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Attend 1, 5 or all 6 days and earn up to 58.25 AMA PRA Category 1 Credits™



14th annual Primary Care Update



Oklahoma City
MAY 10 - 14, 2011

- ✓ Attend one day or all five days
- ✓ Earn up to 49.25 AMA PRA Category 1 Credits™
- ✓ Register online: cme.ouhsc.edu

2011 Special Features

TUESDAY, MAY 10

KEYNOTE SPEAKER

Aimee Garcia, M.D.

Topic Title: "Peripheral Vascular Disease and Limb Salvage"

WEDNESDAY, MAY 11

KEYNOTE AND LUNCHEON SPEAKER

Eric Coleman, M.D.

Topic Title: "Transition Care" and Luncheon Topic Title: "How to Complete a Post-Hospital Follow Up Visit"

THURSDAY, MAY 12

KEYNOTE AND LUNCHEON SPEAKER

Steve Montague, B.S.

Topic Title: "Patient Safety and Quality in Health Care" and Luncheon Topic: "Effective Communication Skills"

FRIDAY, MAY 13

KEYNOTE AND LUNCHEON SPEAKER

James Mold, M.D.

Topic Title: "The Oklahoma Physician Resource/Research Network"

SATURDAY, MAY 14

KEYNOTE SPEAKER

Robert Mannel, M.D.

Topic Title: "Coordination, Transition and Communication between Primary Care and Oncology Specialty Care"

Don't miss inside:

- ✓ Additional Hands-on and Skill-based Workshops
- ✓ Nine Optional Programs available Mornings and Evenings

AND

Pre-Conference
MONDAY
MAY 9, 2011
Geriatric Update
(ONE DAY ONLY)

FOR PRIMARY CARE PROVIDERS

PRE-CONFERENCE
Clinical Pearls and Practice Guidelines for Managing the Older Patient:
11th Geriatric Update for Primary Care Providers Conference

ONE DAY ONLY!
Monday, May 9, 2011

KEYNOTE SPEAKERS:
Bruce Ferrell, M.D. and George Taffet, M.D.

For conference information go online: cme.ouhsc.edu



Fourteenth Annual Primary Care Update May 10 - 14, 2011

GENERAL OBJECTIVES:

Upon completion of the seminar, participants should be able to improve **patient outcomes** by being able to:

- **Identify** the new diagnostic modalities and the rationale for selection of those that are appropriate for each patient.
- **Assess** commonly over-looked diagnostic evidence in primary care.
- **Defend** the rationale for the selection of different therapies based upon currently available, evidence-based information and individual patient consideration.
- **Classify** the use of new medications; recommended uses, unique characteristics, side effects, interactions, dosage, and costs as well as other considerations.



PRIMARY CARE UPDATE MAY 10 - 14, 2011

COURSE DESCRIPTION: This intensive 5-day course includes a review and update on major subject areas in family medicine. The course is taught by more than 40 faculty members selected for their expertise in areas related to the successful delivery of family health care and patient outcomes.

The University of Oklahoma College of Medicine faculty is nationally recognized for their expertise in the management of complex conditions that is unavailable elsewhere in the state, region or sometimes even the nation.

This is a very fast-paced course with most speakers utilizing an audience response system both before and after each presentation which provides participants with immediate feedback of their knowledge and the opportunity to reinforce comprehension and retention of key learning objectives. Each session will include time for questions and answers. The course combines best practice strategies and education through case studies and lectures. Over 800 pages of syllabus materials are provided as a resource for today's office practice. **Once again this year is an online, on-demand video library of the presentations for participants. Both the syllabus and video library will serve as future reference.**

COURSE PURPOSE: The purpose of this educational activity is to improve the care of patients seen in primary care settings by closing common clinical practice gaps that have been identified across the country.

INTENDED AUDIENCE AND SCOPE OF PRACTICE: This activity is intended for family physicians, general internists, physician assistants, advanced practice nurses and other health care professionals who provide primary care to patients.

This activity was developed for participants with a scope of practice that includes and provides comprehensive medical care, health maintenance and preventive services to adult patients. It also includes the appropriate use of consultants, health services and community resources, in all practice settings.

Some of our sessions are intended for pediatricians and will cover management, coordination and supervision of topics in pediatric care including diagnosis through all stages of treatment, in all practice settings.

**All optional Morning and Evening Programs require an additional registration fee.*

**PRIMARY CARE UPDATE
2011 GUEST FACULTY:**

Gene Claflin, M.D.

Medical Director
Oklahoma City-County Health
Department
Oklahoma City, OK

Eric Coleman, M.D.

Professor of Medicine, Director,
Care Transitions Program
Health Care Policy and Research
Aurora, CO

Carolyn Craven, P.T., D.P.T.

Clinical Assistant Professor
Department of Rehabilitation
Sciences

Aimee Garcia, M.D.

Associate Professor
Department of Medicine
Huffington Center on Aging
Baylor College of Medicine and
the Michael E. DeBakey
Veterans Affairs Medical Center

Lyle Kelsey, M.B.A., C.M.B.E.

Executive Director
Oklahoma State Board of Medical
Licensure & Supervision
Oklahoma City, OK

Steve Montague, B.S.

Vice President
LifeWings Partners, LLC
Memphis, TN

Toni Ripley, Pharm.D.

