We are pleased you have chosen to join many of your peers at Pri-Med. Over the next two days, we expect roughly 500 of your colleagues from the Cincinnati area to attend this exciting primary-care focused program. This year at Pri-Med, you’ll find more opportunities to learn than ever before, allowing you to gain more knowledge in less time.

This directory is designed to provide you with a quick glance at all the program has to offer. All accredited CME sessions will be held in the Grand Ballroom A. More information on all these sessions can be found in the Pri-Med Updates CME Program Summary, which you received in your bag at registration.

Outside of the CME sessions during scheduled breaks, you also have the choice to participate in two non-CME opportunities:

**Primary Care Perspectives Theater***:  
**Primary Care Perspectives Theater presentations and the Product Forum are not offered for CME credit nor is the content planned or reviewed by Pri-Med Institute.**

Take part in a series of presentations on the latest therapeutic products. These optional, non-accredited presentations are led by expert speakers in the field. Look for the colored signs that mark the entrance to each room. Tickets are offered on a first-come, first-served basis and can be requested at the ticket booth located in the foyer.

**Product Forum**:  
**Product Forum**

Expand your knowledge base even further by visiting with industry experts at the Product Forum. Throughout the course of the two days you can access the latest information on leading products in health care—at your convenience. Visit the displays, take part in one-on-one discussions with reps, experience multi-media presentations, and more.

Please note: Food and beverages will be available in designated areas outside the CME session room during scheduled program breaks.

Thank you for attending. Should you have questions while you are here, please see any member of the Pri-Med team.
## Pri-Med: Convenient Access to a Wide Range of Knowledge That Benefits Patient Care

### Pri-Med Updates Program Agenda

**Wednesday, October 29, 2008**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session/Activity</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30-7:40 AM</td>
<td>Registration, Continental Breakfast, &amp; Product Forum</td>
<td>Foyer</td>
</tr>
<tr>
<td>7:40-7:50 AM</td>
<td>Opening Remarks</td>
<td>Grand Ballroom</td>
</tr>
<tr>
<td>7:50-9:15 AM</td>
<td>CME Session 1: The Dizzy Patient</td>
<td>Grand Ballroom</td>
</tr>
<tr>
<td>9:30-10:30 AM</td>
<td>CME Session 2: COPD Update: Tailoring Therapy to Improve Lung Function and Reduce Exacerbation</td>
<td>Grand Ballroom</td>
</tr>
<tr>
<td>10:30-10:45 AM</td>
<td>Break/Product Forum</td>
<td>Jr. Ballroom A/D</td>
</tr>
<tr>
<td>10:45-12:00 PM</td>
<td>Lunch/Primary Care Perspectives Theater/Product Forum</td>
<td>Grand Ballroom</td>
</tr>
<tr>
<td>12:00-1:00 PM</td>
<td>CME Session 3: Community-Acquired MRSA (the New Chief of &quot;Staph&quot;), the &quot;Difficile&quot; Bacillus, and Other Pending Disasters</td>
<td>Jr. Ballroom A/D</td>
</tr>
<tr>
<td>1:00-2:15 PM</td>
<td>CME Session 4: Addressing the Challenges of Autism Spectrum Disorder</td>
<td>Grand Ballroom</td>
</tr>
<tr>
<td>2:15-2:45 PM</td>
<td>Break/Primary Care Perspectives Theater/Product Forum</td>
<td>Jr. Ballroom A/D</td>
</tr>
<tr>
<td>2:45-4:00 PM</td>
<td>CME Session 5: Recognizing and Treating Fibromyalgia in Primary Care</td>
<td>Grand Ballroom</td>
</tr>
<tr>
<td>4:00-5:15 PM</td>
<td>CME Session 6: Reality CME: Alzheimer’s Video Vignettes</td>
<td>Grand Ballroom</td>
</tr>
<tr>
<td>5:15-6:15 PM</td>
<td>Dinner in Primary Care Perspectives Theater</td>
<td>Jr. Ballroom B</td>
</tr>
</tbody>
</table>

