



PENNSYLVANIA ACADEMY OF FAMILY PHYSICIANS

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Family physicians take over Hershey!

Pandemic simulation, medical research at education conference

(HARRISBURG, PA.) Family physicians from all across the state are taking over Hershey! On March 9 through 11, physicians will convene at the Pennsylvania Academy of Family Physicians' [Hershey Escape](#) education conference. Physicians will put their research to the test as they compete for prizes and rely on their skills and training as they "defeat" a pandemic – all in the spirit of education, collaboration and innovation. Two events in particular may be of special interest to local news viewership and readership:

Family physicians will be spending part of their Friday, March 9, in the [LionReach Mobile Training Center](#) at the Hotel Hershey. Beginning at 8 a.m. and lasting for one hour, about 60 physicians will engage in a real-time, computer-based pandemic flu simulation within the 53-foot, state-of-the-art classroom on wheels. Part video game, part learning tool, the training has two purposes: To increase physicians' awareness during large-scale events, and to identify what plans and policies are necessary if such a catastrophe was to unfold in real life. Bring your cameras into the pandemic pandemonium! This is a great kicker for news broadcasts and an excellent feature for a newspaper health section.

At the Hotel Hershey on Saturday, March 10, physicians, residents and medical school students will compete against each other for cash and rewards on [Research Day](#). Participants present research and projects – similar to a high school science fair – and enjoy speeches and various workshops between 8 a.m. and 5:30 p.m. Research Day began in 1989 and has become a key place for students, residents and family physicians to present their research to peer audience. Research Day is an excellent opportunity to see firsthand the future of primary care – innovations that will forever affect for the better how patients are treated in America.

The Pennsylvania Academy of Family Physicians and its Foundation supports its members (including nearly 80 percent of Pennsylvania family physicians) through advocacy and education to ensure a patient-centered medical home for every Pennsylvanian. The Academy and its Foundation are the leading influential resource among family physicians and physicians in training in Pennsylvania; the primary voice on health care issues with state legislative and administrative branches of government, media and professional health organizations; and the leader on health care issues in the community.

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