Associate Professor
Department of Pharmacy: Clinical
& Administrative Sciences

**Anthony Sebastian, M.D.,
F.R.C.S.**

Director and Chief, Liver, Kidney
and Pancreas Transplant
Surgery, Director Liver Surgery
Oklahoma Transplant Center
OU Medical Center

PRIMARY CARE UPDATE MAY 10 - 14, 2011

FACULTY: UNIVERSITY OF OKLAHOMA COLLEGE OF MEDICINE, OKLAHOMA CITY CAMPUS

COURSE DIRECTOR AND SPEAKER: Steven A. Crawford, M.D. - The Christian N. Ramsey Jr., M.D., Chair in
Family Medicine, Professor & Chair, Department of Family & Preventive Medicine

ASSISTANT COURSE DIRECTOR AND SPEAKER: Robert C. Salinas, M.D. - Associate Professor, Department of
Family & Preventive Medicine

Mazen Abu-Fadel, M.D.

Department of Medicine/Cardiovascular
Medicine

Pamela Allen, M.D.

Associate Professor and Interim Chair
Department of Dermatology

Madona Azar, M.D.

Assistant Professor of Medicine
Department of Internal Medicine/
Endocrinology

Mary Zoe Baker, M.D.

Professor
Department of Internal Medicine/
Endocrinology

James Barrett, M.D.

Professor, Residency Program Director
Department of Family & Preventive
Medicine

Cynthia Bradford, M.D.

Professor
Department of Ophthalmology

Brian Coleman, M.D.

Associate Professor & Director, Primary
Care Sports Medicine Program
Department of Family & Preventive
Medicine

Eduardo De Sousa, M.D.

Assistant Professor
Department of Neurology

G. Paul Digoy, M.D.

Assistant Professor and Director of
Pediatric Otolaryngology
Department of Otorhinolaryngology

William Dooley, M.D.

Director of Surgical Oncology
Department of Surgery

Gary Dunn, M.D.

Associate Professor
Department of Surgery

Carlos Garcia, M.D.

Director of Surgical Dermatology and
Cutaneous Oncology,
Associate Residency Program Director,
and Associate Professor
Department of Dermatology

Robin E. Germany, M.D.

Clinical Assistant Professor
Department of Medicine/Cardiovascular
Medicine

Bassam Ghabach, M.D.

Assistant Professor
Department of Medicine Hematology/
Oncology

David Lee Gordon, M.D.

Professor & The Kathryn G. and Owen
Doss Lynn, M.D. Chair in Neurology
Department of Neurology

Greg Krempf, M.D.

Associate Professor and Chair
Department of Otorhinolaryngology

Lisa Landrum, M.D., Ph.D.

Assistant Professor
Department of Obstetrics and
Gynecology

Deborah Lockwood, M.D.

Assistant Professor
Department of Medicine/Cardiovascular
Medicine

Robert Mannel, M.D.

Professor, Rainbolt Family Chair in
Cancer, & Director of the OU Cancer
Institute
Department of Obstetrics and
Gynecology

Donald R. McCaffree, M.D.

Professor
Department of Medicine/Pulmonary

James Mold, M.D., M.P.H.

Professor, Director Department of Family
& Preventive Medicine & Adjunct
Professor for the Department of
Geriatric Medicine

Jessica Philpott, M.D., Ph.D.

Assistant Professor
Department of Medicine/
Gastroenterology

Kumar Ponniah, M.D.

Assistant Professor
Department of Pediatrics

Linda Salinas, M.D.

Associate Professor
Department of Medicine/Infectious
Diseases

George Selby, M.D.

Professor and Interim Head
Director, Blood and Marrow Transplant
Program, Fellowship Program
Department of Internal Medicine
Hematology/Oncology

Chittur Sivaram, M.D.

David Ross Boyd Professor, Vice Chief,
Director Cardiovascular Fellowship
Program
Department of Medicine/Cardiovascular
Medicine

John Stuemky, M.D.

Associate Professor, Chairman, Child
Protection Team
Department of Pediatrics

Alfonso Tafur, M.D.

Assistant Professor
Department of Medicine/Cardiovascular
Medicine

Maroun Tawk, M.D.

Associate Professor
Department of Medicine/Pulmonary

J. Spencer Thompson, M.D.

Assistant Professor
Department of Radiation Oncology

Phebe Tucker, M.D.

Professor, Associate Dean for Student
Affairs
Department of Psychiatry & Behavioral
Sciences

Jerry Vannatta, M.D.

David Ross Boyd Professor of Medicine
and John Flack Burton Professor of
Humanities in Medicine
Department of Medicine/General Internal
Medicine

Nilesh Vasan, M.D.

Assistant Professor
Department of Otorhinolaryngology

Jason Wagner, M.D.

Assistant Professor
Department of Radiological Sciences

Lubna Wani, M.D.

Clinical Assistant Professor
Department of Medicine/General Internal
Medicine

Ashley Weedn, M.D.

Clinical Assistant Professor
Department of Pediatrics

PRIMARY CARE UPDATE

TUESDAY, MAY 10, 2011 - Agenda

- 7:30 - 7:55 Registration and Continental Breakfast
VISIT EXHIBITORS
- 7:55 - 8 Introduction & Housekeeping
Moderator - **Steven Crawford**
- 8 - 9 **Peripheral Vascular Disease and Limb Salvage**
Aimee Garcia
- 9 - 10 **Diabetes Update - Madonna Azar**
- 10 - 10:30 Morning Break - **VISIT EXHIBITORS**
- 10:30 - 11:15 **Child Obesity Treatment Update - Ashley Weedn**
- 11:15 - 12 **Current Guidelines for Prevention and Treatment of Osteoporosis - Mary Zoe Baker**
- 12 - 1:30 Lunch - **VISIT EXHIBITORS**
- 1:30 - 2:15 **Optimal Treatment of Chronic Lower Respiratory Disease - Donald McCaffree**
- 2:15 - 3 **Ear, Nose & Throat Update for the Family Physician - Nilesch Vasan**
- 3 - 3:30 Afternoon Break - **VISIT EXHIBITORS**
- 3:30 - 4:30 **Current Standard of Care and Treatment of Tuberculosis Outpatient Care - Gene Claflin**
- 4:30 - 5:30 **Airway Disorder Update - G Paul Digoy**