**Thursday, October 30, 2008**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session/Activity</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30-7:45 AM</td>
<td>Registration/Breakfast/Primary Care Perspectives Theater/Product Forum</td>
<td>Jr. Ballroom A/D</td>
</tr>
<tr>
<td>7:00-7:45 AM</td>
<td>Topic: Initiating Pharmacotherapy with a Combination Agent for Type 2 Diabetes</td>
<td>Jr. Ballroom B</td>
</tr>
<tr>
<td>7:30-7:45 AM</td>
<td>Opening Remarks</td>
<td>Grand Ballroom</td>
</tr>
<tr>
<td>7:45-9:00 AM</td>
<td>CME Session 7: Cardiocerebral Resuscitation Update 2008</td>
<td>Grand Ballroom</td>
</tr>
<tr>
<td>9:00-9:15 AM</td>
<td>Break/Product Forum</td>
<td>Jr. Ballroom A/D</td>
</tr>
<tr>
<td>9:15-10:30 AM</td>
<td>CME Session 8: Updates on Dyslipidemia Management: Long-Term Clinical Outcome Benefits and Challenges in Total Lipid Profile Management</td>
<td>Grand Ballroom</td>
</tr>
<tr>
<td>10:30-11:00 AM</td>
<td>Break/Primary Care Perspectives Theater/Product Forum</td>
<td>Jr. Ballroom A/D</td>
</tr>
<tr>
<td>11:00-12:15 PM</td>
<td>CME Session 9: Taking the Pressure Off: Selecting Add-on Therapy to Reach Goal Blood Pressure</td>
<td>Grand Ballroom</td>
</tr>
<tr>
<td>12:15-1:15 PM</td>
<td>Lunch/Primary Care Perspectives Theater/Product Forum</td>
<td>Jr. Ballroom A/D</td>
</tr>
<tr>
<td>1:15-2:30 PM</td>
<td>CME Session 10: One Size Doesn’t Fit All: Emerging Therapies and Controversies In Diabetes Management</td>
<td>Jr. Ballroom B</td>
</tr>
<tr>
<td>2:30-2:45 PM</td>
<td>Break/Product Forum</td>
<td>Jr. Ballroom A/D</td>
</tr>
<tr>
<td>2:45-4:00 PM</td>
<td>CME Session 11: The Primary Care Provider’s Guide to Comprehensive Risk Reduction in the Type 2 Diabetic</td>
<td>Grand Ballroom</td>
</tr>
<tr>
<td>4:00-5:00 PM</td>
<td>Reception in Primary Care Perspectives Theater</td>
<td>Jr. Ballroom C</td>
</tr>
<tr>
<td>Topic: The Physiology &amp; Treatment of Overactive Bladder</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Primary Care Perspectives Theater* Schedule

Wednesday, October 29, 2008

**DELTA (Dementia Education Leadership Training in Alzheimer’s)**

Theater One (Junior Ballroom C)
12:00 pm – 1:00 pm

- Significantly increase primary care physicians’ understanding of the importance of recognizing the signs and symptoms of Alzheimer’s disease (AD)
- Emphasize the efficacy of ARICEPT® (donepezil HCl) in treating mild, moderate, and severe AD
- Highlight the value of persistent AD treatment
- Ensure that physicians are comfortable managing caregiver and patient expectations

Presented by: Diana Kerwin, MD, Assistant Professor of Medicine, Clinical Director, Mind, Mood and Memory Clinic, Medical College of Wisconsin, Froedtert and Community Memorial Hospitals, Milwaukee, WI

*This presentation is brought to you by Eisai Inc. and Pfizer Inc.*

**Update on Clinical Treatment Guidelines for Smoking Cessation**

Theater Two (Junior Ballroom B)
12:00 pm – 1:00 pm

Please join us at this product theater to learn more about:

- Recent Clinical Practice Guidelines updates
- Smoking cessation: The difficulties with quitting and staying quit
- Use of smoking cessation pharmacotherapies in your practice
- Helpful behavioral counseling approaches and resources

Presented by: Neal Moser, MD, St Elizabeth Medical Center, Highland Heights, KY

*This presentation is brought to you by Pfizer Inc.*

**DSI: Options for Powerful Hypertension Treatments**

Theater One (Junior Ballroom C)
2:15 pm – 2:45 pm

Presented by: TBD

*This presentation is brought to you by Daiichi Sankyo, Inc.*

*Primary Care Perspectives Theater presentations are not offered for CME credit nor is the content planned or reviewed by the Pri-Med Institute.*
Wednesday, October 29, 2008

