With their combination of boldness, insight, and bright lights, TED talks have long set the stage as the perfect outlet for speakers and performers to deliver memorable and meaningful messages. As an offshoot of this popular conference series, TEDMED convenes thinkers and doers who are at the forefront of medical and health innovation. Among the diverse collection of speakers at TEDMED 2014 are two Pitt faculty members whose talks can be viewed via select livestream showings. Dr. Eleanor Bimla Schwarz will speak as part of the “Turn It Upside Down” session scheduled for 9 a.m. EST on Wednesday, September 10, and Dr. Brian Primack will present as part of the “Stealing Smart” session scheduled for 8:30 a.m. EST on Thursday, September 11.

Eleanor Bimla Schwarz, MD, associate professor of medicine, of epidemiology, and of obstetrics, gynecology, and reproductive sciences, has long been committed to women’s health and well-being. Her research has focused on women’s reproductive health and access to contraception and preconception counseling, with a concentration on women internationally. She currently serves as senior medical expert in reproductive health for the U.S. Department of Veterans Affairs, as associate editor of Journal Watch Women’s Health, and as a member of the FDA’s Advisory Committee for Reproductive Health Drugs. At TEDMED 2014, Dr. Schwarz will present on a natural, universally available, and free preventative for heart disease and other maladies that’s been surprisingly overlooked by Western medicine.

Brian Primack, MD, PhD, assistant vice chancellor for health and society, health sciences, and associate professor of medicine, of pediatrics, and of clinical and translational science, has explored how mass media and technology impact behavior and health, including both positive and negative effects. He has also examined how media literacy education can improve adolescent lifestyle behaviors and how it, and other influences, can reduce practices such as tobacco use, alcohol abuse, and risky sexual activity, among other behaviors. His research also looks at the growing popularity of waterpipe, or “hookah,” tobacco smoking. At TEDMED 2014, Dr. Primack will present on the existing and potential future relationships between popular media products and human behavior and their effect on health.

For more information on TEDMED 2014, visit the [website](#).