

Pri-Med Access with ACP

SAN FRANCISCO, CA

Monday & Tuesday, April 12-13, 2010

Marriott San Francisco, San Francisco, CA



READ INSIDE FOR: General Information, Program Agenda, Non-CME Opportunities



Welcome

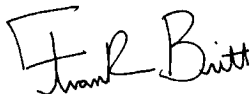
Welcome to Pri-Med Access with the American College of Physicians (ACP). In your quest to be the best clinician you can be, we strive to partner with you every step of the way. For most clinicians we speak to, being the best means staying up-to-date on the latest scientific, therapeutic, and technological advances. We understand this is a tall task and has become even more difficult in recent years as advances continue at an ever-increasing rate. To assist you in your efforts we have introduced for its second year, as part of our broad range of educational offerings, Pri-Med Access with American College of Physicians. A forum that is designed to connect you with leading experts in health care and your peers, whose goal, like you, is to improve the quality of patient care.

This directory is designed to provide you with a quick glance of all our program has to offer. In the CME session room, you have the opportunity to participate in a CME course curriculum designed by the American College of Physicians. We are confident that the clinical insights, treatments and therapies you'll learn about today will help you make more informed choices for your patients tomorrow.

During breaks from the CME schedule you also have the opportunity to participate with your peers in industry-led presentations on the latest product and treatment options in the Product Theaters. We also invite you to meet one-on-one with industry representatives in the Product Forum. We've made available these opportunities so you can access important therapeutic information at your convenience.

Our steadfast focus continues to be meeting your needs and helping you improve patient outcomes, so we want to know what you think is the best way to improve the quality of care. To participate, send me your comments via email at telltheceo@pri-med.com. I look forward to hearing your ideas.

Warm Regards,



Frank Britt
President & CEO, M|C Holding Corporation



P.S. Don't forget to join our attendee groups on Facebook, LinkedIn and Twitter and problem-solve with your colleagues for months to come! Visit www.pri-med.com/social today.



General Information

Pri-Med Access with ACP CME Curriculum

The American College of Physicians (ACP) and pmiCME are the cosponsors of the 2010 Pri-Med Access with ACP program. They are entirely responsible for the accredited CME provided at this event. The curriculum is *not* funded or supported by industry.* All accredited CME sessions will be held in Yerba Buena Ballroom Salons 1-7. More information on the sessions and presenting faculty can be found in the Pri-Med Access with ACP CME Program Summary, which you received when you checked in at registration.

Non-CME Opportunities

During scheduled breaks from the CME sessions, you have the option to collaborate with your peers and learn about the latest therapeutic products in the Product Theaters. Or you can meet one-on-one with industry representatives in the Product Forum. These opportunities, while designed to provide you with important therapeutic information at your convenience, are conducted separately and distinctly from the CME curriculum provided at Pri-Med Access with ACP.

Product Theaters**

Golden Gate Hall A and Golden Gate Hall B

Participate in 30-60 minute Non-CME industry-led presentations on the latest therapeutic products led by leading clinician experts. Tickets are offered on a first-come, first-served basis and can be requested at the ticket booth located in the foyer. Look for the blue signs that mark the entrance to each room. Meals will be served during these presentations.

Product Forum**

Golden Gate Hall C

Expand your knowledge even further by visiting with pharmaceutical representatives in the Product Forum. Throughout 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, and access new product tools and resources — for yourself and for your patients.

Product Forum Hours:

Day One: 6:30 am - 3:30 pm

Day Two: 6:30 am - 1:30 pm

Relevant and Engaging

78% of clinicians who participated in Pri-Med Access with ACP Product Theaters in 2009 applied the information to practice.

Food and beverages are provided by M|C Communications, the event organizer, and are available in designated areas outside the CME session room and during Product Theater presentations.

* Industry refers to pharmaceutical or medical device companies or agents working on their behalf

** Product Theater presentations and the Product Forum are not offered for CME credit nor is the content planned or reviewed by pmiCME or ACP.

