GOOD HEALTH BEGINS HERE

Earn up to 25.5 AMA PRA Category 1 Credits™ or 25.5 AANP contact hours of continuing education in 4 days.

Pri-Med Midwest
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**TWO EASY WAYS TO REGISTER:** [www.pri-med.com/midwest/r42](http://www.pri-med.com/midwest/r42) or 844-300-6339
Register for just $40 by October 5 using **discount code Download4Brochure**
Primary Care Updates

A pre-conference, multitrack day of CME programs to supplement your education.

Wednesday, October 15

Up to 6.5 credits

Type of Credits: AMA PRA Category 1 Credits™, AANP contact hours of continuing education, or AAFP (Application for CME credit has been filed with the American Academy of Family Physicians. Determination of credit is pending).

Accredited Provider: pmiCME

Annual Conference

An entirely new cutting-edge CME curriculum developed in collaboration with the American College of Physicians and the University of South Carolina School of Medicine Ultrasound Institute.

Thursday, October 16, 7:30am–6pm
Friday, October 17, 7:30am–6pm
Saturday, October 18, 7:30am–3:45pm

Earn up to 19 credits

Type of Credits: AMA PRA Category 1 Credits™, AANP, or AAFP (Application for CME credit has been filed with the American Academy of Family Physicians. Determination of credit is pending.)

Accredited Provider: pmiCME

Content Development: pmiCME, the American College of Physicians, and the University of South Carolina School of Medicine Ultrasound Institute.

Presentation Theaters

Live discussions led by prominent medical thought leaders. Get an in-depth look at the latest tools and treatment options.

Thursday–Saturday, October 16–18

Not certified for credit

Exhibit Hall

Have face-to-face conversations with industry professionals, gain helpful takeaways, and experience engaging floor activities, such as live demonstrations, outside your office hours.

New Features Added! Check out the brand-new Knowledge Zones.

Thursday, October 16, 8:30am–2:30pm
Friday, October 17, 8:30am–2:30pm
Saturday, October 18, 8:30am–2pm

Not certified for credit

Educational Symposia

Accredited CME sessions to expand your learning during breaks from the core curriculum.

Thursday October 16 and Friday October 17
Sessions held during mealtime breaks.

Up to 1.5 credits per symposium

Type of Credits: AMA PRA Category 1 Credits™ or AANP contact hours of continuing education

Accredited Provider: pmiCME or independent medical education provider

TWO EASY WAYS TO REGISTER:
www.pri-med.com/midwest/r42 or 844-300-6339
Register for just $40 by October 5 using discount code Download4Brochure
This educational program is developed by pmiCME in collaboration with the American College of Physicians, the University of South Carolina School of Medicine Ultrasound Institute (UofSC), faculty from Northwestern University Feinberg School of Medicine, and content developers. All decisions about the faculty and program content are made exclusively by the ACP, Pri-Med, UofSC, and faculty from Northwestern University Feinberg School of Medicine. The faculty is listed below in alphabetical order.

Allen Anderson, MD
Cardiologist and Medical Director
Center for Heart Failure
Northwestern Bluhm Cardiovascular Institute
Professor of Medicine
Northwestern University Feinberg School of Medicine
Chicago, IL

James Atchinson, DO
Medical Director
Center for Pain Management
Rehabilitation Institute of Chicago
Chicago, IL

David Baker MD, MPH
Michael A. Gertz Professor of Medicine
Chief, Division of General Internal Medicine and Geriatrics
Deputy Director, Institute for Public Health Medicine
Feinberg School of Medicine, Northwestern University
Chicago, IL

Neal Barnard, MD
Adjunct Associate Professor of Medicine
George Washington School of Medicine
Washington, DC

Keith Barron, MD
Chief Resident, UofSC School of Medicine, Primary Care Ultrasound Fellow at USC, University of South Carolina School of Medicine
Columbia, SC

Michael Bloch, MD, FACP, FASH
Associate Professor
Department of Internal Medicine
University of Nevada School of Medicine
Medical Director
Vascular Medicine and Anticoagulation Services
Renown Heart and Vascular Institute
Reno, NV

