

# HERSHEY 2014 CME AGENDA

THURSDAY, MARCH 6	
<b>8 am – 5 pm</b> Confection Lobby (lower level) Empire A/B	<b>Penn State Milton S. Hershey Medical Center Primary Care Update 2014 at Hershey Lodge</b> <b>Registration</b>  <b>CME Sessions</b>
FRIDAY, MARCH 7	
<b>8 am</b> Confection Lobby (lower level)	<b>Registration and continental breakfast</b>
<b>8 am – 12 pm</b>  Magnolia A, B, C, D  Empire A, B, C, D  Magnolia A/B, C, D  Crystal A  Confection Lobby  Confection Lobby	<b>WORKSHOPS</b> - In cooperation with Penn State Milton S. Hershey Medical Center Primary Care Update 2014 also at the Hershey Lodge Friday morning. <b>Attendees will rotate through each of these workshops.</b>  <b>Welcome and opening remarks to the group</b>  <b>8:15 – 9:15 am</b> <b>Group A - Workshop #1 – Blast Mass Casualty: Utilizing Primary Care Physicians for Alternate Care Sites</b> <i>Patient Safety</i> Nancy Campbell, RN, BSN, Program Coordinator, Lion Reach <ul style="list-style-type: none"> <li>• Increase situational awareness during a surge event with large scale crowds;</li> <li>• Identify and put into place the plans and policies needed to handle a surge event;</li> <li>• Discuss mitigating the critically injured, handling special needs patients, ethical issues, adapting to a crime scene and dealing with large crowds.</li> </ul> <b>Group B – Workshop #2 – Sports Medicine</b> , William Hennrikus, MD and Casey Onks, DO, MS <ul style="list-style-type: none"> <li>• Demonstrate proficiency at examining joints most commonly affected by sports injuries in primary care settings;</li> <li>• Know the various treatment options and well as when to refer.</li> </ul> <b>Group C - Workshop #3 – Improved Physician/Patient Communications</b> , Dennis Gingrich, MD <i>Patient Safety</i> <ul style="list-style-type: none"> <li>• Discuss appropriate communication skills when dealing with difficult situations in a primary care setting</li> </ul> <b>9:15 – 9:30 am Break</b>  <b>9:30 - 10:30 am (group rotates and workshops repeat)</b> <b>Group C - Workshop #1</b> <b>Group A - Workshop #2</b> <b>Group B - Workshop #3</b>  <b>10:30 – 10:45 Break</b>  <b>10:45 – 11:45 am (group rotates and workshops repeat)</b> <b>Group A - Workshop #3</b> <b>Group B - Workshop #1</b> <b>Group C - Workshop #2</b>  <b>11:45 – program evaluation, Q &amp; A, Adjournment</b>
<b>8 am - 4 pm</b> Wildrose A/B	<b>SAM Study Group – Asthma</b> (Two hours of patient safety applicable content) (followed by optional clinical simulation completion – laptop required)
<b>12 – 1:25 pm</b> Aztec Room	<b>Annual Business Meeting Lunch</b>
<b>1:30 – 2:30 pm</b> Magnolia A, B, C, D	<b>Potential Health Impacts of Fracking</b> Jerome Paulson, MD, FAAP, George Washington University

	<ul style="list-style-type: none"> <li>Describe the process of Natural Gas Extraction Using High Volume, Slickwater Hydraulic Fracturing from Long Laterals from Clustered Multi-Well Pads (AKA Unconventional Gas Extraction);</li> <li>Describe some of the toxicants associated with unconventional gas extraction;</li> <li>List the potential health hazards associated with natural gas extraction with hydraulic fracturing.</li> </ul>
<b>2:30 – 2:40 pm</b> Confection Lobby	<b>Refreshment Break</b>
