7:15 am  Registration & Continental Breakfast
7:45 am  Welcome
8:00 am  Overview of Medication Therapy Management (MTM)
        Sara Griesbach, Pharm.D., BCPS, AE-C &
        Mary Ellen Gullickson, Pharm.D., BCPS, AE-C
        0140-0000-11-124-L04-P, Application
        • Define Medication Therapy Management (MTM)
        • List the categories of drug therapy problems
        • Describe the responsibility of the pharmacist in
          identifying, prioritizing, and taking action on
          opportunities to improve drug therapy
        • Apply MTM concepts to a patient case
9:00 am  What is your Emotional IQ?: Succeeding with
        Emotional Intelligence
        Tonja Larson, Pharm.D., BCPS, CGP, AE-C &
        Xin Ruppel, Pharm.D., BCPS MBA, AE-C
        0140-0000-11-125-L04-P, Application
        • Explain emotional intelligence
        • Describe each component of emotional intelligence
        • Apply emotional intelligence concepts to
          different case scenarios
10:00 am Break
10:15 am Biologic Medication Review
        Jennifer Grimm, Pharm.D., BCPS, AE-C &
        Sarah Rall, Pharm.D.
        0140-0000-11-126-L01-P, Knowledge
        • Identify biologic medications FDA approved for
          the treatment of Multiple Sclerosis, Rheumatoid
          Arthritis, Crohn’s Disease and Plaque Psoriasis
        • Discuss clinical pearls related to biologic medications
11:15 am Lunch
12:00 pm Sleep Disorders
        Jaime Boero, M.D., Ph.D. &
        Luanne Malsin, Pharm.D., BCPS
        0140-0000-11-127-L01-P, Application
        • Review the clinical presentation of sleep
          disorders including insomnia, shift work
          sleep disorder and sleep apnea
        • Apply treatment options to a sleep
          disorder patient case
1:30 pm Break
1:45 pm Ouch It Hurts! Managing Back Pain
        Karl Hurst-Wicker, M.D.
        0140-0000-128-L01-P, Application
        • Describe the pathophysiology of pain
        • Compare and contrast pharmacologic treatment
          options for acute and chronic back pain
        • Apply strategies to individualize pain
          management in a patient with back pain
2:45 pm Break
3:00 pm Updates in Infectious Disease
        Matthew Hall, M.D.
        0140-0000-11-129-L01-P, Knowledge
        • Discuss updates to treatment of community
          acquired pneumonia, methicillin-resistant
          Staphylococcus aureas and Clostridium
difficile infections
        • Review antibiotic resistance, including
          carbapenem resistance
4:00 pm Activity Concludes

Conference Agenda

Marshfield Clinic Faculty

Sara Griesbach, Pharm.D., BCPS, AE-C
Director of Clinical Pharmacy Services

Mary Ellen Walter, Pharm.D., BCPS, AE-C
Clinical Pharmacy Specialist

Tonja Larson, Pharm.D., BCPS, CGP, AE-C
Clinical Pharmacy Specialist and Activity Co-Director

Xin Ruppel, Pharm.D., BCPS, MBA, AE-C
Special Project Coordinator, Clinical Pharmacy Specialist

Jennifer Grimm, Pharm.D., BCPS, AE-C
Clinical Pharmacy Specialist and Activity Co-Director

Sarah Rall, Pharm.D.
Clinical Pharmacy Specialist

Luanne Malsin, Pharm.D., BCPS
Clinical Pharmacy Specialist

Jaime Boero, M.D., Ph.D.
Physician, Sleep Lab Department

Karl Hurst-Wicker, M.D.
Physician, Pain Management Department

Matthew Hall, M.D.
Physician, Infectious Disease Department
Introduction
This conference is designed to canvas a variety of contemporary pharmacotherapy considerations of interest to physicians, pharmacists, pharmacy technicians and other health care providers. Topics chosen have appeal and applicability for providers in a variety of practice environments.

Target Audience
This activity is intended for primary care physicians, residents, pharmacists, physician assistants, nurse practitioners, registered nurses and other allied health care professionals.

Accreditation Statement
Marshfield Clinic is accredited by the Wisconsin Medical Society to provide continuing medical education for physicians.

Designation of Credit Statement
Marshfield Clinic designates this live activity for a maximum of 6.5 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Contact Hour Statement for Allied Health Professionals
Marshfield Clinic is approved as a provider of continuing health education by the Wisconsin Society for Healthcare Education and Training, (WISHER). Marshfield Clinic designates this activity for up to 6.5 contact hours (0.65 CEUs) of continuing education for allied health professionals.

American Academy of Family Physicians (AAFP)
Application for CME credit has been filed with the American Academy of Family Physicians. Determination of credit is pending.

