Dear Colleagues,

From our conversations with clinicians over the past 17 years, we have come to understand how difficult it is to juggle the responsibilities of your busy practice—from patient care and medical challenges to budgets and administration—while staying up-to-date on the latest developments, treatments, and practices in health care. We have listened to your wonderful suggestions and have developed what we believe is an exceptional program in New York. We’re delighted to invite you to Current Clinical Issues in Primary Care, presented at the Pri-Med® New York Conference & Exhibition.

This exciting 2-day primary care-focused CME course, developed by the distinguished faculty of Harvard Medical School and Columbia University, College of Physicians and Surgeons, features 40 lectures covering disease states, emerging research, public health, and policy issues.

Current Clinical Issues in Primary Care will provide the opportunity to earn up to 13.25 AMA PRA Category 1 Credits™ at lectures presented by faculty of Harvard Medical School and Columbia University, College of Physicians and Surgeons. You will also have time to network with other clinicians at an educational activity specifically tailored to the needs of primary care providers like you.

Our goal in developing quality CME courses is always to inspire, empower, and inform. We invite you to take an active part in the future of health care by attending this premier CME course, Current Clinical Issues in Primary Care.

We look forward to seeing you this June in New York.

Sanjiv Chopra, MD, MACP
Course Director
Faculty Dean for Continuing Education
Professor of Medicine
Harvard Medical School

Nicholas Fiebach, MD, FACP
Course Director
Professor of Clinical Medicine
Vice-Chair for Graduate and Continuing Medical Education
Department of Medicine
Columbia University
College of Physicians and Surgeons
Pri-Med New York
CONFERENCE & EXHIBITION

June 21-23, 2012
Jacob K. Javits Convention Center, New York, NY

Thursday & Friday, June 21-22
Current Clinical Issues in Primary Care
Earn up to 13.25 AMA PRA Category 1 Credits™

Saturday, June 23
pmiCME Updates
Earn up to 7.5 AMA PRA Category 1 Credits™

Attend the core curriculum, Current Clinical Issues in Primary Care
and choose from 40 clinically relevant lectures, including:

• Community Infections: Just Say No to Antibiotics
• Screening for Prostate Cancer
• Menopause: An Update for 2012
• Insomnia: Beyond the Zolpidem Prescription
• Hormones, Food, and Our Environment
Conference & Exhibition Overview

However you choose to customize your Pri-Med New York experience, you'll leave the conference reenergized and equipped with innovative ideas that you can incorporate into your practice immediately.

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Thursday & Friday, June 21-22

Current Clinical Issues in Primary Care

Choose from 40 clinical lectures developed and presented by the distinguished faculty of Harvard Medical School and Columbia University, College of Physicians and Surgeons.

Is this included in the registration fee? Yes

How many credits can I earn? Up to 13.25 for 2 days

Who is the accredited provider and what type of credits are offered?
Harvard Medical School
- AMA PRA Category 1 Credits™
- AAFP
- AOA

pmiCME
- AANP

Who sponsors the content?
Harvard Medical School and Columbia University, College of Physicians and Surgeons

How many lectures do I have to choose from? 40 lectures

Do sessions run all day? Yes, with breaks

Is this a ticketed program? No

Where can I learn more? Pages 2-7
Pri-Med.com/nyc/r18 on the Session Topics tab
<table>
<thead>
<tr>
<th>Saturday, June 23</th>
<th>Thursday–Saturday, June 21-23</th>
<th>Thursday–Saturday, June 21-23</th>
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<tr>
<td><strong>pmiCME Updates</strong></td>
<td><strong>Educational Symposia</strong></td>
<td><strong>Exhibit Hall</strong></td>
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<tr>
<td>Choose from multi-topic sessions focusing on a variety of disease-specific treatment and management approaches.</td>
<td><em>Independently, Non-Harvard Medical School Accredited</em></td>
<td><strong>Exhibit Hall Floor</strong></td>
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<td>Learn about new discoveries in treatments and therapies at these mealtime educational sessions.</td>
<td>Discover cutting-edge medical products and services and meet with industry representatives.</td>
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<td>Yes, this is a separately ticketed program. To register, you must select pmiCME Updates during registration.</td>
<td>Yes, this is a separately ticketed program. To register, you must select your sessions during registration.</td>
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<td><strong>Presentation Theaters</strong></td>
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<td>pmiCME or another ACCME Accredited Provider</td>
<td>Attend lunch- and break-time presentations featuring the latest disease-specific products and services from industry leaders.</td>
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<td><strong>Up to 7.5 per track</strong></td>
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<td><strong>Up to 1.5 per session</strong></td>
<td>No credits</td>
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**Who sponsors the content?**