William Chey, MD
Professor of Medicine
Director, GI Physiology Laboratory
Co-Director, Michigan Bowel Control Program
H. Marvin Pollard Institute Scholar, Division of Gastroenterology
University of Michigan Health System
Ann Arbor, MI

Virginia Collier, MD
Hugh R. Sharp, Jr. Chair, Department of Medicine
Christiana Care Health System
Professor of Medicine, Jefferson Medical College
Chestertown, MD

David Conley, MD
Associate Professor in Otolaryngology
Head and Neck Surgery
Northwestern University Feinberg School of Medicine
Chicago, IL

Dan Evans, MD
Assistant Professor
Medicine-General Internal Medicine and Geriatrics
Feinberg School of Medicine, Northwestern University
Chicago, IL

Christopher Fanta, MD
Member, Pulmonary and Critical Care Division
Brigham and Women's Hospital
Associate Professor of Medicine
Harvard Medical School
Boston, MA

Frank Domino, MD
Professor & Clerkship Director
Family Medicine and Community Health
University of Massachusetts Medical School
Worcester, MA
Committee Member, Course Development
Harvard Medical School
Boston, MA

Greg Dumanian, MD
Vice Chair of Clinical Affairs
Department of Psychiatry and Behavioral Sciences
Feinberg School of Medicine, Northwestern University
Chicago, IL

Daniel Dunham, MD
Associate Professor in Medicine
General Internal Medicine and Geriatrics
Northwestern University Feinberg School of Medicine
Chicago, IL

Alessio Fasano, MD
Chief, Division of Pediatric Gastroenterology and Nutrition
Director, Center for Celiac Research and Mucosal Immunology & Bio Research Center
Vice Chair, Department of Pediatrics, Basic, Clinical and Translational Research Visiting Professor, Harvard Medical School
Boston, MA
ANNUAL CONFERENCE CONTENT DEVELOPERS AND FACULTY cont.

John P. Flaherty, M.D.
Professor of Medicine
Associate Chief
Division of Infectious Disease
Northwestern University Feinberg
School of Medicine
Clinical Practice Director for
Infectious Diseases
Director of the Infectious Diseases
Fellowship Program
Medical Director
Northwestern Memorial Hospital
Infectious Diseases Center
Chicago, IL

Cathleen Frank, MD
Vice Chair of Clinical Affairs
Department of Psychiatry and
Behavioral Sciences
Northwestern University Feinberg
School of Medicine
Chicago, IL

Katherine Galluzzi, DO, FACOFP,CMD
Professor and Chairperson, Department
of Geriatric Medicine
Director, Comprehensive Care
Philadelphia College of Osteopathic
Medicine
Medical Director, Hospice of Philadelphia
VNA of Greater Philadelphia
Philadelphia, PA

Kalpana Gupta MD, MPH
Associate Professor of Medicine
Boston University School of Medicine
Boston, MA

Richard Hoppmann, MD, FACP
Professor of Medicine
Dean Emeritus
Director, Ultrasound Institute
Dorothea H. Krebs Endowed Chair of
Ultrasound Education
University of South Carolina School
of Medicine
Columbia, SC

Harvey Katz, MD
Associate Clinical Professor
Harvard Medical School
Boston, MA

Ciaran Kelly, MD
Chief, Herman L. Blumgart Internal
Medicine Firm
Medical Director of the Celiac Center
Director of Gastroenterology Training
Beth Israel Deaconess Medical Center
Professor of Medicine
Harvard Medical School
Boston, MA

Tommy Korn, MD, FACS
Attending Ophthalmologist
Sharp Rees-Stealy Medical Group
Sharp Memorial Hospital
San Diego, CA

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Adjunct Associate Professor of Medicine
General Internal Medicine
Mount Sinai Hospital
New York, NY

Pamela Kushner, MA, MD, FAAFP
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Department of Family Medicine
University of California, Irvine
Irvine, CA

Lee Lindquist, MD , MPH , MBA
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Geriatrician
Associate Division Chief of Geriatrics
Northwestern University Feinberg School
of Medicine
Chicago, IL