Daily Total is 7.0 AMA PRA Category 1 Credits™

WEDNESDAY, MAY 11, 2011 - Agenda

- 7:30 - 7:55 Registration and Continental Breakfast
7:55 - 8 Introduction & Housekeeping
- 8 - 9:30 **Congestive Heart Failure Update - Robin Germany**
- 9:30 - 10:15 **Management of Chronic Coronary Artery Disease**
Mazen Abu-Fadel
- 10:15 - 10:35 Morning Break
- 10:35 - 12 **Transition Care 101 for Primary Care**
Keynote Speaker: *Eric Coleman*
- 12 - 1:10 Lunch - **How to Complete a Post-Hospital Follow Up Visit**
Luncheon Speaker: *Eric Coleman*
- 1:10 - 2 **Atrial Fibrillation/Flutter Update: When to Anticoagulate? - Deborah Lockwood**
- 2 - 2:50 **Deep Venous Thrombosis & Pulmonary Emboli Treatment Update - Alfonso Tafur**
- 2:50 - 3:35 **Update on Cardiovascular Disease and Women's Health - Lubna Wani**
- 3:35 - 3:55 Afternoon Break
- 3:55 - 4:45 **Cardiovascular Drug Management: Usual Pitfalls - Toni Ripley**
- 4:45 - 5:30 **Preventive Pediatric Cardiology - Kumar Ponniah**

Daily Total is 8.5 AMA PRA Category 1 Credits™

EXHIBITS: A substantial and varied exhibition will accompany the conference on **Monday, May 9, 2011 AND Tuesday, May 10, 2011**, offering attendees the opportunity to meet representatives of exhibiting organizations and learn about new and existing products and services.

OPTIONAL PROGRAMS

TUESDAY, MAY 10, 2011 - 6:15 - 9:30 p.m.

CONCURRENT EVENING SESSIONS: Requires an additional registration fee. Credits will be provided separately.

Reading and Interpreting the Electrocardiogram (EKG) Workshop Speaker: *Chittur Sivaram*

The EKG Interpretation Workshop is aimed at improving EKG skills of the primary care provider. This workshop will aim at providing a rapid review of the basics of EKG reading, provide examples of common abnormalities seen by the primary care provider and facilitate the consolidation of skills through test questions. This course is recommended only for those with a working knowledge of EKG basics and those who would like to refresh their existing knowledge and expand their EKG skills.

(3.00 AMA PRA Category 1 Credits™)

– OR –

Techniques for Limb Salvage: A Hands-on Workshop Speaker: *Aimee Garcia*

Arterial ulcers are a large cause of morbidity and mortality, with increased risk due to tobacco use and diabetes mellitus. Venous stasis ulcers account for approximately 90% of chronic wounds in the lower leg, affect 1% of the population and 3.5% of persons over 65 years of age. Diabetic foot wounds affect more than 1 million patients at some point in their lifetime. Diabetic patients form the largest group of non-traumatic amputations in the United States and 50% of patients with amputation of a leg due to diabetes have the other leg amputated within two years. The ability to accurately identify and treat these lower extremity wounds will improve healthcare and decrease cost. This workshop is designed to provide the practitioner with identification techniques and treatment guidelines in the care of patients with lower extremity wounds.

(3.00 AMA PRA Category 1 Credits™)

– OR –

Basic Life Support (BLS)

(Registration is limited to 12 participants)

Basic Life Support (BLS) course covers:

- (1) one and two person adult, child and infant CPR,
- (2) obstructed airway and
- (3) using an automated external defibrillator (AED)

OPTIONAL PROGRAMS

WEDNESDAY, MAY 11, 2011 - 6:15 - 9:30 p.m.

CONCURRENT EVENING SESSIONS: Requires an additional registration fee. Credits will be provided separately.

Casting and Splinting Workshop Speakers: *James Barrett and Brian Coleman* (Registration is limited to 20 participants)

An overview of splinting and casting procedures for primary care physicians. The workshop will cover acute injuries and treatments as well as appropriate splints and casts needed for specific injuries. Then hands-on practice placing the splints and casts on fellow workshop participants.

(3.00 AMA PRA Category 1 Credits™)

– OR –

Basic Life Support (BLS)

(Registration is limited to 12 participants)

Basic Life Support (BLS) course covers:

- (1) one and two person adult, child and infant CPR,
- (2) obstructed airway and
- (3) using an automated external defibrillator (AED)

– OR –

Pediatric Advanced Life Support Recertification (PALS)

(Registration is limited to 40 participants)

Course will review the American Heart Association - PALS protocols for 2011. You must have a current PALS card to attend. PALS Certification is good for two years.

THURSDAY, MAY 12, 2011 - Agenda

- 7 - 7:55 Registration and Continental Breakfast
7:55 - 8 Introduction & Housekeeping
- 8 - 9:30 **Current Guidelines for Stroke Care Recognition & Treatment** - David Lee Gordon
- 9:30 - 10:15 **Update on Neuromuscular Disorders** - Eduardo Aquiar De Sousa
- 10:15 - 10:35 Morning Break
- 10:35 - 11:20 **Diagnosing and Managing Depression** - Phebe Tucker
- 11:20 - 12 **Update on Treatment of Obsessive-Compulsive Disorder** - Phebe Tucker
- 12 - 1:10 Lunch - **Effective Communication Skills**
Luncheon Speaker: Steve Montague
- 1:10 - 2:40 **Patient Safety and Quality in Healthcare**
Keynote Speaker: Steve Montague
- 2:40 - 3:20 **Gastroesophageal Reflux & Peptic Ulcer Disease Update** - Jessica Philpott
- 3:20 - 3:35 Afternoon Break
- 3:35 - 4:35 **Insomnia & Sleep Disorders Update** - Maroun Tawk
- 4:35 - 5:35 **Office Based Eye Evaluation for the Primary Care Physician & Glaucoma Update** - Cynthia Bradford

