

# REGISTRATION FORM #4203; ame-colo

Update in Colon and Rectal Disease:  
Applications for Primary Care  
April 30, 2010

Please complete steps 1-4 below in BLOCK letters.

## Step 1: Participant Information

First Name \_\_\_\_\_ M.I. \_\_\_\_\_

Last Name \_\_\_\_\_

Professional Degree:

MD  DO  PA  NP  APNP  Other \_\_\_\_\_

Company Name \_\_\_\_\_

Department Name or Mail Code \_\_\_\_\_

Work Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

*(Where you can be reached from 9:00 a.m.-5:00 p.m.)*

FAX \_\_\_\_\_

E-mail Address \_\_\_\_\_

## Step 2: Confirmation

Work Address (as provided in Step 1) ~or~

Home Address - please complete the following:

Home Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

## Step 3: Registration Fee (Check One)

\$200 Physicians  \$125 Others

**Payment Method (check one):**

P.O. or check enclosed (payable to University of Wisconsin)

Please bill my company

Credit Card:  MasterCard  VISA  American Express

Card Holder's Name \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

## Step 4: Send Your Registration Form To:

Kathy Kneebone, The Pyle Center, 702 Langdon Street, Madison  
WI 53706 or FAX (800) 741-7416 (in Madison FAX 265-3163).

The University of Wisconsin provides equal opportunities in employment and programming, including Title IX requirements. The University of Wisconsin School of Medicine and Public Health fully complies with the legal requirements of the ADA and the rules and regulations thereof. If any participant in this educational activity is in need of accommodations, please notify Sarah Pavao at (608) 263-2521.

# GENERAL INFORMATION

## Date and Location

APRIL 30, 2010

## MADISON CONCOURSE HOTEL

1 West Dayton Street • Madison, Wisconsin 53703  
Phone: (608) 257-6000 / (800) 356-8293

## Conference Fee

The conference fee covers the cost of tuition, materials, breaks, and lunch. This includes a nonrefundable registration fee of \$50. If registration is canceled up to 72 hours prior to the course, all but \$50 of the fee will be refunded. No refunds will be made after that time. All registrations will be confirmed in writing. If you do not receive a written confirmation call (608) 262-1397.

## Room Reservations

A block of rooms has been reserved at the Madison Concourse Hotel, telephone (800) 356-8293. The room rate of \$129 will be available until April 1, 2010. Please mention that you are attending the Colon and Rectal Surgery Course in order to receive this discounted rate.

## Parking

Parking is available on site for \$7 per day, but availability may be limited. Additional parking is available at a public parking ramp directly across the street from the Concourse Hotel.

## Directions

For detailed driving directions from your origination, please visit the Madison Concourse Hotel Web site. The hotel is located a short distance from the Dane County Regional Airport (MSN) and complimentary airport shuttle service is available.

## Four Easy Ways to Register!

**Online:** [www.ocpd.wisc.edu](http://www.ocpd.wisc.edu)

**By Mail:** Return your completed registration form and payment to Kathy Kneebone, The Pyle Center, 702 Langdon Street, Madison WI 53706

**By Phone:** (608) 262-1397. Please call and give your billing information or pay by MasterCard, VISA or American Express

**By FAX:** (800) 741-7416 (in Madison FAX 265-3163)

## Confirmations and Cancelations

All registrations are confirmed in writing. If a confirmation is not received, please call (608) 262-1397. To cancel your registration, call (608) 262-1397.

University of Wisconsin  
School of Medicine and Public Health  
Department of Surgery  
H4/738 Clinical Science Center  
600 Highland Avenue  
Madison, WI 53792-7375

# 2ND ANNUAL UW Colorectal Surgery UPDATE IN COLON AND RECTAL DISEASE: Applications for Primary Care THE MADISON CONCOURSE HOTEL MADISON, WISCONSIN

April 30  
2010

SPONSORED BY  
University of Wisconsin  
School of Medicine and Public Health  
Department of Surgery  
Section of Colon and Rectal Surgery and  
Office of Continuing Professional  
Development in Medicine and Public Health

[www.surgery.wisc.edu](http://www.surgery.wisc.edu)

## LEARNING OBJECTIVES

The overall goal of this one day symposium is to improve the competency and practice of primary care physicians and other health care professionals in the identification, diagnosis and treatment of selected colon and rectal surgery topics. Special emphasis is given to anorectal diseases, diverticular disease, fecal incontinence and colorectal cancer screening in order to improve patient outcomes.

As a result of this educational activity, participants will be able to:

1. Review the anorectal physical exam and use current diagnostic and treatment approaches for anal fissure and hemorrhoids to assure proficiency in identifying these disease processes.
2. Identify and understand the various types of and treatment options for anorectal abscess and fistulae to provide the appropriate treatment.
3. Describe the etiology and provide the correct management of pilonidal disease.
4. Be aware of the work-up and treatment options for fecal incontinence and be able to determine the best option for the patient.
5. Learn the diagnostic and treatment strategies for irritable bowel syndrome (IBS) and be able to implement these into a treatment plan.
6. Provide proper stoma care.
7. Understand the basis for conservative management and determine when to consider surgical referral for recurrent diverticular disease.
8. Diagnose and manage *C. difficile* colitis.
9. Appreciate the current medical trends as well as current surgical approaches for inflammatory bowel disease. Consider and appropriately include these in the development of treatment plans.
10. Apply the diagnostic criteria and recommended evaluation/treatment for the patient with familial colorectal cancer.
11. Apply the current screening guidelines and options for colorectal cancer.
12. Understand the current surgical options for colorectal cancer and apply the appropriate post-treatment follow-up.