Fred Lopez, MD
Richard Vial Professor and Vice Chair
Louisiana State University Department
of Medicine
LSU Health Sciences Center
New Orleans, LA

Salvatore Mangione, MD
Associate Professor of Medicine
Jefferson Medical College
Philadelphia, PA

Margaret Moore, MBA
Founder, Wellcoaches School
of Coaching
Co-founder and Co-director
Institute of Coaching, McLean Hospital
Boston, MA

Brad Nieder, MD
General Practitioner
Funny doctor, keynote speaker and
clean comedian
Denver, CO

Julia R. Nunley, MD
Residency Program Director
Department of Dermatology
Virginia Commonwealth University
School of Medicine
Richmond, VA

Dean Ornish, MD
Founder and President
Preventive Medicine Research Institute
Clinical Professor of Medicine
University of California
Cardiff, CA

Victor V. Rao, MBBS, DMRD, RDMS
Director of Ultrasound Education
University of South Carolina School of
Medicine Ultrasound Institute
Columbia, SC

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Clinical Professor, Family and
Community Medicine
Temple University School of Medicine
Director, Family Medicine Residency
Program
Abington Memorial Hospital
Abington, PA

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Medicine
Temple University School of Medicine
Associate Director, Family Medicine
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Abington Memorial Hospital
Abington, PA

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Harvard Medical School
Division of General Medicine
Beth Israel Deaconess Medical Center
Boston, MA
ANNUAL CONFERENCE CONTENT DEVELOPERS AND FACULTY cont.

Matthew Sorrentino, FASH, MD, FACC  
Professor of Medicine  
Department of Medicine  
Section of Cardiology  
University of Chicago Pritzker School of Medicine  
Chicago, IL

Kelly Spratt, DO, FACC, FACP,  
Clinical Associate Professor of Medicine  
University of Pennsylvania  
Philadelphia, PA

Michael Wagner, MD  
Primary Care Ultrasound Fellow  
University of South Carolina School of Medicine  
Columbia, SC

Karol Watson, MD, PhD, FACC  
Assistant Professor of Medicine  
Co-Director, Lipid Clinic  
UCLA Medical Center  
Los Angeles, CA

Jay Wish, MD, FACP  
Professor of Clinical Medicine, Medicine  
Indiana University School of Medicine  
Medical Director  
Out-Patient Dialysis Unit  
Indiana University Health Arnett Hospital  
Lafayette, IN
NEW PROGRAM FEATURES

ULTRASOUND WORKSHOPS
Explore the latest ultrasound technologies in hands-on workshops, developed in collaboration with the University of South Carolina School of Medicine Ultrasound Institute. You will have the option to select this additional opportunity during registration for an additional fee.

GOOD HEALTH BEGINS HERE INITIATIVES
Participate in the Wellness Walk that takes place prior to the Keynote Address on both Friday and Saturday and receive special goodies when you’ve completed the loop around the convention center.

CAN’T MAKE IT FOR THE ENTIRE PROGRAM?
We have a flexible scheduling option at a discounted registration rate.
- $10 one-day Saturday Pass.
- Full Conference Pass: $40 before October 5 using discount code Download4Brochure.

NEW TICKETING POLICY
For 2014, Pri-Med is implementing a new ticketing policy to give all attendees equal opportunity to attend the additional events within the conference. Distribution of all additional opportunity tickets will happen at the Ticket Booth beginning at 6:45am, as follows:
- Thursday, October 16: Ticket pickup is available for Thursday additional opportunities only. Limit 2 tickets per person.
- Friday, October 17: Ticket pickup is available for Friday and Saturday additional opportunities. Limit 4 tickets per person.

KNOWLEDGE ZONE
Located in the Exhibit Hall, the Knowledge Zone is the single best source for small group presentations and opportunities for 1:1 discussions with industry experts. Topics focus on health and wellness through the eyes of preventive care, diagnosis, treatment decisions, and patient adherence.

COMPLIMENTARY COFFEE
Available each morning prior to the Keynote Addresses. Put the pep back in your step during break times and between sessions—free coffee and snacks will also be served at the Recharge Lounge in the Exhibit Hall.

