



33rd Annual Eastern Shore Medical Symposium

Monday-Friday, June 21-25, 2010

Rehoboth Beach, Delaware

Sponsored by Jefferson Medical College
and the University of Delaware,
with promotional assistance provided by
the Medical Society of Delaware



33rd Annual Eastern Shore Medical Symposium

June 21 - 25, 2010

The Eastern Shore Medical Symposium combines quality education with a great location. If you are a primary care physician, family practitioner, advanced practice nurse, or other health-care professional, take advantage of this comprehensive update on relevant medical topics in a relaxed, collegial atmosphere. This year's program focuses on important topics like cancer screening, chronic pain, sleep disorders, congestive heart failure, injection techniques, and osteoporosis.

Rehoboth Beach offers the ideal location for this conference. Whether you are traveling alone or with your family, attractions abound. Beach and boardwalk provide opportunities for relaxation and fun, with shopping, historical sites, and nature preserves nearby. Restaurants range from casual and family-friendly, to upscale and elegant. Rehoboth Beach is less than a three-hour drive from Baltimore, Washington, D.C., or Philadelphia.

Excellent programs and faculty; great beach location!

SPECIAL FEATURES

- Outstanding, expert, accessible faculty
- Relaxed, informal learning environment
- Small group workshops to promote interaction and individual attention
- Family Banquet Dinner
- Attractive beach resort location
- Access to information about new products and equipment

TARGET AUDIENCE

Primary Care Physicians
 Family Practitioners
 Pediatricians
 General Practitioners
 Internists
 Advanced Practice Nurses
 Physician Assistants
 Professional Nurses

Wednesday, June 23

Family Banquet Dinner and DJ Entertainment

5:30 p.m. to 8:00 p.m.

Rehoboth Beach Convention Center
 229 Rehoboth Ave., Rehoboth Beach

Banquet Tickets

- All banquet tickets must be individually ordered, **including the banquet ticket for the symposium attendee**, and purchased on the conference registration form (no tickets are included in the conference fee)
- \$25 per person (ages sixteen and up)
- \$10 per person (ages eight to fifteen)
- Children ages seven and under are free

Space is limited for this event, and additional tickets will not be available for sale at the conference. For more information, including the banquet menu, please visit www.pcs.udel.edu/esms/.

PROGRAM OBJECTIVES

The purpose of the Eastern Shore Medical Symposium is to provide a comprehensive review of pertinent topics in primary care medicine. By discussing both the evidence behind each selected topic and practical approaches for incorporating new information and processes into their practices, we strive to assist participants in continually improving the patient care they provide. At the end of this activity, participants should be able to:

- Critique new approaches for screening, diagnosis, and management of clinical issues frequently seen by the family practitioner and primary care physician including type 2 diabetes, congestive heart failure, anemia, and osteoporosis.
- Identify and discuss appropriate strategies for addressing current issues facing the family practitioner and primary care physician, including end of life and advance directives, triage of skin lesions, and treating adult survivors of pediatric and young adult cancer.
- Identify and implement into practice the latest recommendations and updates in gastroenterology, urology, infectious diseases, gynecology, and pulmonology.
- Analyze the current recommendations for cancer screening, managing chronic non-malignant pain, and adult immunizations.
- Review and apply appropriate primary care management and follow up of patients being treated for sleep disorders, recto-sigmoid diseases, anticoagulation therapy, pediatric illnesses, movement disorders, and sports related injuries.
- Identify and discuss current radiological modalities and pharmacology options in the primary care setting.
- Assess their individual practices in light of the information and discussions during the course, and identify specific strategies to implement as part of a continuing improvement process for their practices.

CREDIT

This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of Jefferson Medical College and the University of Delaware. Jefferson Medical College of Thomas Jefferson University is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Jefferson Medical College designates this educational activity for a maximum of 23.25 *AMA PRA Category 1 Credits*.[™] Physicians should only claim credits commensurate with the extent of their participation in the activity. Physicians can earn 5 additional credits by participating in a Post-Conference Performance Improvement Survey.