Daily Total is 8.5 AMA PRA Category 1 Credits™

FRIDAY, MAY 13, 2011 - Agenda

- 7:30 - 7:55 Registration and Continental Breakfast
7:55 - 8 Introduction & Housekeeping
- 8 - 8:45 **Papers of Special Interest for the Family Physician 2011** - Jerry Vannatta
- 8:45 - 9:30 **Linking Regulations to Patient Safety** - Lyle Kelsey
- 9:30 - 10:15 **Commonly Misdiagnosed Skin Disorders** - Pamela Allen
- 10:15 - 10:35 Morning Break
- 10:35 - 11:20 **Child Abuse: What Every Family Physician Should Know** - John Stuemky
- 11:20 - 12 **Updates in Home Health and Hospice Benefits** - Robert Salinas
- 12 - 1:10 Lunch - **The Oklahoma Physician Resource/Research Network**
Keynote Speaker: James Mold
- 1:10 - 1:55 **Immunization Update** - Steven Crawford
- 1:55 - 2:40 **Benign Positional Vertigo** - Carolyn Craven
- 2:40 - 3:20 **Hot Topic** - TBA
- 3:20 - 3:35 Afternoon Break
- 3:35 - 4:35 **Treatment & Preventing the Spread of Clostridium difficile, and Methicillin-Resistant Staphylococcus Aureus (MRSA)** - Linda Salinas
- 4:35 - 5:35 **HIV Update for Primary Care Physicians** - Linda Salinas

Daily Total is 8.5 AMA PRA Category 1 Credits™

OPTIONAL PROGRAMS

THURSDAY, MAY 12, 2011 - 6:15 - 9:30 p.m.

CONCURRENT EVENING SESSIONS: Requires an additional registration fee. Credits will be provided separately.

Improving X-Ray Interpretation Skills for the Primary Care Physician Workshop

Speaker: Jason Wagner

(Registration is limited to 20 participants)

Radiographs are a very useful and important tool for primary care physician to use in assessing and diagnosing patients. This hands-on workshop will improve the participant's ability to interpret radiographs of the chest, extremities, spine, abdomen and sinuses; distinguish and evaluate when to order advanced imaging tests based on radiographic findings and which test is most appropriate; and interpret radiographs with an orderly search pattern to improve diagnostic accuracy and reduce errors. This workshop will give you better confidence and skills by improving your use of diagnostic imaging. (3.00 AMA PRA Category 1 Credits™)

– OR –

Advanced Cardiac Life Support Recertification

(Registration is limited to 40 participants)

Course will review the American Heart Association - ACLS protocols for 2011. You must have a current ACLS card to attend. ACLS Certification is good for two years.

SATURDAY, MAY 14, 2011 - Agenda

- 7:30 - 7:55 Registration and Continental Breakfast
7:55 - 8 Introduction & Housekeeping

CONCURRENT SESSIONS:

8 - Noon OPTIONAL PROGRAM

Advanced Cardiac Life Support

(Registration is limited to 40 participants)

Course covers the American Heart Association - ACLS protocols for 2011. You must have a current BLS card to attend. ACLS Certification is good for two years.

– OR –

- 8 - 9 Keynote Speaker: **Coordination, Transition & Communication between Primary Care & Oncology Specialty Care** - Robert Mannel
- 9:00 - 9:45 **Cervical & Ovarian Cancer Screening & Treatment Update** - Lisa Landrum
- 9:45 - 10:30 **Head & Neck Cancer Treatment Update** - Greg Krempf
- 10:30 - 10:50 Morning Break
- 10:50 - 11:30 **Colon Cancer Update** - Gary Dunn
- 11:30 - 12:10 **Blood and Bone Marrow Diseases Update** - George Selby
- 12:10 - 1:10 Lunch
- 1:10 - 1:50 **Liver Cancer and Transplant Update** - Anthony Sebastian
- 1:50 - 2:30 **Kidney Cancer** - TBA
- 2:30 - 3:10 **Radiation Oncology Update** - J. Spencer Thompson
- 3:10 - 3:30 Afternoon Break
- 3:30 - 4:10 **Lung Cancer Update** - Bassam Ghabach
- 4:10 - 4:50 **Skin Cancer** - Carlos Garcia
- 4:50 - 5:30 **Breast Cancer Screening & Treatment Update** - William Dooley

Daily Total is 7.75 AMA PRA Category 1 Credits™

PRIMARY CARE UPDATE OPTIONAL MORNING & EVENING PROGRAMS:

All optional Morning and Evening Programs require an additional registration fee.

MAY 9 - 11, Monday, Tuesday or Wednesday evening
6:15 - 9:30 p.m.

- **Basic Life Support**
(Pre-requisite for the Advanced Cardiac Life Support)

MAY 9, Monday evening
7 - 9:15 p.m.

- **Fall Prevention and Gait Assessment**
Speaker: *Laurence Rubenstein, M.D., M.P.H.*

MAY 10, Tuesday evening
6:15 - 9:30 p.m.

- **Reading and Interpreting the Electrocardiogram Workshop**
Speaker: *Chittur Sivaram, M.D.*

MAY 10, Tuesday evening
6:15 - 9:30 p.m.

- **Lower Techniques for Limb Salvage Workshop**
Speaker: *Aimee Garcia, M.D.*

MAY 11, Wednesday evening
6:15 - 9:30 p.m.

- **Casting and Splinting Workshop**
Speakers: *Brian Coleman, M.D. and James Barrett, M.D.*

• **Pediatric Advanced Life Support Recertification**

MAY 12, Thursday evening
6:15 - 9:30 p.m.