TWO EASY WAYS TO REGISTER:
www.pri-med.com/midwest/r42 or 844-300-6339
Register for just $40 by October 5 using discount code Download4Brochure
KEYNOTE ADDRESSES

THURSDAY, OCTOBER 16 | 7:45 AM

KEYNOTE:
The Power of Lifestyle Changes, Social Networks & Trust
Dean Ornish, MD

Dean Ornish, MD, is the founder and president of the nonprofit Preventive Medicine Research Institute and Clinical Professor of Medicine at the University of California, San Francisco. At Pri-Med Midwest, Dr. Ornish will discuss the power of comprehensive lifestyle changes, reviewing more than 30 years of research using high-tech, state-of-the-art measures to prove the power of low-tech, low-cost, and often ancient interventions.

FRIDAY, OCTOBER 17 | 7:45 AM

KEYNOTE:
Power Foods for the Brain
Neal Barnard, MD

Neal Barnard, MD, is an adjunct associate professor of medicine at The George Washington University School of Medicine in Washington, D.C., and president of the Physicians Committee for Responsible Medicine. Dr. Barnard has led numerous research studies investigating the effects of diet on diabetes, body weight, and chronic pain, including a groundbreaking study of dietary interventions in type 2 diabetes funded by the National Institutes of Health. Dr. Barnard has authored dozens of scientific publications as well as 15 books. As president of the Physicians Committee, Dr. Barnard leads programs advocating for preventive medicine, good nutrition, and higher ethical standards in research. He has hosted three PBS television programs on nutrition and health and is frequently called on by news programs to discuss issues related to nutrition and research.

SATURDAY, OCTOBER 18 | 7:45 AM

KEYNOTE:
Laughter Is the Best Medicine
Brad Nieder, MD

Brad Nieder, MD, is a funny doctor, keynote speaker, and clean comedian who blends healthcare humor with wellness advice and an uplifting message. Audiences love his “Laughter Is the Best Medicine” program, finding it entertaining and inspiring (and informative, too, as Dr. Brad explains—without being boring—how laughter really is good medicine ... for managing pain, enhancing immune system function, reducing stress, and more).
# PRIMARY CARE UPDATES

Earn additional credits by attending a full day of pre-conference sessions that focus on disease-specific treatment and management approaches. This program includes clinically relevant topics and is designed to provide you with a well-rounded curriculum, so you remain in the same track throughout the day. These sessions are included in your registration fee but are ticketed separately because space is limited for them. Be sure to include Primary Care Updates in your registration to ensure that you receive a ticket.

**WEDNESDAY, OCTOBER 15**

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<td><strong>6:45–7:35am</strong> Registration and Breakfast</td>
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<tr>
<td><strong>7:35–7:45am</strong> Opening Remarks</td>
<td><strong>7:35–7:45am</strong> Opening Remarks</td>
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<tr>
<td><strong>7:45–9:15am</strong> Current Approaches to Infectious Diseases in Primary Care</td>
<td><strong>7:45–9am</strong> Psoriasis: It Runs Deeper Than You Think Optimizing Patient Communication Management</td>
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<td><strong>9:15–9:30am</strong> Networking Break</td>
<td><strong>9–9:15am</strong> Networking Break</td>
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<tr>
<td><strong>9:30–10:45am</strong> Managing Shift Work Disorder in Primary Care: Overcoming Barriers to Improve Patient Outcomes</td>
<td><strong>9:15–10:30am</strong> Keeping Adult Patients Healthy: The Role of Adult Immunization</td>
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<tr>
<td><strong>10:45am–Noon</strong> Clinical Significance and Treatment of Hypertriglyceridemia: Overcoming Challenging Patient Cases</td>
<td><strong>10:30am–Noon</strong> Against All Odds: Improving Insulin Use in T2DM through Individualized Clinical Decision Making</td>
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<td><strong>Noon–12:45pm</strong> Lunch Break</td>
<td><strong>Noon–12:45pm</strong> Lunch Break</td>
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<tr>
<td><strong>12:45–2pm</strong> Improving Outcomes in Type 2 Diabetes: Integrating GLP-1 Receptor Agonists Into Multimodal Treatment Regimens</td>
<td><strong>12:45–2pm</strong> A Hypoglycemia-Centric Approach to the Management of Type 2 Diabetes</td>
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<td><strong>2–2:15pm</strong> Networking Break</td>
<td><strong>2–2:15pm</strong> Networking Break</td>
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<td><strong>2:15–3:30pm</strong> Clinical Assessment of the Older Patient for Driving Fitness</td>
<td><strong>2:15–3:30pm</strong> A Focus on Bipolar Depression: Overcoming Diagnostic Barriers and Optimizing Long-Term Patient Outcomes</td>
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Session times are preliminary. Sessions and schedule subject to change. For full details, including the most up-to-date session topics, speakers, and accreditation information, visit www.pm-med.com/midwest/r42.