- Harvard Medical School and Columbia University, College of Physicians and Surgeons
- pmiCME or another ACCME Accredited Provider
- Commercial supporters

**How many lectures do I have to choose from?**

- 40 lectures
- 5-6 lectures
- Up to 3 lectures per day
- N/A
- Up to 6 lectures per day

**Do sessions run all day?**

- Yes, with breaks
- No, only during breaks
- See Exhibit Hall hours on page 10

**Is this included in the registration fee?**

- Yes
- No

**How many credits can I earn?**

- Up to 13.25 for 2 days
- Up to 7.5 per track
- Up to 1.5 per session
- No credits

**Who is the accredited provider and what type of credits are offered?**

- Harvard Medical School
- AMA PRA Category 1 Credits™
- AAFP
- AOA
- pmiCME
- AANP
- pmiCME
- pmiCME or another ACCME Accredited Provider
- AMA PRA Category 1 Credits™
- AAFP
- AANP
- N/A

**When registering, remember to select the ticketed events that you plan on attending.**

Register at Pri-Med.com/nyc/r18 on the Session Topics tab

Register at Pri-Med.com/nyc/r18 on the Additional Opportunities tab

Register at Pri-Med.com/nyc/r18 on the Exhibit Hall tab

Register at Pri-Med.com/nyc/r18 on the Additional Opportunities tab
Dr Chopra is Professor of Medicine and Faculty Dean for Continuing Education at Harvard Medical School and Senior Consultant in Hepatology at the Beth Israel Deaconess Medical Center, Boston. He is Editor-in-Chief of the Hepatology Section of UpToDate and has more than 120 publications and five books to his credit. The recipient of numerous awards over the past 25 years, including the Excellence in Teaching Award and the American Gastroenterological Association’s Distinguished Educator Award, Dr Chopra was elected in 2009 as a Master of the American College of Physicians, an honor bestowed upon a select few citizen physicians, educational innovators, scientific thinkers, and humanists who inspire those around them and set the standards for quality in medicine. Dr Chopra serves as Course Director for several CME courses, including seven annual Current Clinical Issues in Primary Care. His latest book, *Dr. Chopra Says: Medical Facts and Myths Everyone Should Know*, published in December 2010, has been translated into multiple languages. His next book, *Leadership by Example: The Ten Key Principles of all Great Leaders* has received singular advance praise and will be published in spring of 2012.

Dr Fiebach is Professor of Clinical Medicine at Columbia University, College of Physicians and Surgeons and the Vice-Chair for Graduate and Continuing Medical Education in the Department of Medicine. He is also a Fellow of the New York Academy of Medicine.

He is one of the editors for Barker, Burton and Zieve's *Principles of Ambulatory Medicine*, now in its 7th edition. The Regional Medicine-Public Health Education Center (GME) at Columbia, one of 13 in the United States supported by the Association of American Medical Colleges and Centers for Disease Control and Prevention, is directed by him.

Dr Fiebach is a practicing general internist with interests in respiratory infections in primary care, preventive medicine, and medical education.
Keynote Speakers

Thursday, June 21
The Top Ten Stories in Medicine in the Last 100 Years

Mark D. Aronson, MD, MACP
Professor of Medicine
Beth Israel Deaconess Medical Center

Sanjiv Chopra, MD, MACP
Professor of Medicine
Harvard Medical School

Drs Chopra and Aronson will cover the greatest discoveries and scientific advances in the last 100 years. All scientific breakthroughs come in fits and starts. The stories behind the discovery of drugs like penicillin and statins; the discovery of vaccines for polio and Hepatitis B; the control of HIV, the greatest of all plagues, with HAART therapy; the cure of diseases such as Hepatitis C; the history of how the birth control pill came about; and advances in cardiology such as the development of the pacemaker for complete heart block have not only changed medicine forever but make for fascinating tales that combine serendipity with brilliant science.