## INTENDED AUDIENCE AND SCOPE OF PRACTICE

This CME activity is designed for primary care physicians, gastroenterologists and other health care professionals who see patients needing treatment for diseases involving the colon, rectum and anus.

## ELEMENTS OF COMPETENCE

This activity addresses the following competencies embraced by the American Board of Medical Specialties: Medical Knowledge and Patient Care.

## ACCREDITATION STATEMENT

The University of Wisconsin School of Medicine and Public Health is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

## CREDIT DESIGNATION STATEMENT

The University of Wisconsin School of Medicine and Public Health designates this educational activity for a maximum of 7.0 *AMA PRA Category 1 Credits*™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

## CONTINUING EDUCATION UNITS

The University of Wisconsin-Madison, as a member of the University Continuing Education Association (UCEA), authorizes this program for .70 continuing education units (CEUs) or 7.0 hours.

## POLICY ON FACULTY AND SPONSOR DISCLOSURE

It is the policy of the University of Wisconsin School of Medicine and Public Health that the faculty, authors, planners, and other persons who may influence content of this CME activity disclose all relevant financial relationships with commercial interests in order to allow CME staff to identify and resolve any potential conflicts of interest. Faculty must also disclose any planned discussion of unlabeled/unapproved uses of drugs or devices during their presentation(s). Detailed disclosures will be made in the activity materials.

## FOR FURTHER INFORMATION PLEASE CONTACT:

### Barbara Rowin

Office of Continuing Professional Development  
(608) 240-6002  
E-mail: [bjrowin@ocpd.wisc.edu](mailto:bjrowin@ocpd.wisc.edu)

### Sarah Pavao or Katy Oksuita

University of Wisconsin Department of Surgery  
(608) 263-2521  
E-mail: [baker@surgery.wisc.edu](mailto:baker@surgery.wisc.edu)

### Emily Blomberg

University of Wisconsin Department of Surgery  
(608) 263-7697  
E-mail: [blomberg@surgery.wisc.edu](mailto:blomberg@surgery.wisc.edu)

2ND ANNUAL



# UW Colorectal Surgery UPDATE IN COLON AND RECTAL DISEASE: Applications for Primary Care

THE MADISON CONCOURSE HOTEL • CAPITOL BALLROOM

## FACULTY

### University of Wisconsin School of Medicine and Public Health

Eugene 'Chip' Foley, MD  
*Professor, Section of Colon and Rectal Surgery*

Terrence Frick, MD  
*Associate Professor, Section of Gastroenterology and Hepatology*

Bruce Harms, MD  
*Professor, Section of Colon and Rectal Surgery*

Charles Heise, MD  
*Associate Professor, Section of Colon and Rectal Surgery*

Gregory Kennedy, MD, PhD  
*Assistant Professor, Section of Colon and Rectal Surgery*

Noelle LoConte, MD  
*Assistant Professor, Section of Hematology-Oncology*

Patrick Pfau, MD  
*Associate Professor, Section of Gastroenterology and Hepatology*

Sumona Saha, MD  
*Assistant Professor, Section of Gastroenterology and Hepatology*

Vera 'Lynette' Scott, RN, COCN  
*Ostomy Care Coordinator, Nursing-Practice Innovations*

Arnold Wald, MD  
*Professor, Section of Gastroenterology and Hepatology*

Jennifer Weiss, MD  
*Clinical Instructor, Section of Gastroenterology and Hepatology*

## PROGRAM

### Welcome

- 7:30-8:00 Registration and Breakfast  
8:00 Welcome and Overview

### Anorectal

*Moderator: Charles Heise, MD*

- 8:10 The Physical Exam (Charles Heise, MD)  
8:20 Anal Fissure (Gregory Kennedy, MD, PhD)

- 8:35 Hemorrhoids (Bruce Harms, MD)  
8:50 Abscess/Fistula (Eugene 'Chip' Foley, MD)  
9:05 Pilonidal Disease (Bruce Harms, MD)  
9:20 Panel Discussion and Cases  
9:50 Break

### Benign Colon I

*Moderator: Eugene 'Chip' Foley, MD*

- 10:10 Fecal Incontinence (Charles Heise, MD)  
10:30 Constipation (Arnold Wald, MD)  
10:50 Irritable Bowel Syndrome (IBS)  
(Terrence Frick, MD)  
11:10 Care of the Stoma  
(Lynette Scott, RN, WOCN)  
11:30 Panel Discussion and Cases  
12:00 Lunch

### Benign Colon II

*Moderator: Gregory Kennedy, MD, PhD*

- 1:15 Diverticular Disease 2010  
(Charles Heise, MD)  
1:35 *C. difficile* Colitis (Eugene 'Chip' Foley, MD)  
1:55 Care of the IBD Patient (Sumona Saha, MD)  
2:15 Surgery for IBD: What You Should Know  
(Bruce Harms, MD)  
2:35 Panel Discussion and Cases  
3:05 Break

### Malignant Colon

*Moderator: Bruce Harms, MD*

- 3:25 Screening for Colorectal Cancer  
(Patrick Pfau, MD)  
3:45 Familial Colorectal Cancer  
(Jennifer Weiss, MD)  
4:05 Colorectal Cancer Follow-Up  
(Noelle LoConte, MD)  
4:25 Colorectal Cancer Surgery Highlights  
(Gregory Kennedy, MD, PhD)  
4:45 Final Comments and Adjourn