- **Advanced Cardiac Life Support Recertification**

MAY 12, Thursday evening
6:15 - 9:30 p.m.

- **Improving X-Ray Interpretation Skills for the Primary Care Physician Workshop**

Speaker: *Jason Wagner, M.D.*

MAY 14, Saturday morning
8:00 a.m. - Noon

- **Advanced Cardiac Life Support**

EDUCATIONAL GRANTS:

This course is supported, in part, by educational grants from industry, in accordance with ACCME Standards. At the time of printing, a complete listing of commercial supporters was not available. Appropriate acknowledgement will be given to all supporters at the time of the educational activity.

The University of Oklahoma is an equal opportunity institution. Accommodations on the basis of disability are available by contacting Myrna Page at (405) 271-2350, ext.3.

SYLLABUS & VIDEO CAPTURES:

Each registrant will receive a comprehensive syllabus. After the conference, an Online 24/7 Video Library of captured presentations will be available for one year as future reference and continued learning opportunities.

Policy on faculty and sponsor disclosure: It is the policy of the University of Oklahoma College of Medicine that the faculty and sponsor disclose real or apparent conflicts of interest relating to the topics of this educational activity, and also disclose discussions of unlabeled/unapproved uses of drugs or devices during their presentation(s). Detailed disclosures will be made in the course handout materials.

It is difficult to provide a classroom temperature that is comfortable for everyone; please bring a jacket or sweater.

SAVE THE DATE:
15th Annual Primary Care Update
May 8 - 12, 2012

Course Location:

Clarion Meridian Hotel & Conference Center

737 South Meridian, Oklahoma City, Oklahoma 73108

Reservations: (Ask for the OU College of Medicine Primary Care Course.) Located conveniently within the Clarion Meridian Convention Center Complex are two hotels: **The Hilton Garden Inn** (\$109 singles or double) and **The Clarion Meridian Hotel** (\$73 singles or double.) These hotels are recommended due to their convenience to the conference center. **Please make your own reservations.** Hotel room rates are subject to applicable state and local taxes. Reservations for at the **Hilton Garden Inn** (\$109 singles or double) must be received on or before the **April 18, 2011** deadline. Reservations for at the **Clarion Meridian Hotel** (\$73 singles or double) must be received on or before the **April 9, 2011** deadline. After the deadline, reservations will be accepted on a space/price available basis.

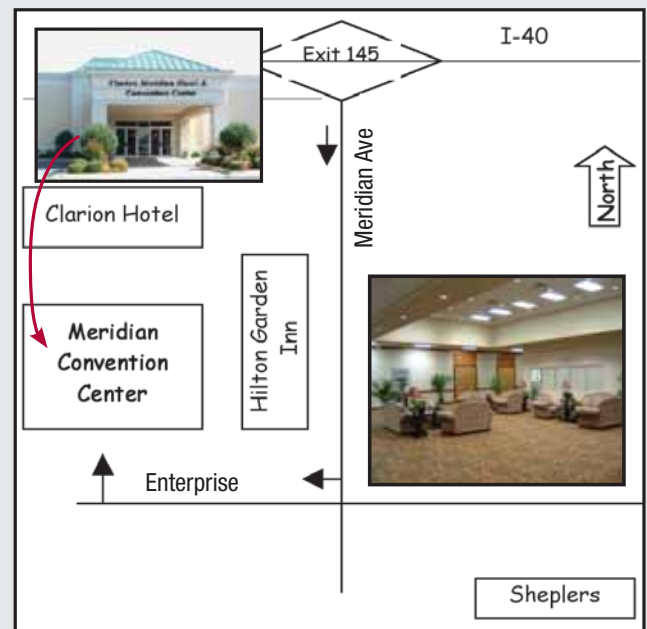
Telephone: Hilton (405) 942-1400
Clarion (405) 942-8511

Fax: Hilton (405) 942-5088
Clarion (405) 946-7126

Directions to the Clarion Meridian Hotel and Convention Center: Take I-40 to the Meridian Avenue exit (exit 145). Go south on Meridian past the Hilton Garden Inn to Enterprise Avenue. Turn right (west) on Enterprise. Convention Center parking lot is approximately 50 yards down on the right.

TRAVEL GUIDE AND TRANSPORTATION

The Will Rogers World Airport is just minutes from the Clarion Meridian Hotel. **The Clarion Meridian provides FREE shuttle service to and from the airport.**



Nearby points of interest include:

- **Bricktown Downtown Oklahoma City's Historic Entertainment District**
- **Myriad Botanical Gardens**
- **Cowboy Hall of Fame**
- **Oklahoma City National Memorial & Museum**

EARN CME CREDITS ONLINE

The Irwin Brown Office of CPD offers physicians the opportunity to receive *AMA PRA Category 1 Credits*[™] from home or the office through our CPD Web site. For a complete list of online courses please go to our website: <http://cme.ouhsc.edu> and check back frequently as new courses are added regularly.

Get Comfortable, Come to Class!



Irwin H. Brown Office of Continuing Professional Development

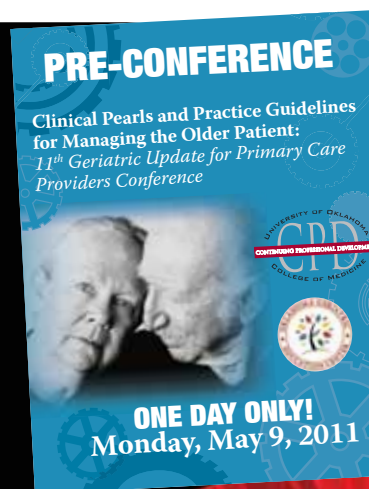
PO Box 26901, ROB 202, Oklahoma City, OK 73126-0901

Our telephone number is (405) 271-2350 or
outside the Oklahoma City area call (888) 682-6348.

cme.ouhsc.edu

May 9 and 10, 2011 EXHIBIT OPPORTUNITIES 2011 Geriatric Update AND 2011 Primary Care Update

Clarion Meridian Hotel & Conference Center
Oklahoma City, Oklahoma



For more information, please contact (405) 271-2350 ext.8 or (888) 682-6348.