AAPA accepts Category 1 credit for AOAC-CME, prescribed credit from AAFP, and AMA Category 1 CME credit for the PRA from organizations accredited by the ACCME.

Application for CME credit has been filed with the American Academy of Family Physicians. **Determination of credit is pending.** For additional information, call the Office of CME, Jefferson Medical College at 215/955-6992.

Application has been made for AOA credit in Category 2-A of the Continuing Medical Education Program of the American Osteopathic Association. **Determination of credit is pending.**

Promotional assistance by the Medical Society of Delaware in no way implies endorsement of any product or service.

CME Transcripts: Please note that CME transcripts will be available electronically. Please provide the last four digits of your social security number on the registration form. This will be considered your WebID and will allow you to access your CME transcript online after the course. Instructions to retrieve your certificate will be provided at the conference.

PROGRAM SCHEDULE

For more information about our speakers, visit www.pcs.udel.edu/esms/.

Sunday, June 20

4:00 p.m. - 6:00 p.m. • Registration
Rehoboth Beach Convention Center

Pick up your conference materials and other information for the week.

Monday, June 21

6:30 a.m. • Continental Breakfast

7:00 a.m. • Registration

7:55 a.m. • Welcome

8:00 a.m. – 8:50 a.m.

G. I. Update 2010

Anthony J. DiMarino Jr., MD
Jefferson Medical College

8:50 a.m. – 9:40 a.m.

Update on Cardiac Care and Health Outcomes for Women

Ana Núñez, MD
Drexel University, College of Medicine

9:40 a.m. – 10:00 a.m. • Break

10:00 a.m. – 10:50 a.m.

Cancer Screening 2010

Richard C. Wender, MD
Jefferson Medical College

10:50 a.m. – 11:40 a.m.

Doctors' Unspoken Emotions: Shame, Humiliation, Guilt, and Embarrassment

Aaron Lazare, MD
University of Massachusetts Medical School

11:40 a.m. – 12:30 p.m.

Primary Care Management of Recto-Sigmoid Diseases

Scott D. Goldstein, MD
Jefferson Medical College

12:30 p.m. – 12:45 p.m. • Evaluation

Tuesday, June 22

6:30 a.m. • Continental Breakfast

7:00 a.m. – 8:00 a.m.

WORKSHOPS – Limited to 25 participants per session. Mark your choice on the registration form.

Technology in Medicine Update

Marc I. Harwood, MD
Jefferson Medical College

Gynecology Update 2010

Lara C. Weinstein, MD
Jefferson Medical College

Renal Cases

James F. Burke Jr., MD
Jefferson Medical College

8:00 a.m. – 8:50 a.m.

Sleep Disorders in Primary Care

Karl Dogramji, MD
Jefferson Medical College

8:50 a.m. – 9:40 a.m.

Movement Disorders 101 for the Family Practitioner

Tsao-Wei Liang, MD
Jefferson Medical College

9:40 a.m. – 10:00 a.m. • Break

10:00 a.m. – 10:50 a.m.

Three Common Questions in Infectious Disease

Robert L. Perkel, MD
Jefferson Medical College

10:50 a.m. – 11:40 a.m.

Sports Medicine Potpourri 2010

Marc I. Harwood, MD
Jefferson Medical College

11:40 a.m. – 12:30 p.m.

Diabetes Prevention and Screening

Richard C. Wender, MD
Jefferson Medical College

12:30 p.m. – 12:45 p.m. • Evaluation

Wednesday, June 23

6:30 a.m. • Continental Breakfast

7:00 a.m. – 8:00 a.m.

WORKSHOPS – Limited to 25 participants per session. Mark your choice on the registration form.

Pediatric Cases

Charles A. Pohl, MD
Jefferson Medical College

Office-based Injection Techniques

Rajwinder S. Deu, MD
Jefferson Medical College

EKG Readings

Geoffrey D. Mills, MD, PhD
Jefferson Medical College

8:00 a.m. – 8:50 a.m.

Congestive Heart Failure

Sharon Rubin, MD
Jefferson Medical College

8:50 a.m. – 9:40 a.m.

