Bring Your Family
and
Join us Memorial Day Weekend!

2011
Primary Care Update

Friday, Saturday, and Sunday
May 27, 28, & 29, 2011

Arrowwood Resort & Conference Center
Okoboji, Iowa

Designed for:
Primary Care Physicians, Nurse Practitioners,
Physician Assistants, Nurses, Public Health Professionals
and Other Interested Healthcare Providers

Sponsored by:
Creighton University School of Medicine
Department of Family Medicine
and the
Continuing Medical Education Division

New This Year:
Reception & Poster Presentation
PURPOSE & OBJECTIVES

PURPOSE: This program is designed as an update on important primary care topics as identified by past participants.

OBJECTIVES: At the end of this conference, the participant should be able to:

- Review the new U.S. Preventive Services Task Force recommendations for 2010-2011
- Evaluate the components of a Pre-Participation Exam and ensure they are included in your assessment of patients prior to athletic participation
- Review the incidence of vitamin D deficiency in children, adults and geriatric populations
- Review the incidence, diagnosis and staging of asthma and COPD
- Demonstrate proper elements of the ‘RICE’ method to patients to optimize therapy of an affected muscle or ligament
- Identify ways to address co-morbidities of childhood obesity
- Describe physiopathology diagnosis and treatment of infant gastroesophageal reflux
- Identify recent recommendations of skin cancer screening in primary care
- Review the risk factors for skin cancer and medical and surgical treatment options
- Recognize common rashes in children and describe a disease management strategy for common pediatric skin lesions and infections
- Describe the functional classification of Acute Renal Failure (ARF)
- Review the multiple causes of ARF and describe management options
- Apply the major points of the National Kidney Foundation Quality Outcomes Initiative for chronic kidney disease into practice
- Recognize common mental health issues and develop a schema for triage in the primary care setting
- Explain the principles of family assessment
- Evaluate the assessment of children and elders with mental health issues in the primary care setting

SCHEDULE

Friday, May 27, 2011
12:00 pm Registration, Coffee, & Visit Exhibits
12:30 pm Welcome & Program Overview

Saturday, May 28, 2011
7:00 am Registration, Continental Breakfast & Visit Exhibits
7:30 am Childhood Obesity

Sunday, May 29, 2011
7:00 am Registration, Continental Breakfast, & Visit Exhibits
7:30 am Acute Kidney Failure

CREIGHTON UNIVERSITY SCHOOL OF MEDICINE FACULTY

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Professor and Chair
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FOR YOUR INFORMATION

REGISTRATION: Includes course materials, continental breakfasts, and breaks. Physicians, Nurse Practitioners, and Physician Assistants @ $225.00 for three days if postmarked by May 12, 2011 (otherwise $250.00) one or two-day registration @ $100.00 per day if postmarked by May 12, 2011 (otherwise $125.00 per day). Nurses and Public Health Professionals @ $120.00 for three days if postmarked by May 12, 2011 (otherwise $145.00) one or two-day registration @ $50.00 per day if postmarked by May 12, 2011 (otherwise $75.00 per day). Residents @ $95.00 for three days if postmarked by May 12, 2011 (otherwise $120.00) one or two-day registration @ $35.00 per day if postmarked by May 12, 2011 (otherwise $60.00 per day). Letter of verification of resident status must accompany registration.

CANCELLATION: Please call (800) 548-CMED or (402) 280-5659 by May 12, 2011. Refund less $25 if cancelling by May 12, 2011. If unable to attend, alternates are welcome. After May 12, 2011 – No Refund.

MEETING PLACE & LODGING: Arrowwood Resort & Conference Center, 1405 Highway 71 South, Okoboji, Iowa. Conference rates per night: Standard Two Queen Beds: @ $149.00, Premium King Room: @ $149.00, King Suites @ $179.00, Executive Suite @ $249.00, Golf Course Suite @ $249.00, and Great Room Suite @ $269.00. Additional lodging option: Bridges Bay Resort, 630 Linden Dr, Okoboji, Iowa. Conference rates per night: Double Queens @ $149.00, King Suites @ $209.00, Two Bedrooms @ $309.00 and Three Bedrooms @ $409.00. All rates quoted are subject to applicable state and hotel taxes. To take advantage of the special conference rates for either resort sites call 1-800-727-4561 by May 12, 2011 – Identify the Creighton CME Conference. Check-in time is 4:00 p.m. and check-out is 11:00 a.m. (early check-in or check-out must be arranged in advance with the Front Desk Manager). Reservations are to be made by the individual and reservations received after May 12, 2011 will be provided on a space-available basis. If you need to cancel or make any changes in your arrival or departure date(s), you will need to notify the hotel three days prior to arrival. If any changes are made within the three days, the hotel will retain the amount of your final night’s stay.