Visit our website at <http://cme.ouhsc.edu> for an exhibit brochure. Morning and afternoon breaks are scheduled to allow attendees the opportunity to meet exhibit representatives and learn about their products and services.

PRIMARY CARE UPDATE 2010 EXHIBITORS AND SPONSORS

- Advantage CFS • Amedisys Home Health • CareSource, LLC • Diagnostic Laboratory of Oklahoma • Doctors MRI • Gentiva Health Services • Grace Living Centers • Healthy Water • Heartland Pathology Consultants • Integris - Hospice of OK County • Integris Health
- King Pharmaceuticals • Laser Partners of Oklahoma • Maxim Healthcare Services • National MS Society • Oklahoma Comprehensive Cancer Network • Oklahoma Foundation for Medical Quality • Oklahoma Health Care Authority - Living Choice Project • Oklahoma Insurance Department • Oklahoma Pressure Ulcer Coalition • Oklahoma Primary Care Association • OU Medicine • OUHSC Department of Geriatrics • Physicians Wellness and Weight Loss Program • ProSource Medical Equipment & Supplies • Regional Medical Laboratory • Ross Health Care • Senior Care Services • Vitacare Home Medical •

The Donald W. Reynolds Department of Geriatric Medicine, University of Oklahoma Health Sciences Center and
The University of Oklahoma College of Medicine, Irwin H. Brown Office of Continuing Professional Development
presents:

Clinical Pearls and Practice Guidelines for Managing the Older Patient:

11th Geriatric Update for Primary Care Providers Conference Monday, May 9, 2011

Clarion Meridian Hotel & Conference
Center, Oklahoma City, Oklahoma

GUEST FACULTY:

Bruce Ferrell, M.D., *Associate Chair of Education; Professor of Clinical Medicine; Director of Adult Palliative Care Division of Geriatrics, David Geffen School of Medicine at UCLA, CA*

George E. Taffet, M.D., *Associate Professor and Chief of Geriatrics Section, Dept. of Medicine, Baylor College of Medicine, TX*

Tomas Owens, M.D., *Chairman, Department of Family Medicine, Integris Baptist Medical Center, Clinical Professor, Dept of Family and Preventive Medicine, Geriatric Medicine and Internal Medicine, University of Oklahoma Health Sciences Center*

Robin Gonzalez, M.D., *Chair, Department of Family Medicine, St. Anthony Hospital*

COURSE DIRECTOR:

Thomas Teasdale, Dr.P.H., *Professor and Director Oklahoma Geriatric Education Center, Donald W. Reynolds Department of Geriatric Medicine, University of Oklahoma Health Sciences Center*

FACULTY: University of Oklahoma College of Medicine
Oklahoma City Campus

Germaine Odenheimer, M.D.
Associate Professor; Oklahoma City Veterans Affairs Medical Center; Donald W. Reynolds Department of Geriatric Medicine

Laurence Rubenstein, M.D., M.P.H.
Chairman; Donald W. Reynolds Department of Geriatric Medicine

Mark Stratton, Pharm.D.
Professor and Langsam Endowed Chair in Geriatric Pharmacy, Director Institute for Geriatric Pharmacy OU College of Pharmacy, Department of Pharmacy

Peter Winn, M.D.
Professor; Department of Family & Preventive Medicine

PRE-CONFERENCE ONE DAY ONLY! Monday, May 9, 2011

This program is worth 5 points toward the
Risk Management premium discount for
PLICO insured physicians.

ACCREDITATION: The University of Oklahoma College of Medicine is accredited by the Accreditation Council for Continuing Medical Education to sponsor continuing medical education for physicians. The University of Oklahoma College of Medicine designates this live activity for a maximum of 9.0 *AMA PRA Category 1 Credits*[™]. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

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

**Don't miss the Primary Care
Update Conference on May 10-14,
Tuesday through Saturday.**

PRE-CONFERENCE, ONE DAY ONLY!

11th Geriatric Update for Primary Care Providers

MONDAY, MAY 9, 2011 - Agenda

- 7:30 - 7:55 Registration and Continental Breakfast
VISIT EXHIBITORS
- 7:55 - 8 Introduction & Housekeeping
Moderator - *Thomas Teasdale*
- 8 - 8:40 **Geriatric Assessment Guidelines**
Laurence Rubenstein
- 8:40 - 9:20 **Top Geriatric Pearls** - *Robin Gonzalez*
- 9:20 - 10 **Discussions About Driving** - *Germaine Odenheimer*
- 10 - 10:30 Break - **VISIT EXHIBITORS**
- 10:30 - 11:15 **How to Avoid Polypharmacy Issues in the Geriatric Patient** - *Mark Stratton*
- 11:15 - 12 **Heart Failure in Older Patients** - *George Taffet*
- 12 - 1:30 Lunch - **VISIT EXHIBITORS**
- 1:30 - 2:15 **Medicare Practice Management** - *Tomas Owens*
- 2:15 - 3 **Nutritional Issues in the Older Patient: Practical Considerations** - *Peter Winn*
- 3 - 3:30 Break - **VISIT EXHIBITORS**
- 3:30 - 4:30 **Challenges to Maintaining Homeostasis in Older Patients**
Keynote Speaker: *George Taffet*
- 4:30 - 5:30 **Pharmacologic Management of Pain in Older People**
Keynote Speaker: *Bruce Ferrell*

Daily Total is 7.00 AMA PRA Category 1 Credits™

OPTIONAL PROGRAMS - Monday, May 9, 2011

*Evening Session: Requires an additional registration fee.
Credits will be provided separately.*

7 p.m. - 9:15 p.m.