Friday, June 22
Preparing for Megadisasters: What Primary Care Doctors Need to Know Now

Irwin Redlener, MD, FAAP
Director, National Center for Disaster Preparedness
Clinical Professor of Population and Family Health, Mailman School of Public Health; and Clinical Professor of Pediatrics, College of Physicians and Surgeons, Columbia University
President and Co-Founder
Children's Health Fund

Many challenges face every sector of society during and after large-scale catastrophic events. Health care providers are both potential victims and responders. Staying safe and playing a critical role in response and recovery require planning and understanding the big picture in managing public health crises.

Ajay Kirtane, MD
Columbia University
College of Physicians and Surgeons
Speaking on: Key Updates in Primary Care

Ian Kronish, MD
Columbia University
College of Physicians and Surgeons
Speaking on: Behavioral Issues in Primary Care

Ira Lamster, DDS
Columbia University
College of Physicians and Surgeons
Speaking on: Patient Care in the Primary Care Office Setting

Christine Lauren, MD
Columbia University
College of Physicians and Surgeons
Speaking on: Pediatric and Adolescent Medicine

William Levine, MD
Columbia University
College of Physicians and Surgeons
Speaking on: Bones and Groans: Musculoskeletal Medicine for Primary Care

Jacob Levitt, MD
Columbia University
College of Physicians and Surgeons
Speaking on: Dermatology for Primary Care

Howard Libman, MD
Harvard Medical School
Speaking on: Infectious Disease; Ask The Expert: Hepatology and HIV

Dennis Rosen, MD
Harvard Medical School
Speaking on: Pediatric and Adolescent Medicine

Peter Santogade, MD
Columbia University
College of Physicians and Surgeons
Speaking on: Behavioral Issues in Primary Care

Elizabeth Shane, MD
Columbia University
College of Physicians and Surgeons
Speaking on: Women's Health–Prevention

Jane Sillman, MD
Harvard Medical School
Speaking on: Help for Our Overweight Patients

Howard Smetana, MD
Harvard Medical School
Speaking on: Pharmacology Update: Yes, No, Really; Patient Care in the Primary Care Office Setting

Margrit Wiesendanger, MD
Columbia University
College of Physicians and Surgeons
Speaking on: Bones and Groans: Musculoskeletal Medicine for Primary Care

Ralph Wynn, MD
Columbia University
College of Physicians and Surgeons
Speaking on: Women's Health: Controversies in Breast Cancer Prevention and Screening

Register at Pri-Med.com/nyc/r18
Lectures to Help You Improve Patient Outcomes

The Course Development Committee of Harvard Medical School and Columbia University, College of Physicians and Surgeons has developed a curriculum designed to bring you the studies, insights, and solutions that will make a significant impact on your daily practice and improve patient care. Choose from 40 clinically relevant talks, including these innovative lectures.

Thursday, June 21 | 9:52 AM
Screening for Prostate Cancer
The key aspects of PSA testing and prostate cancer management and follow-up, as seen from the primary care physician’s perspective, will be emphasized. Aspects of shared decision making and the emerging role of active surveillance in prostate cancer management will be highlighted. Evidence-based information emanating from the major internal medical journals will be emphasized. Aspects of risk management and minimizing litigation directed against PCPs will be highlighted.

Thursday, June 21 | 10:30 AM
Menopause: An Update for 2012
More is known than ever before about the physiology of menopause, while controversy about appropriate treatment of menopausal symptoms continues. This lecture provides an update on new findings related to the natural history and physiology of menopause, new evidence on the benefits and risks of hormone therapy and nonhormonal alternative treatments for symptomatic postmenopausal women, and practical issues in prescribing and monitoring therapy.

Friday, June 22 | 1:30 PM
Insomnia: Beyond the Zolpidem Prescription
Insomnia is one of the most common conditions in medicine, but it is frequently overlooked by patients and caregivers. This talk covers the basics of insomnia: where it comes from, what else to worry about, and treatments both pharmacological and behavioral.

Friday, June 22 | 2:40 PM
Community Infections: Just Say No to Antibiotics
This lecture will cover both the appropriate use of antibiotics in the outpatient setting and how to address patients’ concerns and needs when antibiotics are not indicated. Included in this session are patient counseling techniques and video clips of how to implement current recommendations to result in a strong doctor-patient experience while keeping antibiotic misuse under control.

