Conference Agenda

Friday, September 23, 2011

6:45 am Breakfast & Registration
7:15 am Welcome
7:30 am Accountable Care Organizations (ACO): The Future of Medicine?
   Eric R. Penniman, D.O.
   - Discuss why there is strong support from private payers and government payers to transition from a fee for service model of payment to an ACO model of payment
   - Review the steps a primary care provider can take to prepare themselves to succeed under an ACO payment model

8:00 am Follow up to the Patient Centered Medical Home (PCMH) Discussion from 2010: Discuss Marshfield Clinic's Experience for Achieving National Committee for Quality Assurance (NCQA) Recognition
   Eric R. Penniman, D.O.
   - Explain the process for achieving PCMH NCQA recognition
   - Identify potential barriers and how to overcome them
   - Describe the benefit of achieving PCMH NCQA recognition

8:30 am Screening for Tobacco Use, Substance Abuse and Depression in a Primary Care Setting
   Thomas C. Gabert, M.D., M.P.H.
   - Recall the public health benefits for screening and Preventive Services Task Force recommendation
   - List critical factors for success in screening
   - Outline action steps to evaluate implementation at an individual's practice site

9:00 am Evaluation and Management of Neuropathic Pain
   Karl S. Hurst-Wicker, M.D.
   - Describe pharmacologic treatment options for a neuropathic pain patient case
   - List the different neuropathic pain types
   - Outline the potential risks and benefits of neuropathic pain treatment options

10:00 am Break

10:30 am Understanding and Treating Gout
   Arti Khurana, M.D.
   - Define pathophysiology of gout
   - Identify new advances in treatment of gout
   - Explain monitoring of treatments for gout
   - Explain and recommend diet and lifestyle modifications for patients with gout

11:00 am Improving Care of Depression in Primary Care Practices: Implementing the Improving Mood-Promoting Access to Collaborative Treatment (IMPACT) Model in a Rural Setting
   Thomas C. Gabert, M.D., M.P.H. and Cary D. Vaughn, M.D.
   - Recall the IMPACT model and its influence on depression treatment
   - Discuss how to use the PHQ9 tool to track improvement in depression
   - Outline action steps in care coordination to accelerate treatment of depression

11:30 am An Overview of the New Novel Anti-Coagulants
   Kori K. Kruger, M.D.
   - Discuss the new anticoagulant dabigatran including mechanism of action, indication, and risk/benefit profile
   - Explain differences between dabigatran and traditional anticoagulation with warfarin
   - Identify patients who are appropriate candidates for therapy with dabigatran

12:00 pm The Ten Commandments of Physician Wellness and Resilience
   Edward J. Krall, M.D.
   - Define burnout in the medical profession
   - Identify the risk factors for physician burnout
   - Implement strategies to reduce risk of burnout and improve resilience and sustainability
   - Promote an understanding of resources for physician wellness

1:00 pm Activity concludes for the day

(continued)
Conference Agenda (continued)

Saturday, September 24, 2011

7:00 am Breakfast
7:20 am Welcome
7:30 am Keynote speaker: Health Care Reform Updates
Brent V. Miller, M.S.
- Discuss the most recent changes relative to Health Care Reform concerning primary care providers
0140-0000-11-143-L04-P
8:30 am Rapid Cycle Quality Improvement (QI) in a Busy Primary Care Practice
Kori K. Kruger, M.D.
- Define quality improvement and how QI relates to clinical practice
- Discuss how the primary care team identifies opportunities for QI
- Explain how the team can “design” a rapid cycle QI project
- Review documentation of QI initiatives
- Recognize QI tools such as the PDSA (Plan-Do-Study-Act) cycle
0140-0000-11-144-L04-P
9:00 am Evaluation and Treatment Options for Back Pain and Sciatica
Karl S. Hurst-Wicker, M.D.
- Discuss the natural history and course of back pain and sciatica
- Describe a consistent methodology/algorith for the evaluation of back pain
- Identify interventional options available for the various types of back pain and sciatica
0140-0000-11-145-L01-P
9:30 am Fibromyalgia
Arti Khurana, M.D.
- Describe hypothesis of causes of fibromyalgia
- Discuss the differential diagnosis related to fibromyalgia and other disorders
- Identify pharmacologic and nonpharmacologic treatment options for fibromyalgia
0140-0000-11-146-L01-P
10:00 am Break
10:30 am Promoting Sexual Health
Melissa L. Emmerich, M.D.
Part 1: STD Screening, Management, and Counseling
- Review the updated recommendations and reports from the CDC 2010 “Sexually Transmitted Diseases Treatment Guidelines”
- Identify who, when, and how often to screen for Chlamydia and other Sexually Transmitted Diseases (STDs)
- State the importance of protocols for partner management and follow-up after treatment to prevent spread of STDs and long-term sequela
0140-0000-11-147-L01-P
11:15 am Promoting Sexual Health
Melissa L. Emmerich, M.D.
Part 2: Prevention, Screening, and Management of Human Papillomavirus (HPV) Disease
- Review the December 2009 American Congress of Obstetricians and Gynecologists (ACOG) screening pap guidelines
- Outline management recommendations based on screening results
- Discuss prevention of HPV disease and long-term sequela
0140-0000-11-148-L01-P
12:00 pm Professionalism in the Workplace is an Everyday Activity
Edward J. Krall, M.D.
- Define professionalism in medicine
- Identify the components of professionalism and create a culture of professionalism
- Discuss methods for teaching professionalism
- Distinguish the role of physicians and leaders in team building
0140-0000-11-149-L04-P
12:30 pm Activity concludes