Fall Prevention and Gait Assessment Workshop - *Laurence Rubenstein, M.D., M.P.H.*

The Fall Prevention and Gait Assessment Workshop is aimed at improving clinical skills of the primary care provider. This workshop will provide a thorough review of the evidence for fall prevention strategies, prepare the provider with best practice guidelines for gait assessment, engage participants in hands-on experience of gait assessment and documentation, and facilitate the consolidation of skills through test questions. This course is recommended for those who care for older patients experiencing fall and gait risk factors or abnormalities.

(2.00 AMA PRA Category 1 Credits™)



COURSE GOAL: *To improve clinical competencies in primary care providers who manage older patients.*

COURSE DESCRIPTION: This intensive one-day course provides clinical pearls and evidence based practice guidelines for management of complex older patients.

The course is designed to address the unmet educational needs of primary care physicians who have a diverse case mix that includes older adults. Local and invited physician faculty have national recognition for their expertise in chronic disease management.

This is a fast-paced course with presentations lasting 40-55 minutes each. Use of an audience response system allows immediate feedback regarding CME test questions. Each session will include time for questions and answers. The course combines best practice strategies and education through case studies and lectures. A full syllabus of educational materials will be provided as a resource for today's primary care practice office.

COURSE OBJECTIVES: Upon completion of the seminar, participants should be able to improve patient outcomes by being able to:

- Proactively recognize age specific management techniques in complex older patients and
- Apply best practice clinical approaches in their care.

EDUCATIONAL GRANTS: This course is supported, in part, by education grants from industry, in accordance with ACCME Standards. At the time of printing, a complete listing of commercial supporters was not available. Appropriate acknowledgement will be given to all supporters at the time of the educational activity.

It is difficult to provide a classroom temperature that is comfortable for everyone; please bring a jacket or sweater.

**SEE COMPLETE PRE-CONFERENCE DETAILS ONLINE
AND REGISTER: cme.ouhsc.edu**

*Multiple registration options are available
to fit your schedule and educational needs.*



**11th Geriatric Update for Primary Care Providers Conference May 9, 2011
AND 14TH ANNUAL PRIMARY CARE UPDATE MAY 10 - 14, 2011**

ANNUAL CONFERENCE REGISTRATION FEES:	POSTMARKED	BY 4/8/11	AFTER 4/8/11	TOTAL
<input type="checkbox"/> PHYSICIAN (M.D., D.O., FELLOWS)				
GERIATRIC PRE-CONFERENCE (1 DAY)	<input type="checkbox"/> \$199		<input type="checkbox"/> \$249	_____
PRIMARY CARE CONFERENCE (5 DAYS)	<input type="checkbox"/> \$795		<input type="checkbox"/> \$850	_____
Geriatric Pre-Conference and Primary Care Conference (6 days)	<input type="checkbox"/> \$895		<input type="checkbox"/> \$968	_____
Daily rate for Primary Care Conference				_____
Please check the day(s) you plan to attend <input type="checkbox"/> TUES <input type="checkbox"/> WED <input type="checkbox"/> THUR <input type="checkbox"/> FRI <input type="checkbox"/> SAT			_____ # of days x \$299 =	_____

PRE-CONFERENCE AND ANNUAL CONFERENCE REGISTRATION FEES TOTAL \$ _____

-OR-

ANNUAL CONFERENCE REGISTRATION FEES:	POSTMARKED	BY 4/8/11	AFTER 4/8/11	TOTAL
<input type="checkbox"/> PHYSICIAN ASSISTANTS, NURSE PRACTITIONERS, AND OTHER HEALTH CARE PROFESSIONALS				
GERIATRIC PRE-CONFERENCE (1 DAY)	<input type="checkbox"/> \$149		<input type="checkbox"/> \$199	_____
PRIMARY CARE CONFERENCE (5 DAYS)	<input type="checkbox"/> \$725		<input type="checkbox"/> \$780	_____
Geriatric Pre-Conference and Primary Care Conference (6 days)	<input type="checkbox"/> \$835		<input type="checkbox"/> \$906	_____
Daily rate for Primary Care Conference				_____
Please check the day(s) you plan to attend <input type="checkbox"/> TUES <input type="checkbox"/> WED <input type="checkbox"/> THUR <input type="checkbox"/> FRI <input type="checkbox"/> SAT			_____ # of days x \$299 =	_____