Friday, June 22 | 5:15 PM
Are You Prescribing Blind?
Approaches to Assessing and Improving Medication Adherence in Primary Care
Non-adherence to medications is known as America’s “other drug problem.” This talk will review the epidemiology of medication adherence as well as common predictors and barriers to adherence. It will also review strategies to assess medication adherence and approaches to managing non-adherent patients in primary care.
Course Development Committee

*Current Clinical Issues in Primary Care* is developed by the Course Development Committee of Harvard Medical School and Columbia University, College of Physicians and Surgeons. All decisions about the program content and faculty are made exclusively by the Course Development Committee. It is the mission of the Course Development Committee to develop, present, and promote an educational opportunity that is timely, relevant, free of commercial influence, and of the highest quality. To that end, we welcome your comments about how better to serve your needs.

Course Directors

Sanjiv Chopra, MD, MACP
Faculty Dean for Continuing Education
Professor of Medicine, Harvard Medical School
Senior Consultant in Hepatology
Beth Israel Deaconess Medical Center

Nicholas Fiebach, MD, FACP
Professor of Clinical Medicine
Columbia University
College of Physicians and Surgeons

Course Development Committee

Mark D. Aronson, MD, MACP
Deputy Director
Professor of Medicine
Harvard Medical School

Karen J. Carlson, MD
Deputy Director
Associate Professor of Medicine
Harvard Medical School

Frank J. Domino, MD
Professor of Medicine, Clerkship Director
Family Medicine and Community Health
University of Massachusetts Medical School

Elaine M. Fleck, MD
Associate Clinical Professor
Columbia University
College of Physicians and Surgeons

John D. Goodson, MD, FACP
Deputy Director
Associate Professor of Medicine
Harvard Medical School

Evelyn Granieri, MD
Chief, Division of Geriatric Medicine and Aging
Columbia University
College of Physicians and Surgeons

Harvey P. Katz, MD
Deputy Director
Associate Clinical Professor
Harvard Pilgrim Health Care Institute

Rafael Lantigua, MD
Professor of Clinical Medicine
Columbia University
College of Physicians and Surgeons

Ellen Long-Middleton, PhD, RN, FNP
Associate Clinical Professor
MGH Institute of Health Professions

Katherine G. Nickerson, MD
Professor of Clinical Medicine
Columbia University
College of Physicians and Surgeons

Jai Radhakrishnan, MD
Associate Professor of Clinical Medicine
Columbia University
College of Physicians and Surgeons

Jane S. Sillman, MD
Deputy Director
Assistant Professor of Medicine
Harvard Medical School

Gerald W. Smetana, MD
Associate Professor of Medicine
Harvard Medical School

Janice Smolowitz, DNP, EdD, ANP-BC
Columbia University School of Nursing

Sharon Steinberg, MS, RN, CS
Lecturer in Ambulatory Care and Prevention
Harvard Medical School and
Harvard Pilgrim Health Care
Ex-Officio Member

Joseph Tenenbaum, MD
Edgar Leifer Professor of Clinical Medicine
Columbia University
College of Physicians and Surgeons

Elizabeth A. Wedemeyer, MD
Associate Clinical Professor of Pediatrics
Columbia University
College of Physicians and Surgeons

Richard Younge, MD
Director, Chief of Family Medicine
Columbia University
College of Physicians and Surgeons

Register at Pri-Med.com/nyc/r18
# Current Clinical Issues in Primary Care

Core curriculum developed and presented by Harvard Medical School and Columbia University, College of Physicians and Surgeons.

