smith	
17	The Future of Diagnostics:	281
	From Optimizing to Satisficing	
	Henry Brighton	
18	Direct-to-Consumer Advertising:	295
	Status Quo and Suggestions to Enhance the Delivery	
	of Independent Medication Information	
	Wolf-Dieter Ludwig and Gisela Schott	
19	How Will Health Care Professionals and	317
	Patients Work Together in 2020?	
	A Manifesto for Change	
	Ralph Hertwig, Heather Buchan, David A. Davis,	
	Wolfgang Gaissmaier, Martin Härter, Kai Kolpatzik,	
	France Légaré, Norbert Schmacke, and Holger Wormer	
Abl	breviations	339
Glossary		343
Bibliography		347
Subject Index		387