

Example of a Brochure Advertising a CME Activity

Information required for CME credit to be designated:

- Intended audience
- Expected outcomes/objectives
- Accreditation & credit designation statements

Other helpful information includes:

- Title that clearly indicates the content and purpose of the activity
- Sponsoring organization and unit
- Date, time, & location of the activity
- Program schedule listing topics, presenters, breaks, etc.
- Planning Committee and faculty, and their positions
- Registration information
- Other information relevant to the activity, e.g., driving directions, hotel accommodations, cancellation policy.

The following brochure provides an excellent example of the information included in promotional material for a CME activity. It was designed and written by Allison Picinotti, Program Manager for the Department of Internal Medicine Continuing Medical Education.



Department of Internal Medicine
Continuing Medical Education
Domino's Farms Office Park, LLC
24 Frank Lloyd Wright Dr.
Lobby J, Suite 1200
Ann Arbor, MI 48106-5750

NON-PROFIT
ORGANIZATION
U.S. POSTAGE
PAID
ANN ARBOR,
MICH.
PERMIT NO. 144

15th Annual Liver Disease Wrap-Up

December 8, 2012
Sheraton Detroit Novi

An Update on Advances in Clinical Hepatology
Presented at the 2012 AASLD Meeting for Practicing
Internists, Gastroenterologists and Primary Care Physicians
4 AMA PRA Category 1 Credits™