Accreditation Council for Pharmacy Education (ACPE)
The Marshfield Clinic is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. Successful completion of this activity, as evidenced by both attendance and completion of all evaluation materials, provides the participant with an opportunity to earn 6.5 hours of continuing pharmacy credits (0.65 CEUs). A Statement of Credit will be mailed by Marshfield Clinic three weeks following the activity. The ACPE Universal Activity Numbers for the knowledge-based and application-based activities are 0140-0000-11-124-L04-P, 0140-0000-11-125-L04-P, 0140-0000-11-126-L01-P, 0140-0000-11-127-L01-P, 0140-0000-11-128-L01-P, and 0140-0000-11-129-L01-P.

Faculty Disclosure
In accordance with the Standards of the Wisconsin Medical Society, all those who are in a position to affect content of this CME activity (including activity directors, planning committee, speakers, and CME staff) are required to disclose financial relationships with any commercial interest(s) related to the subject matter of this activity. Such disclosures will be made available on the day of the activity so that participants may formulate their own judgments regarding the presentation.

As a provider of CME credit, it is Marshfield Clinic’s responsibility to ensure that its credited activities provide information, findings, and recommendations to its audiences that are based on accepted and sound scientific principles (evidence-based medicine). In addition, Marshfield Clinic has safeguards in place to identify and eliminate any commercial bias from CME activities.

Location
This year’s conference will be held at the Florian Gardens, located at 2340 Lorch Avenue, Eau Claire, WI.

Accommodations
It is the registrant’s responsibility to arrange for lodging. A block of rooms has been reserved at the Metropolis Resort for Thursday, September 15, 2011 at $79 per night. Please contact the hotel directly at 888-861-6001 and let them know you are with the 2011 Fall Pharmacotherapy Conference to receive the special room rate. These rooms are limited and will be released 30 days prior to the conference so we suggest making your room reservations early.

Information on the area
For more information on the area, please contact the local Convention & Visitor's Bureau.

Attire
Casual attire is appropriate for this conference. Since meeting room temperatures and personal comfort levels vary, it is recommended that you bring a sweater or jacket to the educational activities.

Electronic Devices
As a courtesy to conference attendees, we request that all electronic devices (pagers, cell phones, laptop computers, etc.) be turned off during educational sessions. If you must use your electronic device, we request that you use the vibration ringing mode and step outside the meeting room so you do not disturb other attendees.

Sponsored by
This program is sponsored by Marshfield Clinic.

We’re going green!
A CD and online version of the conference handouts will be available to conference attendees.

If you would like a full printed handout, there is an additional charge of $20 (indicated on Registration Form).

Further Information
Requests for further information should be directed to Tanya Esser, Marshfield Clinic CME at 715-389-3776 or 1-866-894-3622, ext. 9-3776.
The registration fee is $175 for physicians and $150 for allied health professionals and others. The registration fee includes continental breakfast, lunch, breaks, and all electronic course materials. Meal functions are intended for conference participants only. Registrations received after Friday, August 26, 2011 increase by $25. You will receive confirmation within 2 weeks of registering.

Marshfield Clinic complies with the Americans with Disabilities Act. If you desire special accommodations, please advise us when you register. All requests are kept confidential.

Multiple brochures? We use multiple mailing lists and cannot always eliminate duplications. Please post or share any extras with colleagues.

### Four Easy Ways to Register

**By mail:** Return your completed registration form and payment to Marshfield Clinic, Conference Registration – GR, 1000 North Oak Avenue Marshfield, WI 54449-5777

**By phone:** Call 1-866-894-3622, option 1 and pay by MasterCard®, VISA®, American Express®, or Discover®.

**By fax:** Complete registration form and fax to 715-389-3770 with your MasterCard®, VISA®, American Express®, or Discover® information.

**By Internet:**
http://www.marshfieldclinic.org/cme

### Awaiting Approval to Attend
If your registration is dependent upon approval from your agency, don’t hesitate to register now. You may cancel your registration without penalty until 2 weeks prior.

### Cancellation Policy
The conference reserves the right to cancel due to insufficient enrollment. In case of cancellation due to insufficient enrollment or inclement weather, registration fees will be refunded in full. For cancellations received by Friday, September 2, 2011, the registration fee less a $25 administrative fee will be given. No refunds will be made after this date. To cancel, call 1-866-894-3622, ext. 9-3776.

### Dietary Restrictions

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Please check if you would prefer a vegetarian meal choice.

### Registration Fee

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<th>Category</th>
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<td>Physicians</td>
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<tr>
<td>Allied Health</td>
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Printed handout $20

### Detach and return completed form and payment to:
Marshfield Clinic
Conference Registration – GR
1000 North Oak Avenue
Marshfield, WI 54449-5777

Phone: 715-389-3776
Fax: 715-389-3770