

Wednesday, April 30

AM

- 7:00 Registration, Breakfast
- 7:55 **Welcome**
Richard L. Page, MD
- 8:00 **Colorectal Cancer Screening: The Bottom Line**
Jennifer M. Weiss, MD, MS
- 8:30 **What's New in Type 2: Getting Your Patients to Goal**
Melissa Meredith, MD
- 9:00 **Venous Thromboembolism: How Long to Treat?**
Eliot C. Williams, MD, PhD

- 3:15 Refreshment Break
- 3:30 **Chronic Stable CHF in the Clinic**
Peter S. Rahko, MD
- 4:00 **Cramps, Claudication, and Cholesterol: Peripheral Vascular Disease for the Internist**
Peter J. Mason, MD, MPH
- 4:30 **Cholesterol and Controversy: Managing Dyslipidemia in 2014**
Patrick E. McBride, MD, MPH
- 5:00 **Question and Answer Period**
- 5:30 Adjourn

Thursday, May 1

AM

- 7:00 Registration, Breakfast
- 7:55 **Welcome**
Norman M. Jensen, MD, MS
- 10:15 **Avoiding Burnout: Recovering the Joy of Medical Practice**
Norman M. Jensen, MD, MS
- 10:45 **What's New in the Treatment of Obesity: Emerging Technologies and New Data**
Jacob A. Greenberg, MD, EdM
- 11:15 **Redesigning Primary Care: Partnering with Patients to Improve Health 2008-2013**
Elizabeth R. Trowbridge, MD
- 11:45 **Question and Answer Period**

- 7:00 Registration, Breakfast
- 7:55 **Welcome**
- 8:00 **Greetings from the Great Outdoors: Tick Borne Infections in Wisconsin**
Gregory M. Gauthier, MD, MS
- 8:30 **Prevention is the Best Medicine - 2014 Update on Adult Immunizations**
Andrew W. Urban, MD
- 9:00 **Fecal Bacteriotherapy: A New Standard for Treatment of Recurrent C. difficile?**
Nasia Safdar, MD, PhD

PM

- 12:15 Lunch
- 1:15 **Dermatologic Doppelgangers: Common Mimickers of Skin Cancer**
William D. Aughenbaugh, MD
- 1:45 **SPN, GGO, NSN, PLCO, and NLST Alphabet Soup of Lung Nodules**
J. Scott Ferguson, MD
- 2:15 **How to Keep Your COPD Patient Out of the ER: Current Approach to Preventing and Treating Acute Exacerbation of COPD**
Mark S. Regan, MD
- 2:45 **Question and Answer Period**

- 9:30 **Question and Answer Period**
- 10:00 Refreshment Break
- 10:15 **Psych 101 for the Internist: Adult ADD**
Heather C. Huang, MD
- 10:45 **Caring for the Seriously Ill: What Every Healthcare Provider Needs to Know About Palliative Care**
Toby C. Campbell, MD
- 11:15 **Fighting Fractures: Recent Developments in Osteoporosis Management**
Karen E. Hansen, MD, MS
- 11:45 **Question and Answer Period**

Thursday, May 1

PM

- 12:15 Lunch
- 1:15 **"Wait, You Put the Poop Where!?!"; Internal Medicine Greatest Hits 2013-2014: Studies That Will Change Your Practice**
Jeremy P. Smith, MD
- 1:45 **New Guidelines for the Management of Atrial Fibrillation**
Craig T. January, MD, PhD
- 2:15 **Quit Buggin' Me Now! A Rational Approach to Helicobacter pylori**
Terrence J. Frick, MD

- 2:45 **Question and Answer Period**
- 3:15 Refreshment Break
- 3:30 **The 10 Things You Need to Know About Your Kidney Transplant Recipient**
Arjang Djamali, MD
- 4:00 **The Creatinine is 2. What Do I Do?**
Laura J. Maursetter, DO
- 4:30 **How I Knew That I Had Torn My Rotator Cuff: A Clinical Approach to Shoulder Pain**
Alan J. Bridges, MD
- 5:00 **Question and Answer Period**
- 5:30 Adjourn