<b>2:45 – 3:45 pm</b> Magnolia A, B, C, D	<b>Prescribing Therapeutic Lifestyle Changes in the Management of Osteoarthritis In Older Adults</b> <i>This session will be streamed live over the internet.</i> Sharon Banks, DO, Penn State Milton S. Hershey Medical Center <ul style="list-style-type: none"> <li>Increased confidence in prescribing exercise and weigh reduction as therapeutic lifestyle changes;</li> <li>Increased confidence in ability to support therapeutic lifestyle change in patients with OA;</li> <li>Increased planned frequency of use of strategies to initiate and sustain therapeutic lifestyle changes including: <ul style="list-style-type: none"> <li>Use of Ask, Advise, Refer;</li> <li>Referral to evidence-based lifestyle change programs</li> </ul> </li> </ul>
<b>4 – 4:45 pm</b> Crystal A	<b>The Impact of the Environment on Children’s Health. An Introduction</b> Jerome Paulson, MD, FAAP, George Washington University <ul style="list-style-type: none"> <li>Understand the differences between children and adults and how those differences impact on interactions with the environment;</li> <li>Distinguish how the differences between children and adults impact approaches to reducing environmental threats to children.</li> </ul>
Magnolia A, B, C, D	<b>Osteoarthritis: Practical Implementation of Ask, Advise, Refer</b> <i>This session will be streamed live over the internet.</i> Sharon Banks, DO, Penn State Milton S. Hershey Medical Center Marlin Williams, MBA, Health Promotion Council, Philadelphia, PA <ul style="list-style-type: none"> <li>Increased confidence in assessing a patient's "readiness to change," using the Stages of Change model;</li> <li>Increased confidence to apply strategies to help motivate patients to change their behavior;</li> <li>Increased planned frequency of Ask, Advise, Refer.</li> </ul>
<b>5:15 – 6:00 pm</b> Cocoa 1 and Cocoa Terrace	<b>Installation and Inauguration Festivities</b> <b>Lila Stein Krosier, MD Memorial Lecture – Jane Weida, MD</b> <i>Women in Medicine...Making a Difference Through Philanthropy</i>
<b>6:05 – 6:45 pm</b> Cocoa 1 and Cocoa Terrace	<b>Awards: Family Physician of the Year, Exemplary Teacher, Degree of Fellow</b> <b>Inauguration and Installation of Officers</b>
<b>6:45 – 7:15 pm</b> Chocolate Lobby	<b>Reception (hors d’oeuvres and beverages)</b>
<b>7:15 pm</b> Aztec	<b>President’s Dinner Gala</b>

SATURDAY, MARCH 8	
<p><b>7 – 8 am</b> Aztec</p>	<p><b>Injectable Strategies for the Primary Care Physician: Overcoming Barriers to Optimize Type 2 Diabetes Management</b> This is a CME symposium sponsored by Lilly USA, LLC and Novo Nordisk. Presented by Creative Educational Concepts, Inc., <b>Breakfast will be served.</b></p>
<p><b>9 am – 4 pm</b> <i>Note time change to 4 pm.</i> Empire A, B, C, D</p>	<p><b>DOT MEDICAL EXAMINATION PREP COURSE <i>Patient Safety</i></b> Gaspere Geraci, MD, John Surry, MD and Edward Zurad, MD This session, led by faculty who has successfully completed the certification test, will thoroughly take attendees through all modules needed to prepare for the Medical Examiner Certification test. <b>All materials will be emailed to you prior to the event for download.</b>  Participants in this course will be provided with a certificate of completion for this training which will be needed in order to sit for the Certified Medical Examiner test.</p>
<p><b>7:30 – 8:30 am</b> Cocoa 6</p>	<p><b>Reorganization Board Meeting</b></p>
<p><b>8:30 am – 5 pm</b> Wild Rose B</p>	<p><b>Research Day Presentations</b> Students, Residents and Physicians/Fellows present the latest clinical research abstracts</p>