These activities are provided by pmICME.

To date, the following organizations have provided educational grants in support of Primary Care Updates Track 1: AstraZeneca and Teva CNS.

To date, the following organizations have provided educational grants in support of Primary Care Updates Track 2: Celgene Corporation; Merck & Co., Inc.; Novartis Pharmaceuticals Corporation; Novo Nordisk Inc.; and Sunovion Pharmaceuticals Inc.
ANNUAL CONFERENCE

Annual Conference curriculum developed in collaboration with the American College of Physicians. Hands-on workshops on the latest ultrasound technologies developed in collaboration with the University of South Carolina School of Medicine Ultrasound Institute.

THURSDAY, OCTOBER 16

7:45–8:45am

KEYNOTE: The Power of Lifestyle Changes, Social Networks & Trust — Dean Ornish, MD

8:45–9:45am

EXHIBIT HALL AND ADDITIONAL OPPORTUNITIES

9:45–10:45am

Clinical Pearls in Pulmonary Medicine
— Christopher Fanta, MD

10:45–11:45am

New Hypertension Guidelines, Do They Simplify Treatment?
— Karol Watson, MD, PhD, FACC

11:45am–1:45pm

EXHIBIT HALL AND ADDITIONAL OPPORTUNITIES

1:45–3pm

Addressing Renal-Mediated Glucose Homeostasis: Diabetes and the Kidney*
— Mark Stolar, MD

1:45–3pm

Hot off the Press and into Your Practice 2014
— Michael Bloch, MD, FACP, FASH

3–3:45pm

The Comprehensive Management of Chronic Pain and Injury
— James Atchinson, MD

3–3:45pm

Medical Brain Game 2014: PCP Edition
— John Russell, MD Neil Skolnik, MD

3:45–4pm

NETWORKING BREAK

4–5pm

Lyme Disease Update
— John Flaherty, MD

4–5pm

Update in Geriatrics
— Lee Lindquist, MD, MPH, MBA

5–6pm

A Tale of Two Brains
— Salvatore Mangione, MD

5–6pm

Top 10 Changes to My Practice 2014
— Frank Domino, MD

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*To date, Annual Conference has been supported by an educational grant from the following organization: AstraZeneca.

Schedule subject to change. For full details, including the most up-to-date session topics, speakers, and accreditation information, visit www.pri-med.com/midwest/r42.
## TWO EASY WAYS TO REGISTER:
- **www.pri-med.com/midwest/r42**
- 844-300-6339

Register for just $40 by October 5 using **discount code** Download4Brochure

### FRIDAY, OCTOBER 17

#### 7:45–8:45am
- **KEYNOTE:** Power Foods for the Brain — Neal Barnard, MD

#### 8:45–9:45am
- **EXHIBIT HALL AND ADDITIONAL OPPORTUNITIES**

#### 9:45–10:45am
- Healthy Lifestyle Options — Frank Domino, MD

#### 10:45–11:45am
- The Diagnosis and Management of Depression in Primary Care — Cathy Frank, MD
- Medical Literature Updates: Pediatric and Family Medicine Edition — Harvey Katz, MD

#### 11:45am–1:45pm
- **EXHIBIT HALL AND ADDITIONAL OPPORTUNITIES**

#### 1:45–2:45pm
- New Insights into Functional Bowel Disorders — William Chey, MD, AGAF, FACG, FACP
- Treatment of ADHD in Adolescents — Thomas Cummins, MD