Program Agenda

Monday, April 12, 2010

	CME CURRICULUM	NON-CME OPPORTUNITIES
6:30 AM-7:30 AM	REGISTRATION & BREAKFAST	Product Forum Golden Gate Hall C
7:30 AM-7:45 AM	Opening Remarks	
7:45 AM-9:00 AM	Keynote	
9:00 AM-9:15 AM	BREAK	Product Forum Golden Gate Hall C
	COURSE 1: Cardiovascular Issues in Primary Care	
9:15 AM-11:00 AM	Cardiovascular Risk Assessment in the Apparently Healthy Patient: Coronary Artery Calcium Scoring (CACS) and Carotid Intima Media Thickness (IMT)	
11:00 AM-11:15 AM	BREAK	Product Forum Golden Gate Hall C
11:15 AM-12:30 PM	Cardiovascular Risk Assessment in the Apparently Healthy Patient: Ankle Brachial Index (ABI) and C-reactive Protein (CRP)	
12:30 PM-1:30 PM	LUNCH	Product Forum Golden Gate Hall C Product Theater 1 Golden Gate Hall A A Patient-Oriented Approach to Insulin Initiation and Intensification <i>Presented by: Novo Nordisk Inc.</i> Product Theater 2 Golden Gate Hall B Challenges in Lipid Management: Achieving More Intensive Treatment Goals <i>Presented by: Merck</i>
	COURSE 2: Evaluation/Management of Musculoskeletal Pain	
1:30 PM-2:55 PM	Assessing Painful Knees and Shoulders in the Primary Care Setting	
2:55 PM-3:30 PM	BREAK	Product Forum Golden Gate Hall C Product Theater 1 Golden Gate Hall A Asthma: Challenges in Treating a Heterogeneous Disease <i>Presented by: Merck</i> Product Theater 2 Golden Gate Hall B Moving Forward in Osteoporosis: New Insights in Bone Biology and Patient Care <i>Presented by: AMGEN</i>
	COURSE 3: Respiratory Disease	
3:30 PM-5:00 PM	Evaluating the Adult Patient with Chronic Cough: From Clear-Cut to Clinical Conundrum	

Visit the ACP table at the meeting to learn more about membership and ACP activities.

Tuesday, April 13, 2010

	CME CURRICULUM	NON-CME OPPORTUNITIES
6:30 AM-7:45 AM	REGISTRATION & BREAKFAST	Product Forum Golden Gate Hall C Product Theater 1 Golden Gate Hall A Beyond Skin Deep: A Deeper Understanding of Plaque Psoriasis and Potential Underlying Conditions <i>Presented by: AMGEN</i>
7:45 AM-8:00 AM	Opening Remarks	
8:00 AM-9:00 AM	Keynote	
9:00 AM-9:15 AM	BREAK	Product Forum Golden Gate Hall C
	COURSE 4: Gastroenterologic Screening and Management	
9:15 AM-10:40 AM	Controversies and Considerations in Colorectal Cancer Screening and Surveillance	
10:40 AM-11:15 AM	BREAK	Product Forum Golden Gate Hall C
11:15 AM-12:30 PM	A Case-based Approach to the Evaluation and Management of Dyspepsia	
12:30 PM-1:30 PM	LUNCH	Product Forum Golden Gate Hall C Product Theater 1 Golden Gate Hall A Hypoglycemia and Its Effects on Patients with Type 2 Diabetes <i>Presented by: Merck</i> Product Theater 2 Golden Gate Hall B DSI: Options for Powerful Hypertension Treatment <i>Presented by: Daiichi Sankyo, Inc.</i>
	COURSE 5: Community-acquired Infectious Disease	
1:30 PM-2:45 PM	Infections of the Excretory Pathways in Practice: Real-World Management of Diarrhea and UTI	
2:45 PM-3:00 PM	BREAK	
3:00 PM-4:30 PM	<i>Staphylococcus aureus</i> Infections: An Ominous Evolution in the Community Setting	

Product Theater Schedule

Monday, April 12, 2010

12:30 PM-1:30 PM

Product Theater 1 | Golden Gate Hall A

A Patient-Oriented Approach to Insulin Initiation and Intensification

This presentation is brought to you by Novo Nordisk Inc.

Presented by: Kwabena Adubofour, MD, FACP, East Main Clinic and Stockton Diabetes Intervention Center, Stockton, CA

Learning Objectives:

- Define ADA, AACE, and IDF targets and goals for glycemic control.
- Explain the benefits of initiating insulin therapy with insulin analogs as opposed to human insulin to maintain glycemic control.
- Develop a customized, intensified treatment approach when glycemic control is not achieved.
- Identify patient barriers to insulin treatment and offer solutions to optimize care.
- Develop a customized treatment approach to patients with diabetes.

Product Theater 2 | Golden Gate Hall B

Challenges in Lipid Management: Achieving More Intensive Treatment Goals

This presentation is brought to you by Merck

Presented by: Saul Schaefer, MD, Professor of Medicine, University of California, Davis Medical Center, Chief of Cardiology, Sacramento VA Medical Center, Sacramento, CA

Learning Objectives:

- Understand the current treatment gap in attainment of cholesterol goals.
- Explore the role of dual inhibition of cholesterol absorption and synthesis for achieving treatment goals.