Friday, May 2

AM

- 7:00 Registration, Breakfast
- 7:55 **Welcome**
- 8:00 **Fibromyalgia: Myth and Mystery**
Daniel Muller, MD, PhD
- 8:30 **Bench to Bedside: New Insights for Successful Treatment of Human Malignant Melanoma in 2014**
Mark R. Albertini, MD
- 9:00 **The Role of the Primary Care Provider in the Management of Inflammatory Bowel Disease**
Freddy Caldera, DO

- 9:30 **Question and Answer Period**
- 10:00 Refreshment Break
- 10:15 **Changing How We Treat Rhinosinusitis: What Do the Guidelines Tell Us?**
Sujani S. Kakumanu, MD
- 10:45 **Challenging Cases in Allergy: Urticaria Evaluation and Management**
Sameer Mathur, MD, PhD
- 11:15 **A Paradigm Shift: Molecular Diagnostics in Infectious Disease Practice**
Dennis G. Maki, MD
- 11:45 **Question and Answer Period**

PM

- 12:15 **Closing Remarks**
Richard L. Page, MD
- 12:20 Adjourn

PLANNING COMMITTEE

University of Wisconsin School of Medicine and Public Health

- Richard L. Page, MD, Chairman and Professor, Department of Medicine
- Jeremy P. Smith, MD, Assistant Professor of Medicine, Division of General Internal Medicine
- Andrew W. Urban, MD, Associate Professor of Medicine, Division of Infectious Disease
- Bennett S. Vogelman, MD, Professor of Medicine, Internal Medicine Residency Director
- Terese M. Bailey, BS, Senior Outreach Specialist, Office of Continuing Professional Development in Medicine and Public Health
- Cathy J. Means, MS, Senior Outreach Specialist, Office of Continuing Professional Development in Medicine and Public Health

University of Wisconsin-Madison School of Nursing

- Carmella Glover, MS, RN, Senior Outreach Specialist, Center for Professional Development and Outreach

FACULTY

University of Wisconsin School of Medicine and Public Health

- Mark R. Albertini, MD, Associate Professor of Medicine, Division of Hematology and Medical Oncology
- William D. Aughenbaugh, MD, Associate Professor of Dermatology
- Alan J. Bridges, MD, Professor of Medicine, Division of Rheumatology
- Freddy Caldera, DO, Assistant Professor of Medicine, Division of Gastroenterology and Hepatology
- Toby C. Campbell, MD, Assistant Professor of Medicine, Division of Hematology and Medical Oncology
- Arjang Djamali, MD, Associate Professor of Medicine and Surgery; Chief, Division of Nephrology
- J. Scott Ferguson, MD, Associate Professor of Medicine, Division of Allergy, Pulmonary and Critical Care Medicine
- Terrence J. Frick, MD, Associate Professor of Medicine, Division of Gastroenterology and Hepatology
- Gregory M. Gauthier, MD, MS, Assistant Professor of Medicine, Division of Infectious Disease
- Jacob A. Greenberg, MD, EdM, Assistant Professor of Surgery, Division of General Surgery
- Karen E. Hansen, MD, MS, Associate Professor of Medicine, Divisions of Rheumatology and Endocrinology, Diabetes and Metabolism

Heather Huang, MD, Clinical Assistant Professor of Psychiatry and Medicine, Division of General Internal Medicine

- Craig T. January, MD, PhD, Professor of Medicine, Division of Cardiovascular Medicine
- Norman M. Jensen, MD, MS, Professor of Medicine, Division of General Internal Medicine
- Sujani S. Kakumanu, MD, Clinical Assistant Professor of Internal Medicine; Program Director, Allergy/Immunology Fellowship Training Program, Division of Allergy, Pulmonary and Critical Care Medicine

Dennis G. Maki, MD, Ovid O. Meyer Professor of Medicine, Division of Infectious Disease; Attending Physician, Center for Trauma and Life Support and eICU

Peter J. Mason, MD, MPH, Assistant Professor of Medicine, Division of Cardiovascular Medicine

Sameer Mathur, MD, PhD, Associate Professor of Medicine, Division of Allergy, Pulmonary and Critical Care Medicine