EMERGENCY PHONE: (712) 332-2161. Identify the Creighton CME Conference.

5 EASY WAYS TO REGISTER

1 ON-LINE
Register on-line at: http://cme.creighton.edu

2 FAX
FAX: 1-402-280-5180

3 MAIL
Mail the registration form to:
Creighton University School of Medicine
Continuing Medical Education Division,
601 N. 30th St., Suite 2130, Omaha, NE 68131-2100.
Make check payable to Creighton University.

4 PHONE
Our staff will be happy to register you by phone. Just call Monday - Friday, 8:00 a.m. - 4:30 p.m.
1-800-548-CMED (Continental USA) or 1-402-280-5659

5 ON-SITE
We would be happy to have you register at the conference. However, if your registration is not received at least 5 working days prior to the conference we cannot guarantee you seating or conference materials.

REGISTRATION WILL BE COMPLETE AND CONFIRMATION SENT UPON RECEIPT OF REGISTRATION FEE.

What specific information would you like to receive at the conference?

_________________________________________  ______________________________________

Do you require any special accommodations (dietary, handicapped, etc.) for the meeting?  □ Yes  □ No  If yes, please explain:   ____________________________________________

Name: _________________________________________________________________
   First        MI     Last         (MD, NP, RN, etc.)
   ____________________________  ____________________________  ____________________________

E-mail (required for confirmation)   ____________________________________________

Specialty: ________________________ License Number____________________________ (non-physician)

Address: __________________________________________________________________

City: ___________________________ State: __________________ Zip Code: _____________

Office Phone: (_____)_______________  Home Phone: (_____)_______________

Fax: (_____)_______________  SSN:  X X X - X X - ________ (Last 4 Digits Only)

Please charge my: □ MC □ VIS □ DIS □ AME □ others for ______________________

__________________ - __________________ - __________________ - __________ 
   Account Number  Exp. Date: __________________

Name as it appears on card (if different from above) - Please Print

Number Attending the Reception: __________

Signature: __________________________________________________________________

□ Check enclosed made payable to Creighton University in the amount of $________

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EDUCATION CREDITS

The Creighton University School of Medicine designates this live activity for a maximum of 13.25 AMA PRA Category 1 Credit(s)™. Physicians should claim only credit commensurate with the extent of their participation in the activity. (5.25 credits for May 27th; 4.0 credits for May 28th, and 4.0 credits for May 29th)

AAPA accepts AMA category 1 credit for the PRA from organizations accredited by ACCME.

This course is approved for 5.25 Contact Hours for Nurses and .52 CEU’s for Iowa Nurses for May 27th, 4.0 Contact Hours for Nurses and .40 CEUs for Iowa Nurses for May 28th, and 4.0 Contact Hours for Nurses or .40 CEU’s for Iowa Nurses for May 29th through Iowa Western Community College Iowa Board of Nursing Provider # 6.

Application for CME credit has been filed with the American Academy of Family Physicians. Determination of credit is pending.

DISCLOSURE POLICY

It is the policy of Creighton University School of Medicine, Continuing Medical Education Division, to ensure balance, independence, objectivity and scientific rigor in all its educational activities. All faculty participating in this activity are expected to disclose to the audience any significant financial interest or other relationship he/she has with the manufacturer(s) of any commercial product(s) discussed in an educational presentation.

PLANNING COMMITTEE: Thomas J. Hansen, MD; Sally C. O’Neill, PhD; Angela Jensen, APRN; and Cate Pogge, BA
CME PROGRAM REVIEW: Philip Brauer, PhD; Mary Davey, MD; Cristina Fernandez, MD; Kathryn Huggett, PhD; William Hunter, MD; Mark Malesker, PharmD; Lee E. Morrow, MD, MSc; Sally C. O’Neill, PhD; Thomas Pisarri, PhD; and Meera Varman, MBBS

ACCREDITATION STATEMENT

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

FOR MORE INFORMATION
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Continuing Medical Education Division
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Creighton CME Web Site: http://cme.creighton.edu

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In the unlikely event this program is cancelled, you will be notified by phone.

Creighton University School of Medicine
Continuing Medical Education Division
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230090-811620-7431-110

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