#### 2:45–3:45pm
- Treatment of Primary Headache Syndromes — Gerald Smetana, MD
- Carpal Tunnel Syndrome — Greg Dumanian, MD

#### 3:45–4pm
- **NETWORKING BREAK**

#### 4–5pm
- Assessment of Chronic Sinusitis — David Conley, MD
- Patient-Center Medical Home Model: A Guide for the PCP — Daniel Evans, MD

#### 5–6pm
- Heart Failure Update for Primary Care — Allen Anderson, MD
- Choosing Wisely: How we can improve value in Healthcare — David Baker, MD, MPH

### SATURDAY, OCTOBER 18

#### 7:45–8:45am
- **KEYNOTE:** Laughter Is the Best Medicine — Brad Nieder, MD

#### 8:45–9:45am
- **EXHIBIT HALL AND ADDITIONAL OPPORTUNITIES**

#### 9:45–10:45am
- Managing Common Issues in Menopausal Women — Kelly Spratt, DO, FACC, FACP
- Treatment of the Statin Intolerant Patient — Matthew Sorrentino, MD, FACC, FASH

#### 10:45–11:45am
- C Difficile Infection in the Community — Fred Lopez, MD, MACP
- Update on Celiac Disease and Other Gluten-Related Disorders — Daniel Leffler, MD, MS

#### 11:45am–1:45pm
- **EXHIBIT HALL AND ADDITIONAL OPPORTUNITIES**

#### 1:45–2:45pm
- Dermatologic Manifestations of Systemic Disease — Julia Nunley, MD, FAAD, FACP
- For Your Eyes Only—Ophthalmology 2014 Update — Tommy Korn, MD, FACS

#### 2:45–3:45pm
- Organize Your Mind for Lifestyle Medicine — Margaret Moore, MBA
- Optimizing the Management of Patients with Chronic Kidney Disease — Jay Wish, MD, FACP

Schedule subject to change. For full details, including the most up-to-date session topics, speakers, and accreditation information, visit [www.pri-med.com/midwest/r42](http://www.pri-med.com/midwest/r42).
EDUCATIONAL SYMPOSIA

Informed by emerging research in treatment and therapy, these independent educational sessions are scheduled during lunch on Thursday, October 16 and Friday, October 17. Registration is limited to physicians, physician assistants, and nurse practitioners currently engaged in patient care.

Support for these sessions are made possible by educational grants from industry. Disclosure of industry support will be provided to attendees in advance of the symposium.

Schedule subject to change.
These Educational Symposia are included in your registration fee but are ticketed separately because space is limited. Content presented in the Educational Symposia is not planned or reviewed by pmiCME, ACP, UofSC, or faculty from Northwestern University Feinberg School of Medicine.

*Supported by an educational grant from Novo Nordisk Inc.
**Supported by an educational grant from Abbvie and Janssen Biotech

TICKET BOOTH

For 2014, Pri-Med is implementing a new ticketing policy to give all attendees equal opportunity to attend the additional events within the conference. Distribution of all additional opportunity tickets will happen at the Ticket Booth, located near Registration, beginning at 6:45am, as follows:

Thursday, October 16: Ticket pickup is available for Thursday additional opportunities only. Limit 2 tickets per person.

Friday, October 17: Ticket pickup is available for Friday and Saturday additional opportunities. Limit 4 tickets per person.

Thursday, October 16: 6:45am–4:30pm
Friday, October 17: 6:45am–4:30pm
Saturday, October 18: 6:45am–Noon

The Ticket Booth will close once all available tickets have been distributed.

TWO EASY WAYS TO REGISTER: www.pri-med.com/midwest/r42 or 844-300-6339
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EXHIBIT HALL INFORMATION

Take the time to investigate the many booths showcasing cutting-edge products, treatments, and technologies, and speak with healthcare industry representatives, on your own schedule, to evaluate the best options for your practice.