General Information

Introduction
This conference is designed to provide an update for providers on a number of primary care topics that are commonly seen in clinical practice. Participants can expect a quality continuing education activity in the relaxing and enjoyable atmosphere of Door County. The conference schedule allows for free afternoons so that participants may enjoy the beauty of Door County in the fall. The activity’s intent is to provide the participant with a quality continuing education experience in a pleasant setting. Topics will include: Screening for Tobacco Use, Substance Abuse and Depression in a Primary Care Setting; Options for Back Pain and Sciatica; Neuropathic Pain; Gout; Fibromyalgia; Accountable Care Organizations; Patient Care Centered Medical Home; The New Depression Initiative in Minocqua; Promoting Sexual Health; Professionalism; Burnout, Health Care Reform Updates; Quality Improvement for Primary Care Practice; and An Overview of Anti-Coagulants.

Target Audience
The activity is intended for primary care physicians, residents, pharmacists, nurse practitioners, physician assistants, registered nurses, and other interested allied health 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 10.0 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

(continued)
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 10.0 contact hours (1.0 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 10.0 hours of continuing pharmacy credits (0.10 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 activities are: 0140-0000-11-135-L01-P; 0140-0000-11-136-L04-P; 0140-0000-11-137-L04-P; 0140-0000-11-138-L01-P; 0140-0000-11-139-L01-P; 0140-0000-11-140-L04-P; 0140-0000-11-141-L04-P; 0140-0000-11-142-L04-P; 0140-0000-11-143-L04-P; 0140-0000-11-144-L04-P; 0140-0000-11-145-L01-P; 0140-0000-11-146-L01-P; 0140-0000-11-147-L01-P; 0140-0000-11-148-L01-P; 0140-0000-11-149-L04-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 accredited 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.

Disclosure of Commercial Support
At the time of printing, no activity funding has been secured. Any activity funding through educational grants will be disclosed at the conference.

Location
The conference will be held at the Landmark Resort, Egg Harbor, Wisconsin. The resort is located at 7643 Hillside Road, Egg Harbor. The phone number for the resort is 920-868-3205 or toll free at 1-800-273-7877.

The resort is 255 miles from Chicago, 177 miles from Milwaukee and 339 miles from Minneapolis. Airlines fly into the Green Bay Airport. Ground transportation from the Green Bay Airport to the Landmark Resort can be arranged through Airport Limousine Service as well as the following car rental agencies: Avis, Budget, Hertz, and National. For lodging options other than the Landmark please call the Door County Chamber of Commerce at 1-800-52-RELAX or 920-743-4456.

Accommodations
It is the registrant’s responsibility to arrange for lodging. A block of rooms has been reserved at the Landmark Resort & Conference Center, Egg Harbor, Wisconsin. Please contact the hotel directly at 1-800-273-7877 or 920-868-3205 and let them know you are with the Marshfield Clinic Fall Primary Care Conference to receive the special conference room rate. These rooms are limited and will be released Monday, August 8, 2011. We suggest making your room reservations early. For more information on The Landmark Resort, check out www.thelandmarkresort.com.

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.

We’re going green!
This year a CD with PDFs 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 (indicate on Registration Form).

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 activity is sponsored by Marshfield Clinic.

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.

Speakers

- **Keynote Speaker**
  - Brent V. Miller, M.S.
  - Director of Federal Government Relations
  - Marshfield Clinic

- **Marshfield Clinic Faculty**
  - Eric Pennimen, D.O.
    - Activity Director
    - Family Practice – Stettin Center
  - Melissa L. Emmerich, M.D.
    - Obstetrics and Gynecology – Eau Claire Center
  - Cary D. Vaughn, M.D.
    - Psychiatry – Minocqua Center
  - Thomas C. Gabert, M.D., M.P.H.
    - Internal Medicine and Geriatrics – Minocqua Center
  - Karl S. Hurst-Wicker, M.D.
    - Pain Management – Marshfield Center
  - Arti Khurana, M.D.
    - Rheumatology and Internal Medicine – Wausau Center
  - Edward J. Krall, M.D.
    - Psychiatry – Marshfield Center
  - Kori K. Krueger, M.D.
    - Internal Medicine and Pediatrics – Stratford Center

- **Minocqua Center**

- **Stratford Center**

- **Esser Center**

- **Marshfield Center**

- **McClain Center**

- **McLain Center**

- **Cary Center**

- **Cary Center**

- **Stettin Center**

- **Wausau Center**

- **Eau Claire Center**

- **Lake Center**

- **Lake Center**

- **Wausau Center**

- **Medicine Center**

- **Business Center**

- **Business Center**

- **Stratford Center**

- **Marshfield Center**

- **Minocqua Center**

- **Marshfield Center**

- **Marathon Center**

- **Marathon Center**

- **Stettin Center**

- **Stettin Center**
2011 Fall Primary Care Conference: Chronic Disease Prevention & Management

Registration Details
The registration fee is $225 for physicians and $175 for allied health professionals and others. The registration fee includes breakfast both days, breaks, and all electronic course materials. Meal functions are intended for conference participants only. Registrations received after Friday, September 9, 2011 increase by $50. 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.

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 Friday, September 9, 2011.

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 Monday, September 19, 2011, the registration fee less a $50 administrative fee will be given. No refunds will be made after this date. To cancel, call 1-866-894-3622, ext. 9-3776.