## THURSDAY, JUNE 21

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Topic</th>
<th>Facilitator(s)</th>
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</thead>
<tbody>
<tr>
<td>7:45 AM</td>
<td>WELCOME</td>
<td>Welcome</td>
<td>Sanjiv Chopra, MD, MACP, and Nicholas Fiebach, MD, FACP</td>
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<tr>
<td>7:50 AM</td>
<td>KEYNOTE ADDRESS</td>
<td>The Top Ten Stories in Medicine in the Last 100 Years</td>
<td>Mark Aronson, MD, MACP, and Sanjiv Chopra, MD, MACP</td>
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<tr>
<td>8:45 AM</td>
<td>BREAK</td>
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<tr>
<td>9:15 AM</td>
<td>SESSION 1A</td>
<td>Common Curbside Consults in Infectious Diseases</td>
<td>Howard Libman, MD</td>
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<tr>
<td>9:15 AM</td>
<td>SESSION 2A</td>
<td>Lung Cancer Screening</td>
<td>William Bulman, MD</td>
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<tr>
<td>9:45 AM</td>
<td>SESSION 1B</td>
<td>Tick-Borne Diseases: The Pace is Feverish, The Decisions Should Not Be Rash</td>
<td>Jonathan Edlow, MD</td>
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<tr>
<td>9:50 AM</td>
<td>SESSION 2B</td>
<td>Current Controversies in Cancer Screening</td>
<td>Marc Garnick, MD</td>
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<td>10:15 AM</td>
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<td>11:45 AM</td>
<td>LUNCH BREAK</td>
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<tr>
<td>1:30 PM</td>
<td>SESSION 3A</td>
<td>Vertigo–A Common Cause of Dizziness: Practical Pointers</td>
<td>Jonathan Edlow, MD</td>
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<tr>
<td>1:30 PM</td>
<td>SESSION 4A</td>
<td>Helping the School-Age Child Get a Good Night's Sleep (and Out of Bed in the Morning!)</td>
<td>Dennis Rosen, MD</td>
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<tr>
<td>1:45 PM</td>
<td>SESSION 1B</td>
<td>Panel Discussion and Questions from the Audience</td>
<td>Sanjiv Chopra, MD; Howard Libman, MD</td>
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<tr>
<td>2:00 PM</td>
<td>SESSION 2B</td>
<td>Menopause: An Update for 2012</td>
<td>Karen Carlson, MD</td>
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<td>2:15 PM</td>
<td>SESSION 3B</td>
<td>Reconnecting the Mouth to the Body: A Primer on Oral and Dental Health</td>
<td>Ira Lamster, DDS</td>
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<td>2:25 PM</td>
<td>SESSION 4B</td>
<td>Neonatal Dermatology for the Office Practitioner</td>
<td>Christine Lauren, MD</td>
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<td>SESSION 3A</td>
<td>Hypertension Update 2012</td>
<td>Gerald Smetana, MD</td>
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<td>2:45 PM</td>
<td>SESSION 4A</td>
<td>Challenging Patients: What's Your Diagnosis?</td>
<td>Harvey P. Katz, MD</td>
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<td>3:15 PM</td>
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<td>4:15 PM</td>
<td>SESSION 3B</td>
<td>Medical Management of Type 2 Diabetes</td>
<td>Lauren Golden, MD</td>
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<td>4:15 PM</td>
<td>SESSION 4B</td>
<td>Prevention of Breast Cancer</td>
<td>Karen Carlson, MD</td>
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<td>4:15 PM</td>
<td>SESSION 3B</td>
<td>New Advances in Valvular Heart Disease</td>
<td>Ajay Kirtane, MD</td>
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<td>4:15 PM</td>
<td>SESSION 4B</td>
<td>Breast Cancer Screening: A Primary Care Physician's Perspective</td>
<td>Deepthiman Gowda, MD</td>
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<tr>
<td>4:45 PM</td>
<td>SESSION 4B</td>
<td>Transforming Care through the PCMH: What Does That Mean to You?</td>
<td>Elaine Fleck, MD</td>
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<td>5:15 PM</td>
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<td>5:45 PM</td>
<td>SESSION 4B</td>
<td>Controversies in Mammographic Screening for Breast Cancer</td>
<td>Ralph Wynn, MD</td>
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## MODERATORS

Session 1A: Mark Aronson, MD  
Session 1B: Gerald Smetana, MD  
Session 2A: Janice Smolowitz, DNP, EdD, ANP-BC  
Session 2B: Karen Carlson, MD  
Session 3A: Sanjiv Chopra, MD  
Session 3B: Rafael Lantigua, MD  
Session 2A: Janice Smolowitz, DNP, EdD, ANP-BC  
Session 2B: Karen Carlson, MD  
Session 4A: Harvey P. Katz, MD  
Session 4B: Nicholas Fiebach, MD
## FRIDAY, JUNE 22