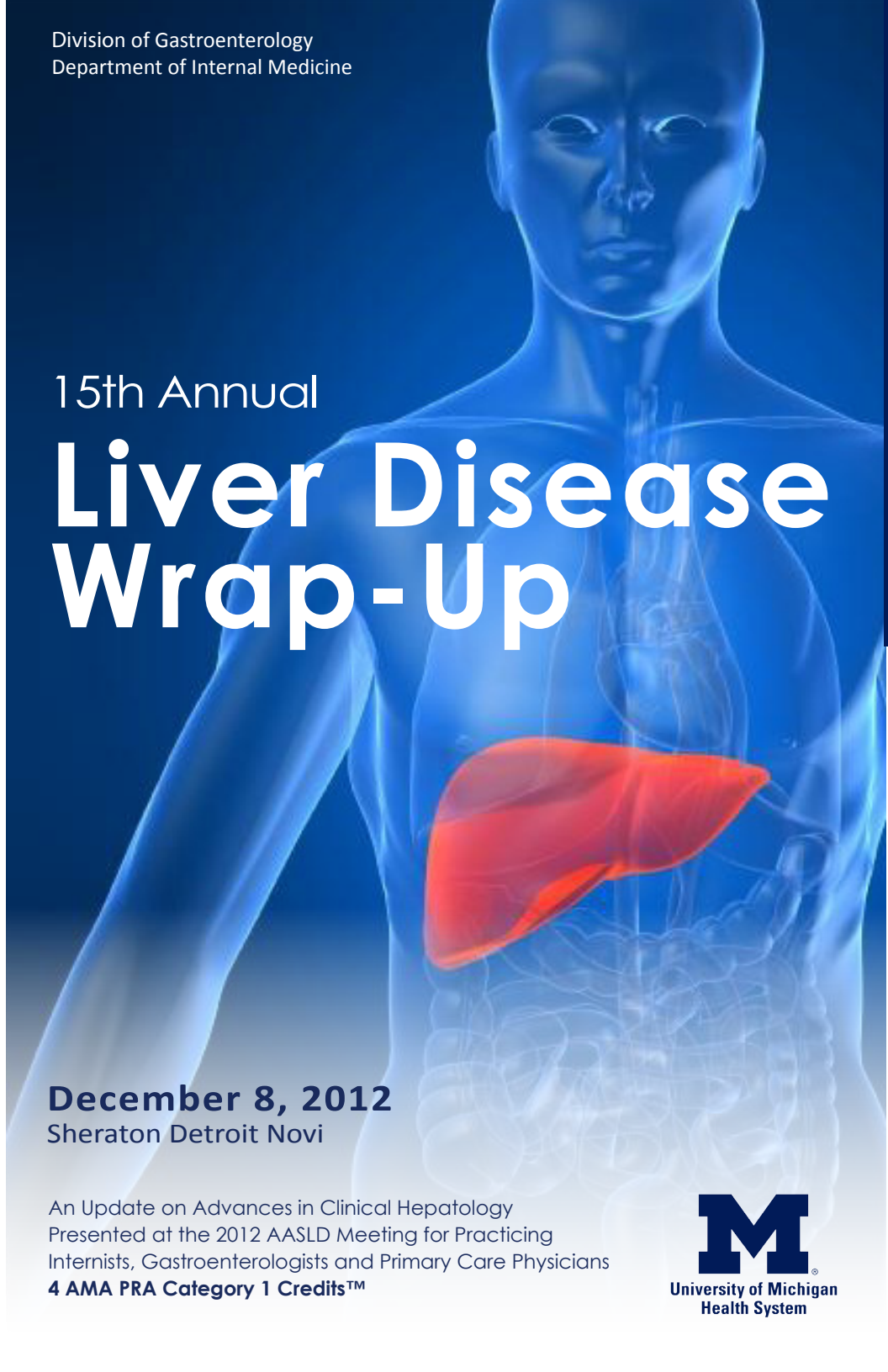
December 8, 2012
Sheraton Detroit Novi

An Update on Advances in Clinical Hepatology
Presented at the 2012 AASLD Meeting for Practicing
Internists, Gastroenterologists and Primary Care Physicians
4 AMA PRA Category 1 Credits™



15th Annual Liver Disease Wrap-Up

Division of Gastroenterology
Department of Internal Medicine



Program Objectives

This seminar will summarize presentations made at the 63rd American Association for the Study of Liver Diseases (AASLD) meeting held on November 9th, 2012. New information regarding the management of hepatitis B, hepatitis C, fatty liver disease, liver cancer, and complications of portal hypertension and cirrhosis will be presented. In addition, case based discussions on the current approach to patients with hepatitis C and patients with advanced liver disease will be provided.

At the conclusion of this seminar, participants will be able to implement:

- the latest developments in the diagnosis and treatment of chronic hepatitis C including the use of protease and polymerase inhibitors in their practice
- better approaches in the treatment of patients with fatty liver disease
- approaches to the management of patients with hepatocellular carcinoma including the use chemoembolization, resection, and transplantation
- better treatment of complications of portal hypertension in patients with cirrhosis including bleeding and hepatic encephalopathy

Who Should Attend

This course is directed to family and general practitioners, gastroenterologists, internists, and other primary care providers including nurse practitioners and physician assistants interested in expanding their knowledge of clinical hepatology.

University of Michigan Faculty

Hari Conjeevaram, MD

Associate Professor
Director, GI Fellowship Training Program
Division of Gastroenterology
Department of Internal Medicine

Pratima Sharma, MD, MS

Assistant Professor,
Division of Gastroenterology
Department of Internal Medicine
Hepatology Program

Michael Volk, MD, MS

Assistant Professor,
Department of Internal Medicine
Hepatology Program

University of Michigan Planning Committee

Robert J. Fontana, MD

Course Co-Director
Professor of Medicine
Medical Director
Liver Transplantation
Division of Gastroenterology
Department of Internal Medicine

Anna S.F. Lok, MD, FRCP

Course Co-Director
Professor of Internal Medicine
Alice Lohrman Andrews Research Professor
in Hepatology
Director, Clinical Hepatology
Division of Gastroenterology
Department of Internal Medicine

Program Schedule

Saturday, December 8, 2012

7:30 am	Registration and Continental Breakfast
7:50	Welcome and Introduction <i>Robert Fontana, MD</i>
8:00	Complications of Cirrhosis <i>Pratima Sharma, MD, MS</i>
8:30	Update on Hepatocellular Carcinoma <i>Michael Volk, MD, MS</i>
9:00	Advanced Liver Disease Case Discussions <i>Robert Fontana, MD</i>
9:45	Question and Answer Panel Moderator: <i>Robert Fontana, MD</i> Panelists: <i>Pratima Sharma, MD, MS</i> <i>Michael Volk, MD, MS</i> <i>Hari Conjeevaram, MD</i>
10:00	Break
10:15	Hepatitis B and NAFLD <i>Hari Conjeevaram, MD</i>
10:45	Hepatitis C <i>Robert Fontana, MD</i>
11:15	Hepatitis C and NAFLD Case Discussions <i>Anna Lok, MD, FRCP</i>
12:00 pm	Question and Answer Panel Moderator: <i>Robert Fontana, MD</i> Panelists: <i>Anna Lok, MD, FRCP</i> <i>Hari Conjeevaram, MD</i>
12:15	Course Adjourns

General Information

Venue

Sheraton Detroit Novi
Phone: (248) 349-4000
21111 Haggerty Road
Novi, Michigan 48375
www.sheratondetroitnovi.com/

Driving Directions

From East

Take Interstate 696 West to Interstate 275 South. Proceed to Exit 167 (8 Mile Road). Turn right (West) on 8 Mile Road to Haggerty Road. Turn right (North) and the hotel will be on the left.