• AbbVie
• Aegis Sciences Corporation
• ALCAT
• Alzheimer’s Association
• Amazing Charts
• American College of Physicians
• American Express Open
• AMGEN
• AndaMEDS
• Arbor Pharmaceuticals, Inc.
• Argyll Diagnostics
• AstraZeneca
• Atherotech
• Aureus Medical Group
• Aurora Health Care
• Auxilium Pharmaceuticals, Inc.
• Biofilm, Inc.
• Bionix Medical Technologies
• Boehringer Ingelheim Pharmaceuticals, Inc.
• Calmoseptine
• CardioDX, Inc.
• Carlson Laboratories
• CME Corner Medical Communications Media
• CryoProbe
• CryoSurgery, Inc.
• Diva International Inc.
• Edge Systems Corporation
• Eisai, Inc.
• Elsevier Medical Books
• Essentia Health
• EXACT Sciences
• Exalenz Bioscience Ltd.
• Gensco Laboratories
• Gilead Sciences
• Grifols USA, Inc.
• Health Diagnostic Laboratory
• Hemosure Inc.
• I.C.E., Inc.
• Janssen Pharmaceuticals, Inc.
• Koven Technology
• Laclede Inc.
• Life Extension
• Lippincott Williams & Wilkins
• Magne Events
• MediTouch EHR / HealthFusion
• Micro Direct, Inc.
• Monthly Prescribing Reference
• NeilMed Pharmaceuticals, Inc.
• Nutramax Laboratories, Inc.
• Omron Healthcare
• Otto Trading, Inc.
• Personna
• Pfizer Inc.
• Physicians Committee for Responsible Medicine
• Salix Pharmaceuticals, Inc.
• Scarf King
• Shader Productions
• Shire
• Summit Doppler / Wallach Surgical Devices
• Take Care Health Systems
• Teva Respiratory
• The Gideons International
• Ultimate Creations
• Verathon Medical
• ViroPharma Incorporated
• Vitamix
• Wexford Health Sources
• WynnPharm Inc.
• Xenna Corp.

To view our up-to-date exhibitor list, visit www.pri-med.com/midwest/r42 and click the “Exhibit Hall” tab.

EXHIBIT HALL HOURS

Thursday, October 16
8:30am–2:30pm

Friday, October 17
8:30am–2:30pm

Saturday, October 18
8:30am–2pm

TWO EASY WAYS TO REGISTER: www.pri-med.com/midwest/r42 or 844-300-6339
Register for just $40 by October 5 using discount code Download4Brochure
EXCLUSIVE HOTEL & TRAVEL DISCOUNTS

You deserve the best rates and the best service. Pri-Med’s official housing partner, onPeak, is a one-stop shop for all your hotel needs:

- A simple reservation system—over the phone and online
- Discounted hotel rates
- Complimentary services and special offers upon booking

Reserve your room by October 1, 2014, to receive reduced rates at:

1. **Aloft Chicago O’Hare** 9700 Balmoral Ave  
   Single/Double: $139

2. **Crowne Plaza O’Hare** 5440 N River Rd  
   Single/Double King: $153  
   Single/Double 2 Beds: $163

3. **Doubletree Hotel Rosemont** 5460 N River Rd  
   Single/Double: $179

4. **Embassy Suites O’Hare** 5500 N River Rd  
   Single/Double: $189

5. **Hilton Rosemont/Chicago Hotel** 5550 N River Rd  
   Single/Double: $175

6. **Hyatt Regency O’Hare** 9300 Bryn Mawr Ave  
   Single/Double: $163

Plan ahead. Reduced rates are available on a first-come, first-served basis. Rates do not include current tax of 13%, subject to change.

Book your hotel and travel reservations through onPeak today:

- [www.pri-med.com/midwest](http://www.pri-med.com/midwest) (click on the Venue & Hotel tab)
- **800-584-9017**
- [primed@onpeakevents.com](mailto:primed@onpeakevents.com)

**TWO EASY WAYS TO REGISTER**: [www.pri-med.com/midwest/r42](http://www.pri-med.com/midwest/r42) or 844-300-6339  
Register for just $40 by October 5 using [discount code Download4Brochure](#)
PRIMARY CARE UPDATES

ACME
pmiCME is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

AMA PRA
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ANNUAL CONFERENCE cont.

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

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