<table>
<thead>
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<th>Time</th>
<th>Session</th>
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<td>Irwin Redlener, MD, FAAP</td>
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<td><strong>BREAK</strong></td>
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<tr>
<td>9:30 AM</td>
<td><strong>SESSION 5</strong></td>
<td>From ZZZs to Fs: Obstructive Sleep Apnea as a Major Cause of Cognitive and Behavioral Impairment in Children</td>
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<td>Dennis Rosen, MD</td>
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<td>Critical Pediatric Cardiac Diagnoses for the Busy Clinician</td>
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<td>Rakesh Singh, MD</td>
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<td>Hormones, Food, and Our Environment</td>
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<td>Harvey P. Katz, MD</td>
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<td>Adolescent and Young Adult Male Health</td>
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<td>David Bell, MD</td>
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<td>11:45 AM</td>
<td><strong>LUNCH BREAK</strong></td>
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<td>1:30 PM</td>
<td><strong>SESSION 7A</strong></td>
<td>Insomnia: Beyond the Zolpidem Prescription</td>
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<td>Carl Bazil, MD</td>
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<td>New Drugs for the Primary Care Provider: What You Need to Know</td>
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<td>Gerald Smetana, MD</td>
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<td>Community Infections: Just Say No to Antibiotics</td>
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<td>Frank Domino, MD</td>
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<td>3:15 PM</td>
<td><strong>BREAK</strong></td>
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<td>4:15 PM</td>
<td><strong>SESSION 7B</strong></td>
<td>Constipation: Movement, Motility, and Meds</td>
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<td>Peter Santogade, MD</td>
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<td>Are You Prescribing Blind? Approaches to Assessing and Improving Medication Adherence in Primary Care</td>
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<td>Ian Kronish, MD</td>
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<td>5:45 PM</td>
<td><strong>SESSION 8A</strong></td>
<td>Debunking the Black Box of the Shoulder</td>
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<td>William Levine, MD</td>
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<td>Simple Backache That Defies Simple Diagnosis: Clinical Screening Techniques for the Lumbar Spine, Hip, and Pelvis</td>
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<td>Evan Johnson, DPT</td>
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<td>Gout: Something Old and Something New</td>
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<td>Margrit Wiesendanger, MD</td>
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<td>5:45 PM</td>
<td><strong>SESSION 8B</strong></td>
<td>Obesity Treatment</td>
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<td>Jane Sillman, MD</td>
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<td>Motivational Interviewing for Weight Loss and Exercise</td>
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<td>Frank Domino, MD</td>
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### MODERATORS

- Session 5: Lawrence Kleinman, MD, MPH
- Session 6A: Jai Radhakrishnan, MD
- Session 6B: Mark D. Aronson, MD
- Session 7A: Jane Sillman, MD
- Session 7A: Evelyn Granieri, MD
- Session 8A: Katherine Nickerson, MD
- Session 8B: Frank Domino, MD

Schedule subject to change.
pmiCME Updates

Saturday, June 23

Earn additional credits by attending a full day of sessions that focus on disease-specific treatment and management approaches. This program typically includes five sessions of clinically relevant topics and is designed to provide you with a well-rounded curriculum, so you remain in the same track throughout the day.

Tentative topics include:

- Insulin 101: An Introduction to Insulin Therapy in the 21st Century
- Defining the Role of Intra-articular Injections in the Management of Knee Osteoarthritis Pain
- Understanding the Impact of HCV and Therapeutic Considerations for the Frontline Provider
- Targeting the Kidney in Managing the Patient with Type 2 Diabetes: A New Approach
- Achieving Sustained Weight Reduction: Using Tried-and-True Methods of Individualized Diet, Exercise, and Behavioral Therapy
- Depression: Optimizing Outcomes for the Individual Patient

For full details and the most up-to-date session topics, visit Pri-Med.com/nyc/r18 and click on the Session Topics tab.

Ticketed Event with Limited Seating

To attend, you must select pmiCME Updates during registration. Tickets are included in your registration fee, but not all registrants will be able to attend, due to the limited capacity, so please make your selections early.

Sponsored by pmiCME

These sessions are supported by educational grants from the health care industry and are accredited by pmiCME. pmiCME Updates is produced independently of and is not affiliated with Harvard Medical School and Columbia University, College of Physicians and Surgeons.

Schedule subject to change.
Educational Symposia

Independent, Non-Harvard Medical School Accredited

Thursday–Saturday, June 21-23

Informed by emerging research in treatment and therapy, these independent, non-Harvard Medical School accredited sessions are scheduled during breakfast, lunch, and dinner hours. There are a limited number of Educational Symposia, and registration is limited to physicians, physician assistants, and nurse practitioners currently engaged in patient care.

Support for some sessions is made possible by educational grants from industry. Disclosure of industry support will be provided to attendees in advance of the symposia. These activities are produced independently of and are not affiliated with Harvard Medical School and Columbia University, College of Physicians and Surgeons.