From Interstate 96 (East)

Take Interstate 96 to Interstate 275 North. Proceed on I-275 North to Exit 167 (8 Mile Road). Turn left onto 8 Mile Road to Haggerty Road. Turn right (North) and continue 0.5 miles to the hotel. The hotel is on the left.

From North

Take Interstate 275 South to Exit 167 (8 Mile Road). Turn right (West) on 8 Mile Road to Haggerty Road. Turn right (North) and proceed 3 blocks to the hotel. The hotel is on the left.

From Highway M-14 (West)

Take Highway M-14 to Interstate 275 North. Proceed on I-275 to Exit 167 (8 Mile Road). Turn right (West) on 8 Mile Road to Haggerty Road. Turn right (North) and continue 0.5 miles. The hotel is on the left.

From West

Take Interstate 96 to Interstate 275 South. Proceed on I-275 South to Exit 167 (8 Mile Road). Turn left (West) on 8 Mile Road to Haggerty Road. Turn right (North) and continue to the hotel. The hotel is on the left.

Registration

You are encouraged to register as soon as you are certain of attending, as we cannot guarantee educational materials for applicants who are not preregistered and prepaid by November 28, 2012. Payment must be received at time of registration.

Confirmation

Conference registrations will be confirmed by email. If you do not receive confirmation, or if the information is in question, contact the Department of Internal Medicine CME Office at (734) 232-3469.

Cancellation Policy

An administrative fee of \$50 will be deducted from your registration payment. Refund requests must be received in writing one week prior to the course, no later than December 1, 2012. No refunds will be made thereafter.

Accreditation and Credit Designation

The University of Michigan Medical School is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. The University of Michigan Medical School designates this live activity for a maximum of 4 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity. Applications have been submitted to the American Osteopathic Association and the American Academy of Family Physicians for credits. Determination of credit is pending. Other credits by specialty may apply.

Recording the Program

Recording the program with battery-operated tape recorders not requiring podium microphones is permitted for the registrant's personal use.

Contact Us

University of Michigan, Department of Internal Medicine,
Continuing Medical Education
Phone: (734) 232-3469
Fax: (734) 998-0085
Email: intmedcme@umich.edu
Website: www.med.umich.edu/intmed



Course Background

The Liver Disease Wrap-Up CME course has been a well-received educational forum for practicing physicians wanting to keep up with the latest developments in clinical hepatology. Experienced faculty from the University of Michigan, Division of Gastroenterology, provide a mix of clinical research findings along with case-based learning in this program.

Comments from Past Attendees

“Great course and update on hot topics in hepatology”

“Great way to brush up on latest advances in a user friendly way”

“Excellent review - timely and concise!!”

Department of Internal Medicine continuing medical education

The U-M Department of Internal Medicine offers continuing medical education (CME) activities to provide lifelong learning experiences for physicians and other healthcare professionals that highlight innovative procedures and technologies, examine current methods of treatment, and update you on cutting-edge advances in the understanding and treatment of disease. The scope of our educational efforts provides the highest quality learning activities that lead to excellence in patient care.

We offer a variety of courses each year. The content of our activities includes primary care, specialty and subspecialty topics in the broad field of medicine. We target and welcome all physicians and other health care professionals, locally, nationally, and globally.

Upcoming Courses

Internal Medicine Spring Review

May 10-11, 2013
University of Michigan
North Campus Research Complex
2800 Plymouth Road, Building 18
Ann Arbor, Michigan 48109-2800

Updates in Nephrology

April 13, 2013
The Inn at St. John's
44045 Five Mile Rd.
Plymouth, MI 48170

To learn more about our upcoming courses and to register, please visit our website: www.med.umich.edu/intmed

Registration Options

Mail this form to:
Department of Internal Medicine
University of Michigan
24 Frank Lloyd Wright Dr.
Lobby J, Suite 1200
Ann Arbor, MI 48106-5750

Online: www.med.umich.edu/intmed
By Phone: (734) 232-3469
By Fax: (734) 998-0085

On-site registration will also be available.

Registration Deadline (to guarantee educational materials):
November 23, 2012

Personal Information

Receipts and confirmations are sent via email. Please print clearly. (* denotes required field)

Degree MD DO PhD PA NP RN Other

*Name:

(as you would like it to appear on your nametag)

*Address

*City

*State

*Zip

*Email Address

*Phone (cell/home)

(work)

Specialty

Special Needs

Payment Information

There is a \$75 fee for this course. Payment must accompany registration. Please enclose a check payable to the *University of Michigan* or pay by credit card below.

Credit Card: AmEx Discover MasterCard Visa

Card #

Exp. date

Name on Card (Please print)

Signature (Not valid without signature)