Laura J. Maursetter, DO, Assistant Professor of Medicine, Division of Nephrology

Patrick E. McBride, MD, MPH, Professor of Medicine and Family Medicine, Division of Cardiovascular Medicine; Associate Dean for Students

Melissa Meredith, MD, Associate Professor of Medicine, Division of Endocrinology, Diabetes and Metabolism

Daniel Muller, MD, PhD, Associate Professor of Medicine, Division of Rheumatology

Peter S. Rahko, MD, Professor of Medicine, Division of Cardiovascular Medicine

Mark S. Regan, MD, Associate Professor of Medicine, Division of Allergy, Pulmonary and Critical Care Medicine

Nasia Safdar, MD, PhD, Associate Professor of Medicine, Division of Infectious Disease; Associate Chief of Staff for Research, William S. Middleton Veterans Hospital

Jeremy P. Smith, MD, Assistant Professor of Medicine, Division of General Internal Medicine

Elizabeth R. Trowbridge, MD, Clinical Associate Professor of Medicine, Division of General Internal Medicine

Andrew W. Urban, MD, Associate Professor of Medicine, Division of Infectious Disease

Jennifer M. Weiss, MD, MS, Assistant Professor of Medicine, Division of Gastroenterology and Hepatology

Eliot C. Williams, MD, PhD, Professor of Medicine; Interim Head, Division of Hematology and Medical Oncology

HOT TOPICS IN INTERNAL MEDICINE 2014: The Latest Knowledge to Impact Your Practice

APRIL 30-MAY 2, 2014

Please complete steps 1-3 below in BLOCK letters

STEP 1. PARTICIPANT INFORMATION

Name

First MI Last

Credentials (for credit & name tag) MD; DO; PA; APRN; RN; Other:

Company Name

Dept. Name or Mail Code

Work Address

City, State, Zip

Day Phone () Where you can be reached from 9:00 am - 5:00 pm

Email Address (Please print clearly)

STEP 2. CONFERENCE FEES (Check One)

- \$595 Physicians
- \$495 Residents, Physician Assistants, Nurses, Others

We are not able to accept credit card payments on the day of the activity.

Payment Method (Check One):

- PO or check enclosed (payable to University of Wisconsin)
- Please bill my company
- Credit Card: MasterCard; VISA; American Express

Cardholder's Name:

Card Number: Exp. Date:

STEP 3. SEND YOUR REGISTRATION FORM TO:

CME Specialist, Department 101, The Pyle Center, 702 Langdon Street, Madison, WI 53706 or FAX 1.800.741.7416 (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 Terese Bailey at 608.828.1754.

HOT TOPICS IN INTERNAL MEDICINE 2014: The Latest Knowledge to Impact Your Practice

APRIL 30 - MAY 2, 2014

Madison Marriott West
Middleton, Wisconsin

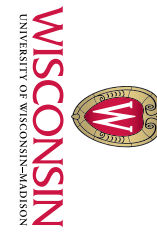


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and
University of Wisconsin-Madison School of Nursing
Center for Professional Development and Outreach

Multiple brochures? We use multiple mailing lists and cannot always eliminate duplications. Please post or share any extras with colleagues.

APRIL 30 - MAY 2, 2014
Madison Marriott West
Middleton, Wisconsin

**HOT TOPICS IN INTERNAL MEDICINE 2014:
THE LATEST KNOWLEDGE TO IMPACT
YOUR PRACTICE**



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Target Audience and Scope of Practice

This CME/CNE activity is designed to meet the needs of practicing internists, family physicians, physician assistants, advanced practice nurses and other health professionals interested in expanding their knowledge and improving their care of patients with complex medical illness.

Elements of Competence

This CME/CNE activity has been designed to change learner competence and focuses on the American Board of Medical Specialties areas of medical knowledge, and patient care and procedural skills.