<p><b>8 – 9 am</b> Magnolia A, B, C, D</p>	<p><b>Multiple Sclerosis (Diagnosis and Management of Current Therapies) <i>Patient Safety</i></b> William Sonnenberg, MD, Titusville <b><i>This session will be streamed live over the internet.</i></b></p> <ul style="list-style-type: none"> <li>Describe advances in the understanding of the pathophysiology, etiology, diagnosis, clinical presentation, and disease course of multiple sclerosis (MS);</li> <li>Review the current clinical management of MS including long-term efficacy and safety of disease-modifying therapies;</li> <li>Discuss new and emerging therapies for MS;</li> <li>Design methods for educating patients on their pharmaceutical regimens that improve adherence and outcomes.</li> </ul>
<p><b>9:15– 10 am</b> Magnolia A, B, C, D</p>	<p><b>Case Studies of Common Behavioral Health Scenarios - <i>Patient Safety</i></b> Matthew B. Wintersteen, Ph.D., Thomas Jefferson University/Jefferson Medical College, Philadelphia, PA <b><i>This session will be streamed live over the internet.</i></b></p> <ul style="list-style-type: none"> <li>Participants will learn about the common presentation of several behavioral health problems in primary care;</li> <li>Participants will develop strategies to talk with patients experiencing behavioral health difficulties;</li> <li>Participants will develop skills on effective referral of patients to behavioral health services and providers.</li> </ul>
<p>Crystal A</p>	<p><b>Transition Youth with Special Needs to Adult Practices – Panel - <i>Patient Safety</i></b> Mary Frebel, RN– Reading Pediatrics Nancy Eckert, RN, B-C – Reading Hospital, Family Medicine Residency Program Linda Brown – Reading Hospital, Family Medicine Residency Program</p> <ul style="list-style-type: none"> <li>Identify key components of the transition process;</li> <li>Discuss the appropriate role of parents and their children as they transition from pediatric to adult practices;</li> <li>Review and update pediatric-to-adult practice transfer plans used in your setting for patients with special health care needs based upon best practices and expert recommendations.</li> </ul>

<p><b>10 – 10:15 am</b> Chocolate Lobby (upper level)</p>	<p><b>Research Day Poster Viewing (CME) and Refreshment Break with Exhibitors</b></p>
<p><b>10:15 – 11:15 am</b> Magnolia A, B, C, D</p>	<p><b>Kidney Disease Prevention - <i>Patient Safety</i></b> Robert Gradzki, MD, Nephrology Associates of Central Pennsylvania, Camp Hill, PA <b><i>This session will be streamed live over the internet.</i></b></p> <ul style="list-style-type: none"> <li>• Increase knowledge of CKD symptoms, as well as risk factors for progression of CKD and how they differentiate from accelerators of CKD;</li> <li>• Increase understanding of diagnostic and treatment guidelines for optimal management of CKD and associated comorbidities and know when to refer;</li> <li>• Appropriately implement pharmacological and nonpharmacological therapies for optimal management of CKD;</li> <li>• Increase ability to support of CKD patients on hemodialysis and peritoneal dialysis.</li> </ul>
<p><b>11:30 am – 12:30 pm</b> Crystal A</p> <p>Magnolia A, B, C, D</p>	<p><b>The Pros and Cons of Robotic Assisted Surgery - <i>Patient Safety</i></b> Gerald J. Harkins, MD, Penn State Milton S. Hershey Medical Center, Hershey, PA Moderated by Drew Keister, MD, Lehigh Valley Physicians Group, Bethlehem, PA</p> <ul style="list-style-type: none"> <li>• Participants will gain a basic understanding of Robotic Assisted Surgery and the potential benefits as well as the controversial issues involved. A moderated Q &amp; A session will follow.</li> </ul> <hr/> <p><b>Worried About Meeting Stage 2 EHR Meaningful Use? Using Preventive Care Coordination to Help You Get There <i>Patient Safety</i></b> Jorge Scheirer, MD, Reading Hospital, Reading, PA <b><i>This session will be streamed live over the internet.</i></b></p> <ul style="list-style-type: none"> <li>• Identify the more challenging objectives of Meaningful Use Stage 2;</li> <li>• Utilize Meaningful Use Stage 2 objectives to facilitate CRC screening strategies</li> <li>• Formulate a strategy to remind patients to get screening for CRC</li> <li>• Design a meaningful clinical summary that can be sent to gastroenterologists at the time of referral for colonoscopy.</li> </ul>