Managing Chronic, Non-Malignant Pain

William C. Becker, MD
Yale University School of Medicine

9:40 a.m. – 10:00 a.m. • Break

10:00 a.m. – 10:50 a.m.

Risk-based Health Care of Adult Survivors of Pediatric and Young Adult Cancer

Kevin Oeffinger, MD
Memorial Sloan-Kettering Cancer Center

10:50 a.m. – 11:40 a.m.

Triage of Skin Lesions

Martin A. Weinstock, MD, PhD
Brown Medical School

11:40 a.m. – 12:30 p.m.

Pearls in Adult Immunization

Marc J. Altshuler, MD
Jefferson Medical College

12:30 p.m. – 12:45 p.m. • Evaluation

5:30 p.m. – 8:00 p.m. • Family Banquet and Musical Entertainment

Thursday, June 24

7:30 a.m. • Continental Breakfast

8:00 a.m. – 8:50 a.m.

Review of Radiological Modalities and Indications

Christopher Merritt, MD
Jefferson Medical College

8:50 a.m. – 9:40 a.m.

Osteoporosis

Susan M. Parks, MD
Jefferson Medical College

9:40 a.m. – 10:00 a.m. • Break

10:00 a.m. – 10:50 a.m.

Anemia Update 2010

Ronald Rubin, MD
Temple University, School of Medicine

10:50 a.m. – 11:40 a.m.

The Patient with Cardiac Disease Who is to Undergo Non-Cardiac Surgery: How May Risk Be Reduced

Geno J. Merli, MD
Jefferson Medical College

Howard Weitz, MD
Jefferson Medical College

11:40 a.m. – 12:30 p.m.

Pearls in Perioperative Care

Geno J. Merli, MD
Jefferson Medical College

Howard Weitz, MD
Jefferson Medical College

12:30 p.m. – 12:45 p.m. • Evaluation

Friday, June 25

7:30 a.m. • Continental Breakfast

8:00 a.m. – 8:50 a.m.

Approach to Dizziness in Primary Care

Michael Teixido, MD
Christiana Care Health Services

8:50 a.m. – 9:40 a.m.

End of Life: The Truth about Advance Directives

Susan M. Parks, MD
Jefferson Medical College

Robert L. Perkel, MD
Jefferson Medical College

9:40 a.m. – 10:00 a.m. • Break

10:00 a.m. – 10:50 a.m.

Urology Update

Leonard G. Gomella, MD, FACS
Jefferson Medical College

10:50 a.m. – 11:40 a.m.

Asthma Update 2010

Robert S. Fawcett, MD, MS
York Hospital

11:40 a.m. – 12:30 p.m.

Pharmaceutical Update 2010: New Drugs A – Z

Cynthia Cheng, MD, PhD
Jefferson Medical College

12:30 p.m. – 12:45 p.m. • Evaluation

All faculty participating in continuing medical education activities sponsored by Jefferson Medical College are expected to disclose to the activity audience any real or apparent conflict(s) of interest related to the content of their presentation(s).

Full disclosure of faculty relationships will be made at the activity.

GENERAL INFORMATION

Accommodations

Visit www.pcs.udel.edu/esms/ for hotel information.

Location

Rehoboth Beach Convention Center
229 Rehoboth Avenue
Rehoboth Beach, Delaware 19971

Costs

Please see registration form at right for costs. The registration fee includes all course materials, certificates of attendance, and daily continental breakfast. Banquet tickets are sold separately: \$25 per person ages sixteen and up, \$10 per person ages eight to fifteen. Children ages seven and under are free. The banquet fee includes dinner and family musical entertainment. Participants assume responsibility for living accommodations and all other meals.

Registration

By Internet – If you are paying with a credit card, please visit www.pcs.udel.edu/esms/.

By fax – Paying by credit card, purchase order, or government voucher? Fax form on inside back cover to 302/831-0701. (Sorry, fax cannot be used when paying by check.)

By phone – Have your credit card and course information ready; call 302/831-1171, 8:30 a.m. – 5:00 p.m. weekdays. (Sorry, phone cannot be used when paying by check.)

By mail – Please see form on inside back cover. You can also access the registration form and brochure information at www.pcs.udel.edu/esms/.

