

ACCENTUATE POSITIVE LEADERSHIP

HEALTHY LIFESTYLE DEVELOPMENT



Alan Blum, M. D.

Founder and president of DOC (Doctors Ought to Care), Alan Blum is a Morris Fishbein Fellow in Medical Journalism with the Journal of the American Medical Association, and a fellow in the American Academy of Family Physicians.

DOC's aim is to enhance community well-being by educating the public in refreshing ways about the major preventable causes of poor health and high medical costs. DOC is the first physician-led group in the country to systematically purchase advertising space for positive health messages.

Dr. Blum firmly believes that it's "medicine vs. Madison Avenue" in the battle to combat smoking, alcohol abuse, teenage pregnancy and VD. A true crusader for his cause, Dr. Blum feels that doctors and auxiliary members can make all the difference if they'll learn to beat Madison Avenue at its own game.

Learn how when Dr. Blum speaks at the Thursday morning general session on:

"WHAT'S UP, DOC?"