<p><b>12:30 – 1:15 pm</b> Chocolate Lobby (upper level)</p>	<p><b>Lunch with Exhibitors</b></p>
<p><b>1:30 – 2:30 pm</b></p> <p>Magnolia A, B, C, D</p> <p>Crystal A</p>	<p><b>Update on New Anticoagulants (Apixaban, Dabigatran and Rivaroxaban) <i>Patient Safety</i></b> Daniel B. DiCola, MD and Paul Ament, Pharm.D Excelsa Heath, Latrobe, PA <b><i>This session will be streamed live over the internet.</i></b></p> <ul style="list-style-type: none"> <li>• Compare and contrast the pharmacological properties of the new oral anticoagulants;</li> <li>• Review the treatment guidelines for the clinical use of the new oral anticoagulants;</li> <li>• Discuss the key clinical trials allowing the FDA approval of the new oral anticoagulants.</li> </ul> <hr/> <p><b>Abnormal Uterine Bleeding</b> Nguyet-Cam Vu Lam, MD, FAAFP, Center Valley, PA</p> <ul style="list-style-type: none"> <li>• Define normal and abnormal patterns of uterine bleeding;</li> <li>• Review the physiology of the menstrual cycle and discuss etiologies of abnormal bleeding;</li> <li>• Discuss strategies for working up abnormal uterine bleeding and treatment regimens.</li> </ul>
<p><b>2:45 – 3 pm</b> Chocolate Lobby</p>	<p><b>Research Day Poster Viewing (CME) and Exhibitor Refreshment Break</b></p>

<p><b>3 – 4:30 pm</b> Crystal A</p>	<p><b>Round Table Discussions and Case Studies: Hip, Pelvis, Shoulder and Anterior Knee</b> Peter H. Seidenberg, MD, FAAFP, FACS and Michael Pitzer, MD, Penn State Sports Medicine, State College, PA</p> <p>This session will include a hands-on component and discussion/decision making of case studies.</p>
<p><b>3 – 4:30 pm</b> Magnolia A, B, C, D</p>	<p><b>“How Do You Sleep in That Thing?” A Guide to Working With Patients with Disabilities <i>Patient Safety</i></b> Sweety Jain, MD, Lehigh Valley Health Network, Bethlehem, PA Alex Gardner, BA, Lehigh Valley Health PDAT Trainer Trieste Kennedy, M.Ed., Lehigh Valley Health PDAT Trainer</p> <ul style="list-style-type: none"> <li>• Know common issues that people with disabilities face in the healthcare system;</li> <li>• Describe common support systems available to individuals with disabilities;</li> <li>• Know how to communicate with and about people with disabilities by understand appropriate terms;</li> <li>• Learn how patients with disabilities can help train your office staff in patient-centered approaches to care.</li> </ul>
<p><b>4:40 – 5:25 pm</b> Magnolia A, B, C, D</p>	<p><b>Update on the Diagnosis and Treatment of Venous Thromboembolism</b> Daniel B. DiCola, MD and Paul Ament, Pharm.D Excelsa Heath, Latrobe, PA</p> <p><b><i>This session will be streamed live over the internet.</i></b></p> <ul style="list-style-type: none"> <li>• Identify the current laboratory markers and diagnostic testing to diagnose Pulmonary Embolism and Deep Venous Thromboembolism;</li> <li>• Review Treatment Guidelines for the Pharmacological Management of acute Venous Thromboembolism;</li> <li>• Compare and contrast the Pharmacological agents used in the Management of acute Venous Thromboembolism.</li> </ul>