PRE-CONFERENCE AND ANNUAL CONFERENCE REGISTRATION FEES TOTAL \$ _____

OPTIONAL EVENING AND MORNING PROGRAM FEES:	POSTMARKED	BY 4/8/11	AFTER 4/8/11	TOTAL
OPTIONAL EVENING PROGRAMS (Subject to sufficient enrollment)				
<input type="checkbox"/> MONDAY Evening Basic Life Support (Limited to 12 participants) (At the Door \$150)	<input type="checkbox"/> \$105		<input type="checkbox"/> \$130	_____
<input type="checkbox"/> MONDAY Evening Fall Prevention and Gait Assessment Workshop (At the Door \$125)	<input type="checkbox"/> \$75		<input type="checkbox"/> \$100	_____
<input type="checkbox"/> TUESDAY Evening Basic Life Support (Limited to 12 participants) (At the Door \$150)	<input type="checkbox"/> \$105		<input type="checkbox"/> \$130	_____
<input type="checkbox"/> TUESDAY Evening Reading & Interpreting the Electrocardiogram Workshop (At the Door \$150)	<input type="checkbox"/> \$110		<input type="checkbox"/> \$135	_____
<input type="checkbox"/> TUESDAY Evening Lower Techniques for Limb Salvage Workshop (At the Door \$250)	<input type="checkbox"/> \$210		<input type="checkbox"/> \$235	_____
<input type="checkbox"/> WEDNESDAY Evening Basic Life Support (Limited to 12 participants) (At the Door \$150)	<input type="checkbox"/> \$105		<input type="checkbox"/> \$130	_____
<input type="checkbox"/> WEDNESDAY Evening Casting and Splinting Workshop (At the Door \$265)	<input type="checkbox"/> \$220		<input type="checkbox"/> \$245	_____
<input type="checkbox"/> WEDNESDAY Evening Pediatric Advanced Life Support Recertification (At the Door \$275)	<input type="checkbox"/> \$210		<input type="checkbox"/> \$235	_____
<input type="checkbox"/> THURSDAY Evening Improving X-Ray Interpretation Skills Workshop (At the Door \$155)	<input type="checkbox"/> \$110		<input type="checkbox"/> \$135	_____
<input type="checkbox"/> THURSDAY Evening Advanced Cardiac Life Support Recertification (At the Door \$275)	<input type="checkbox"/> \$210		<input type="checkbox"/> \$235	_____
OPTIONAL MORNING PROGRAM				
<input type="checkbox"/> SATURDAY Morning Advanced Cardiac Life Support (At the Door \$305)	<input type="checkbox"/> \$265		<input type="checkbox"/> \$290	_____
OPTIONAL PROGRAM TOTAL \$				_____



University of Oklahoma College of Medicine,
Irwin H. Brown Office of Continuing Professional Development

REGISTRATION
(CME #11001 & 11002)
Clarion Meridian
Hotel & Conference Ctr.
737 South Meridian
Oklahoma City, OK 73108

11th Geriatric Update for Primary Care Providers Conference May 9, 2011
AND 14TH ANNUAL PRIMARY CARE UPDATE MAY 10 - 14, 2011

TAKE ADVANTAGE OF EARLY BIRD RATES - MUST BE POSTMARKED BEFORE APRIL 8, 2011!

(check one)

- Physician (M.D.s, DOs, Fellows)
Physician Assistants, Nurse Practitioners, Other Health Care Professionals

First Name Middle Name Last Name

Degree Specialty

Address City State ZIP

Phone Fax

Emergency Contact Information: Name Phone

*E-mail

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I decline to receive future electronic messages from the University of Oklahoma College of Medicine, Office of CPD. (signature)

TOTALS

PRE-CONFERENCE AND ANNUAL CONFERENCE REGISTRATION FEES (details on opposite page) \$

OPTIONAL EVENING PROGRAMS (Subject to sufficient enrollment; details on opposite page) \$

TOTAL REGISTRATION DUE \$

If you require special meal considerations, please specify your special dietary requirements:

- Vegetarian Vegan Pescatarian Other

The annual conference registration fee includes course materials, CME credit, continental breakfasts, breaks, and lunches. No registration refunds will be made after 4-23-11. Written notification of cancellation must be postmarked before 4-23-11. Cancellation fee is \$150. Confirmations will be mailed. (This annual conference is subject to cancellation if registration is insufficient, in which case all registration fees will be refunded.) Please register early, as space is limited. For accommodations on the basis of disability, call Myrna at (405) 271-2350, ext. 3.

Payment Method: (payment due with registration, POs accepted - send copy of PO with registration). Make checks payable to OUHSC-CPD. (Tax ID # 73-601-7987). Online registration: cme.ouhsc.edu/

Please check method of payment for total fee: Check enclosed (#)

We accept: Visa MasterCard Discover Total Amount Charged \$

Card number Expiration date Today's date

Signature

Name as it appears on card (please print):

DETACH BOTH REGISTRATION PAGES AND MAIL WITH PAYMENT TO:
OUHSC - Office of CPD
PO Box 26901, ROB 202
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TOLL FREE (888) 682-6348

(Photocopy this 2-page form, and pass it on to your colleagues.)

TAKE ADVANTAGE OF EARLY BIRD RATES
MUST BE POSTMARKED BEFORE APRIL 8, 2011!

**Early Bird
RATES**
Register by 4/8/11



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PRE-CONFERENCE

**11th Geriatric Update for Primary Care
Providers Conference - May 9, 2011**

**14th Annual
Primary Care Update
May 10 - 14, 2011**

Attend 1, 5 or all 6 days and earn up to 58.25 AMA PRA Category 1 Credits™

*We wish to thank the following
OU College of Medicine departments
and volunteer faculty that have given
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this program:*

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Family & Preventive Medicine

Medicine/Cardiovascular Medicine

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Medicine/Gastroenterology

Medicine/General Internal Medicine

Medicine/Hematology-Oncology

Medicine/Infectious Diseases

Medicine/Pulmonary

Neurology

Obstetrics & Gynecology

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Radiation Oncology

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ACCREDITATION: The University of Oklahoma College of Medicine is accredited by the Accreditation Council for Continuing Medical Education to sponsor continuing medical education for physicians. The University of Oklahoma College of Medicine designates this live activity for a maximum of 49.25 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

CONFLICT RESOLUTION: The University of Oklahoma College of Medicine, Office of Continuing Professional Development has reviewed this activity's speaker and planning committee disclosures and resolved all identified conflicts of interest, if applicable.

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

American Academy of Physician Assistants (AAPA) accepts *AMA PRA Category 1 Credits™* from organizations accredited by the ACCME.

This program is worth 5 points for 1 day attendance or 10 points for full attendance toward the Risk Management premium discount for PLICO insured physicians.