Activity Objectives

This activity enhances participants' knowledge, skills, attitudes and behaviors, with a focus on recent advances in preventive care, acute and chronic disease management, and enhancement of practitioner application of national priorities in health systems improvement. Topics and speakers were carefully considered to be sure that we addressed current challenges for health care providers and their health professional teams. The overall objective of this activity is to provide a comprehensive review of the most important advances in internal medicine and its subspecialties essential for all medical professionals who care for adults in the following areas:

General Internal Medicine and relevant topics in:

- Allergy, Pulmonary and Critical Care Medicine
- Cardiovascular Medicine
- Endocrinology, Diabetes and Metabolism
- Gastroenterology and Hepatology
- Geriatrics and Gerontology
- Hematology and Medical Oncology
- Hospital Medicine and Systems of Care
- Infectious Disease
- Nephrology
- Rheumatology

CREDIT

ACCREDITATION STATEMENTS

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of the University of Wisconsin School of Medicine and Public Health and the University of Wisconsin-Madison School of Nursing Center for Professional Development and Outreach. The University of Wisconsin School of Medicine and Public Health is accredited by the ACCME to provide continuing medical education for physicians.

This activity has been planned and implemented using the educational design criteria of the American Nurses Credentialing Center's Commission on Accreditation through the co-providership of the University of Wisconsin-Madison School of Nursing Center for Professional Development and Outreach and the University of Wisconsin School of Medicine and Public Health.

The University of Wisconsin-Madison School of Nursing Center for Professional Development and Outreach is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

The University of Wisconsin-Madison School of Nursing Center for Professional Development and Outreach is Iowa Board of Nursing provider 350.

CREDIT DESIGNATION STATEMENTS

The University of Wisconsin School of Medicine and Public Health designates this live activity for a maximum of 20 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

The University of Wisconsin-Madison School of Nursing Center for Professional Development and Outreach designates this live activity for a maximum of 20 ANCC contact hours (24 Iowa contact hours). ANCC pharmacotherapeutic contact hours will be calculated and awarded to meet new requirements for advanced practice nurses. Successful completion includes attending the sessions, completing the attendance verification form and the online evaluation. Letters of award will be emailed to participants 4-6 weeks after the activity.

CONTINUING EDUCATION UNITS

The University of Wisconsin-Madison, as a member of the University Continuing Education Association (UCEA), authorizes this program for 2 continuing education units (CEUs) or 20 hours.

GENERAL INFORMATION

Dates: April 30-May 2, 2014
Place: Madison Marriott West
1313 John Q. Hammons Drive
Middleton, Wisconsin 53562
Phone: 608.831.2000

CONFERENCE FEES

The conference fee of \$595 for physicians, \$495 for residents, physician assistants, nurses, and others includes the cost of tuition, materials, breakfasts, refreshment breaks, lunches, and a nonrefundable processing fee of \$50. Should you cancel your registration up to 72 hours prior to the start of the conference, you will be refunded the entire conference fee except the \$50 nonrefundable portion. No refunds will be made after that time.

CONFERENCE HOUSING

A block of rooms has been reserved at the conference site, Madison Marriott West. Please write or call the hotel directly (1.888.745.2032) to arrange your accommodations. To receive the special rate of \$119 (plus taxes) for a standard guestroom please tell the reservation agent that you are booking a room under the **Internal Medicine Room Block**. Rooms will be available at this rate for reservations made before **April 9, 2014**. After this date, the rate and availability cannot be guaranteed.

CONFERENCE ATTIRE

Casual attire is appropriate for this conference. Since meeting room temperatures and personal comfort levels vary, it is recommended that you bring a sweater or jacket to the educational activity.

SYLLABUS AND CONFERENCE MATERIALS

The course syllabus will be provided on a USB drive. Participants are welcome to bring laptop computers for use during the conference. Supplemental course materials will be provided in hard copy.

FOUR EASY WAYS TO REGISTER

On-Line: www.ocpd.wisc.edu/course_catalog

By Mail: Return your completed registration form and payment to: CME Specialist, 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: 1.800.741.7416
(in Madison fax 265.3163)

CONFIRMATIONS

All registrations are confirmed via email. If you do not receive a confirmation, please call 608.262.1397.

FOR FURTHER INFORMATION

For conference information please contact Terese Bailey, 608.828.1754; tmbailey@ocpd.wisc.edu or Cathy Means, 608.828.1755; cjmeans@ocpd.wisc.edu.

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