<p><b>4:40 – 5:25 pm</b> Crystal A</p>	<p><b>Information Mastery Open Workshop with Drew Keister, MD, Lehigh Valley Physicians Group, Bethlehem, PA</b> <b><i>Patient Safety</i></b> <b><i>Come find answers to your clinical questions (bring your laptop or tablet for onsite access to DynaMed).</i></b></p> <ul style="list-style-type: none"> <li>• Discover an answer to a clinical question that arises from their clinical practice;</li> <li>• Identify the key components of an answerable clinical question;</li> <li>• Discuss the pros and cons of various internet resources that provide answers to clinical questions.</li> </ul>
<p><b>5:00 – 5:15 pm</b> Chocolate Lobby</p>	<p><b>Research Day Awards</b></p>
<p><b>5:15 – 6:30 pm</b> Chocolate Lobby</p>	<p><b>CONFERENCE RECEPTION featuring wine/chocolate and food pairings, hors d’oeuvres and other refreshments!</b> <b>Come join in the fun and unwind with friends and colleagues after a full day of CME.</b></p>
<p><b>SUNDAY, MARCH 9</b></p>	
<p><b>7:30 am</b> Confection Foyer</p>	<p><b>Light Breakfast available</b></p>
<p><b>8 - 9 am</b> Magnolia A, B, C, D</p>	<p><b>Update on Hyperlipidemia Guidelines <i>Patient Safety</i></b> Drew Keister, MD, Lehigh Valley Health System</p> <ul style="list-style-type: none"> <li>• Discuss the team involved in creating the ACC/AHA guidelines on the treatment of blood cholesterol to reduce atherosclerotic cardiovascular risk in adults and the context for their recommendations;</li> <li>• Discuss the evidence base behind the ACA/AHA recommendations that are most relevant to family physicians;</li> <li>• Participate in large group case review that highlight the important changes recommended by the ACA/AHA guidelines.</li> </ul>
<p><b>9:15 – 10:15 am</b> Magnolia A, B, C, D</p>	<p><b>Managing COPD at End-Of-Life</b> William Sonnenberg, MD, Titusville</p> <ul style="list-style-type: none"> <li>• Make a plan for self-care for the COPD patient at the end of life;</li> </ul>

	<ul style="list-style-type: none"> <li>• Be aware of the varying modalities that can help treat end of life symptoms in the COPD patient;</li> <li>• Know how to assess where a patient is on the disease progression time line to help them develop and individual end of life plan regarding care, ventilators, ICU, hospital admissions or referral to Hospice.</li> </ul>
<b>10:15 – 10:30 am</b> Confection Lobby	Check-out Break
10:30 am – 12:00 pm Magnolia A, B, C, D	<p><b>Evidence-based Plan to Prevent and Reverse Cardiovascular Events with Lifestyle Therapies</b> <i>Patient Safety</i></p> <p>Steven Masley, MD, Heart Tune-Up, St. Petersburg, FL</p> <ul style="list-style-type: none"> <li>• Illustrate arterial plaque growth, plaque rupture, and how platelet aggregation leads to CVD events;</li> <li>• Review cutting-edge data being submitted for publication that will highlight emerging lifestyle factors that predict arterial age and plaque burden, plus identify which lifestyle factors predict both arterial plaque growth and plaque regression;</li> <li>• Discuss dietary and exercise therapies that have been shown in clinical outcome trials to prevent cardiovascular disease events;</li> <li>• Clarify what supplements can and can't do in decreasing cardiovascular events.</li> </ul>
12:00 pm	<b>Closing remarks and cash drawing (must be present to win)</b>

**This Live activity, Hershey CME Conference, with a beginning date of 03/07/2014, has been reviewed and is acceptable for up to 18 Prescribed credit(s) by the American Academy of Family Physicians. Physicians should claim only the credit commensurate with the extent of their participation in the activity.**