Refund Policy

A full refund will be given for written cancellation received before June 14, 2010. No refunds will be given after this date. The University of Delaware is not responsible for any cancellation or change fees assessed by airlines or travel agencies.

For More Information

About the Conference Facilities – Contact Ruth Hurst or Lisa Malbone, University of Delaware, 203 John M. Clayton Hall, Newark, DE 19716-7410; telephone 302/831-3474; or e-mail rhurst@udel.edu or lmalbone@udel.edu.

About Continuing Medical Education – For additional continuing medical education activities sponsored by Jefferson Medical College of Thomas Jefferson University, please visit <http://jeffline.tju.edu/jeffcme/>.

EASTERN SHORE MEDICAL SYMPOSIUM

REGISTRATION FORM

Registration No. 1106100

June 21 - 25, 2010

Return to: EASTERN SHORE MEDICAL SYMPOSIUM
 University of Delaware, Division of Professional and Continuing Studies
 203 John M. Clayton Hall, Newark, DE 19716-7410
 Attn: Registrar
 Phone: 302/831-1171, Fax 302/831-0701

Mr. Ms. Dr.

Name _____ Degree _____

Web ID—Please provide the last four (4) digits of your SSN as your WebID.

This will allow you to access your CME transcript at any time after the course.

E-mail address _____

Specialty _____

Business address _____

City _____ State _____ Zip _____

Home address _____

City _____ State _____ Zip _____

Telephone (home) _____ (business) _____

Years in practice _____ If Jefferson graduate, year graduated _____

Banquet Tickets (fees listed below)

Space is limited! For our planning efforts, please indicate number attending event, including the symposium attendee:

June 23: Banquet dinner (number of persons, ages sixteen and up _____, ages eight to fifteen _____, ages seven and under _____) (013)

I would like to register for the following workshops:

Tuesday, June 22, 7:00-8:00 a.m.

- Technology in Medicine Update (006)
 Gynecology Update 2010 (007)
 Renal Cases (008)

Wednesday, June 23, 7:00-8:00 a.m.

- Pediatric Cases (009)
 Office-based Injection Techniques (010)
 EKG Readings (011)

Symposium Registration Fee—Full payment is due with registration.

- | | |
|----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|
| \$660 Physicians and faculty (001) | \$405 Resident (letter from program director must be included) (005) |
| \$620 Retired physicians (002) | \$25 Each family banquet dinner ticket (ages sixteen and up) (012) |
| \$560 Previous participant bringing a first-time participant (first-time participant's name _____) (003) | \$10 Each family banquet dinner ticket (ages eight to fifteen) (014) |
| \$560 Nurses (professional, practitioner, case manager) and physician assistants (004) | |

Enclosed is my check for \$ _____ made payable to the University of Delaware

Please charge \$ _____ to my Visa MasterCard Discover American Express

Card No. _____

Exp. Date _____ Security code (on back of card) _____

Authorized Signature _____

Registration is limited, and honored in the order of the date received.

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University of Delaware, PCS
203 John M. Clayton Hall
Newark, DE 19716-7410

Nonprofit Org.
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Delaware

*Excellent
programs
and faculty;
great beach
location!*

To the extent permitted by applicable State and Federal laws, the University of Delaware is committed to assuring equal opportunity to all persons and does not discriminate on the basis of race, creed, color, sex, age, religion, national origin, veteran or handicapped status, or gender identity and expression, or sexual orientation in its educational programs, activities, admissions, or employment practices as required by Title IX of the Educational Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964, and other applicable statutes. The University of Delaware has designated Karen Mancini, Director of the Office of Disabilities Support Services, as its ADA/Section 504 Coordinator under Federal law. Inquiries concerning Americans with Disabilities Act compliance, Section 504 compliance, campus accessibility, and related issues should be referred to Karen Mancini (302-831-4643) in the Office of Disabilities Support Services. Inquiries concerning Title VII and Title IX compliance and related issues should be referred to the Director of the Office of Equity and Inclusion, Becki Fogerty (302-831-8063). CEP 5119 3/10 Printed on recycled paper.



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