3:00 PM-3:30 PM

Product Theater 1 | Golden Gate Hall A

Asthma: Challenges in Treating a Heterogeneous Disease

This presentation is brought to you by Merck

Presented by: Joann Blessing-Moore, MD, Adjunct Clinical Professor at Stanford Medical Center, Stanford, CA

Learning Objectives:

- Discuss factors that contribute to asthma heterogeneity.
- Discuss variability of response to pharmacologic therapy.
- Review clinical management of a heterogeneous disease.

Product Theater 1 | Golden Gate Hall A

Moving Forward in Osteoporosis: New Insights in Bone Biology and Patient Care

This presentation is brought to you by AMGEN

Presented by: Steven T. Harris, MD, FACP, Clinical Professor of Medicine, University of California, San Francisco, CA

Learn about the latest products from clinician experts.

89% of 2009 participants valued the speakers' experience in helping evaluate new data.

All Product Theater presentations require a ticket for admission. You may pick up a ticket for each of the presentations at the Ticket Desk located adjacent to the Pri-Med Access with ACP registration area (available on a first-come, first-served basis).

Tuesday, April 13, 2010

7:15 AM-8:00 AM

Product Theater 1 | Golden Gate Hall A

Beyond Skin Deep: A Deeper Understanding of Plaque Psoriasis and Potential Underlying Conditions

This presentation is brought to you by AMGEN

Presented by: Robert Greenberg, MD, San Ramon, CA

12:30 PM-1:30 PM

Product Theater 1 | Golden Gate Hall A

Hypoglycemia and Its Effects on Patients with Type 2 Diabetes

This presentation is brought to you by Merck

Presented by: Ishwarlal Jialal, MD, Professor of Internal Medicine, Pathology and Clinical Nutrition at University of California Davis Medical Center and Director of the Laboratory for Atherosclerosis and Metabolic Research at University of California Davis Medical Center, Sacramento, CA

Learning Objectives:

- Define and understand hypoglycemia.
- Review the prevalence of hypoglycemia in patients with type 2 diabetes.
- Identify hypoglycemia as a potential barrier to adequate glycemic control in patients with type 2 diabetes.

Product Theater 2 | Golden Gate Hall B

DSI: Options for Powerful Hypertension Treatment

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

Presented by: Timothy Tsoi, MD, Chair of Cardiology, Co-Director of Critical Care Unit, Washington Hospital, Fremont, CA

Product Forum Highlights

While at Pri-Med Access with ACP, you have the option to visit the Product Forum* located in Golden Gate Hall C. This is a forum where you can meet one-on-one with pharmaceutical representatives and access the latest information about available treatments and therapies at your convenience.

Please read below to learn more about what is offered in the Product Forum to further your educational experience at Pri-Med Access with ACP.



Amgen (NASDAQ:AMGN), a biotechnology pioneer, discovers, develops and delivers innovative human therapeutics. Our medicines have helped millions of patients in the fight against cancer, kidney disease, rheumatoid arthritis and other serious illnesses. With a deep and broad pipeline of potential new medicines, we continue to advance science to serve patients.



Auxilium Pharmaceuticals, Inc. is a specialty biopharmaceutical company committed to developing innovative treatment options to meet unmet medical needs. Auxilium's lead product, Testim 1% (testosterone gel) CIII, is indicated for the treatment of hypogonadism.



Daiichi-Sankyo



Visit the Elsevier display to browse and purchase your favorite books, journals and electronic products. You'll find the newest and most popular resources from Saunders and Mosby dedicated to meeting your information needs. Take advantage of special meeting discounts, and free standard shipping in the US and Canada.



For diabetes, visit us to learn about Journey for Control. You can receive diabetes education tools to help empower your patients to make lifestyle changes that lead to improved self-management.

We invite you to stop by our display to talk with our representatives and learn about educational resources that will help you AIM for Asthma Control with your patients.

Please stop by the Merck booth to learn more about VYTORIN® (ezetimibe/simvastatin) and ZETIA® (ezetimibe), and to receive a medically relevant complimentary copy of a training CD.



Please visit us at the Novo Nordisk Product Forum display to discuss multiple diabetes topics, including disease progression, treatment algorithms, and insulin delivery devices. Also, don't forget to register for NovoMedLink.com, an online website offering a variety of informative tools and resources tailored for your specific needs.