**Clinical Overview of Neuropathic Pain Associated with Diabetic Peripheral Neuropathy (DPN) and Postherpetic Neuralgia (PHN)**

Theater Two (Junior Ballroom B)  
2:15 pm – 2:45 pm

- Educate primary care physicians about the importance of the diagnosis and treatment of painful diabetic peripheral neuropathy and postherpetic neuralgia
- Communicate efficacy, safety profile, and tolerability of a treatment option for PHN and painful DPN
- Highlight the importance of inquiring about symptoms of painful neuropathy in patients with diabetes
- Discuss important factors to consider when initiating treatment for painful DPN and PHN

**Presented by:** Rajbir Minhas, MD, Freiberg Spine Institute, Cincinnati, OH  
*This presentation is brought to you by Pfizer Inc.*

---

**Asthma: Do Symptoms Define the Disease?**

Theater Two (Junior Ballroom B)  
5:15pm – 6:15 pm

Many patients do not think of asthma as a chronic disease of inflammation, but instead see it as an intermittent disease of symptoms. The absence of symptoms does not equate with the absence of asthma, and in fact symptoms, lung function, and indirect markers of inflammation do not always correlate with one another. This presentation will discuss challenges in improving patient-physician communication, adherence to therapy, as well as available treatment options.

**Presented by:** TBD  
*This presentation is brought to you by AstraZeneca LP*

---

*Primary Care Perspectives Theater presentations are not offered for CME credit nor is the content planned or reviewed by the Pri-Med Institute.*
Thursday, October 30, 2008

Initiating Pharmacotherapy with a Combination Agent for Type 2 Diabetes

Theater Two (Junior Ballroom B)
7:00 am – 7:45 am

Learning Objectives:
• Understand the disease effects and economic burden of diabetes
• Discuss a strategic approach for early, aggressive management of type 2 diabetes
• Describe efficacy/safety profile of a combination therapy option for initiating pharmacotherapy in patients with T2DM

Presented by: Elena Christofides, MD, Clinical Instructor, Mount Carmel Health System, Columbus, OH
This presentation is brought to you by Merck and Co., Inc.

Bystolic®. For the treatment of hypertension.

Theater One (Junior Ballroom C)
10:30am – 11:00 am

This lecture is designed to educate healthcare practitioners about Bystolic® (nebivolol), in addition to current clinical developments related to the treatment and management of hypertension.

Presented by: Henry A. Punzi, MD, FCP, Trinity Hypertension Research Institute, Texas Women’s University, Dallas, TX
This presentation is brought to you by Forest Pharmaceuticals, Inc.

A Case Study Approach to Managing Insomnia: diagnosis and treatment options for insomnia, including treatment with Lunesta® (eszopiclone)

Theater One (Junior Ballroom C)
12:15pm – 1:15 pm

The program is designed to:
• Provide the primary care physician information about insomnia prevalence and diagnosis
• Review the safety and efficacy of Lunesta through case presentations

Presented by: Geraldine Wu, MD, Integrated Behavioral Svc, Cincinnati, OH
This presentation is brought to you by Sepracor Inc.

*Primary Care Perspectives Theater presentations are not offered for CME credit nor is the content planned or reviewed by the Pri-Med Institute.
Thursday, October 30, 2008

**Individualizing Treatment with Cialis® (tadalafil)**

Theater Two (Junior Ballroom B)  
12:15 pm – 1:15 pm  

Presented by: Richard E. Payne MD, Clinical Instructor, Department of Family and Preventive Medicine, University of California, San Diego School of Medicine, San Diego, CA  
This presentation is brought to you by Eli Lilly and Company

---

**The Physiology & Treatment of Overactive Bladder**

Theater One (Junior Ballroom C)  
4:00 pm – 5:00 pm  

Presented by: Stephen Bennett, MD, The Urology Group, Cincinnati, Ohio  
This presentation is brought to you by Pfizer Inc.

*Primary Care Perspectives Theater presentations are not offered for CME credit nor is the content planned or reviewed by the Pri-Med Institute.*