

FOR IMMEDIATE RELEASE

The Cochrane Collaboration – Medicine’s Best-Kept Secret

Over 30,000 researchers and consumer advocates are collaborating for evidence-based healthcare decisions – saving lives and billions of dollars

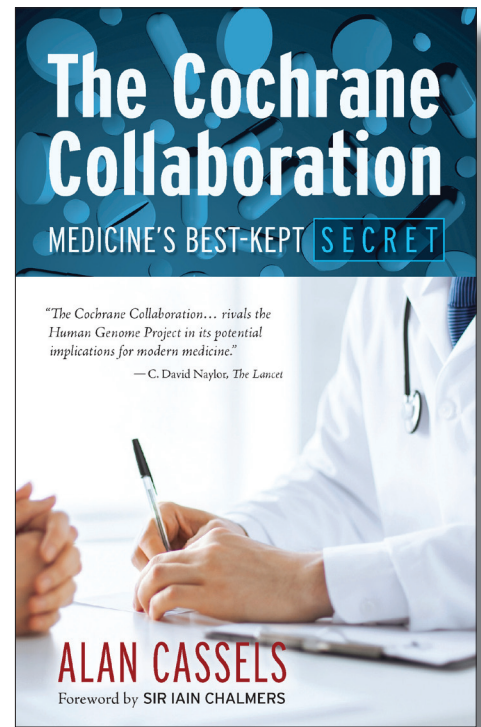
(Victoria, BC) – In the complex, ever-evolving realm of modern medicine, how can you even begin to understand what’s hocus-pocus and what really works? Best-selling author and researcher Alan Cassels answers with a single word: *Cochrane*.

The Cochrane Collaboration is Alan Cassels’ latest book, building on the international success of his previous *Selling Sickness: How the World’s Biggest Pharmaceutical Companies are Turning Us All into Patients* and *Seeking Sickness: Medical Screening and the Misguided Hunt for Disease*.

From a small rebel band of misfits that taunted the medical world to “show us the evidence,” the Cochrane Collaboration has grown into a worldwide beacon of research excellence. Thousands of volunteers worldwide work under the Cochrane banner, methodically separating fact from fiction concerning medical interventions. Heroic in the medical research world, the Cochrane Collaboration is a secret to almost everyone else.

In this frank, factual and entertaining volume, Cassels draws from more than 160 interviews to shed light on this international cadre of medical truth-seekers whose rigorous work helps prevent medical misjudgement, reduce unnecessary suffering, preserve lives and circumvent the squandering of billions of dollars.

The Cochrane Collaboration: Medicine’s Best-Kept Secret by Alan Cassels, published by Agio Publishing House (Victoria, BC), is available in trade paperback edition (ISBN 978-1-927755-30-3; us\$19.99/ca\$28.99), Kindle edition (ISBN 978-1-927755-31-0; us\$9.99) and ePub edition (ISBN 978-1-927755-32-7; us\$9.99). For retail distribution inquiries, contact the author.



INTERVIEW TOPICS

- Why do health care systems need Cochrane’s advice?
- What is the most important misguided treatment that Cochrane uncovered?
- Should everyone ask their GP to consult Cochrane?
- Can patients access the Cochrane library?

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About the author – Alan Cassels

ALAN CASSELS is a University of Victoria health policy researcher and a trusted media commentator on medical policy issues. He is the co-author of the internationally bestselling book *Selling Sickness*, and a frequent contributor to magazines (including *Focus* and *Common Ground*), newspapers (*Globe & Mail*, *Victoria Times-Colonist*, etc.) and radio programs (CBC IDEAS). Alan Cassels lectures and makes keynote speeches to consumer and professional gatherings around the world.

The Cochrane Collaboration is available through Amazon.com and selected bookstores