Thursday, June 21 | 11:55 AM–1:25 PM

Type 2 Diabetes “Grand Rounds”: Expert Consults on GLP-1 Receptor Agonists

Friday, June 22 | 11:55 AM–1:25 PM

Coordinating Evidence-Based Care for Chronic Pain: Multimodal Therapies for a Multidimensional Disease

Schedule subject to change.
Exhibit Hall

Thursday & Friday, June 21-22
8:30 AM – 4:30 PM
Saturday, June 23
9:00 AM – 12:45 PM

Exhibitor List

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

A Fashion Hayvin, Inc.
Abbott Laboratories
Accessory Mania
AHRQ Effective Health Care Program at Baylor College of Medicine
Alere (Inverness Medical Innovations)
AmazingCharts.com
American College of Physicians
American Express
Amylin Pharmaceuticals
Argus Medical Management
AspirinWorks by Corgenix
Biorin, Inc.
Bionix Medical Technologies
Boiron
California Academy of Physician Asst.
Calmoestepine
Cardinal Health—Neuro Care Technologies Group
Carlson Laboratories
CME Corner Medical
Communications Media
CryoProbe
CryoSurgery, Inc.
Cutera
Daichi Sankyo, Inc.
Dermalogix Partners, Inc.
diaDexus, Inc.
Doximity
Dr. Fuji
Edge Systems Corporation
Ellman International, LLC
Elsevier Medical Books
Galderma Laboratories LP
Health Match BC
HemoCue, Inc.
HOLISTIC, Inc.
Ideal Protein
Kaiser Permanente
Lippincott Williams & Wilkins
Maico Diagnostics
Massaging Insoles
by Superior Health, Inc.
Medelita
Medical Speech Solutions
MedicAlert Foundation
Meretek Diagnostics
Micro Direct, Inc.
Midmark Corporation
Navajo Jewelry & Crafts
Navelin, Inc.
New Balance Athletic Shoes
New York Times
Novartis Pharmaceuticals
Novo Nordisk, Inc.
Novus Optimum Lab
Nu-Skin
Nutramax Laboratories, Inc.
OA Systems, Inc.
PCA Advanced Skin Care Systems
Pfizer, Inc.
Philips Respironics
PriCara®, Division of Ortho-McNeil-Janssen Pharmaceuticals, Inc.
Prime Clinical Systems, Inc.
Registry of Physician Specialists
Roche Diagnostics
Rockwell Medical Supply, Inc.
Scarf King
Shionogi Pharma, Inc.
Summit Doppler Systems
Take Shape For Life
Takeda Pharmaceuticals
North America, Inc.
Tec Laboratories, Inc.
Televox Software, Inc.
Teva Respiratory
Thinklabs, Inc.
Ultimate Creations
US Army Medical Recruiting
Verathon Medical
ViroPharma Incorporated
Vital Nutrients
Vitamix Corp.
Watermark Medical
WynnPharm, Inc.

Presentation Theaters

Discover the latest disease-specific products and services from some of the leading experts in the industry while enjoying a complimentary lunch or snack. Presentation Theaters offer an intimate learning environment that provides you in-depth knowledge about new offerings. These presentations are held throughout the conference, during session breaks.

Ticketed Event with Limited Seating

To attend, you must select the available Presentation Theaters during registration. Registration for these sessions will open on Tuesday, April 24. Tickets are included in your registration fee, but not all registrants will be able to attend due to the limited capacity, so please make your selections early.

Exhibitors and times subject to change. No one under the age of 16 is permitted on the Exhibit Hall floor.
STAY UP TO DATE

See why 2 out of 3 clinicians choose Pri-Med to access colleagues, leading experts, and best-in-class medical education.

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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 and travel needs:

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

Reserve your room by May 28 to receive reduced rates at:

1. Crowne Plaza Times Square Manhattan 1605 Broadway
   Rates starting at $319

2. Hilton New York 1335 Avenue of the Americas
   Rates starting at $319

3. Marriott Marquis 1535 Broadway
   Rates starting at $359

Plan ahead. Reduced rates are available on a first-come, first-served basis.
Rates do not include current tax of 14.75% (plus $3.50 surcharge), subject to change.

Book your hotel and travel reservations through onPeak today:

- Pri-Med.com/nyc/r18 (click on the Travel tab)
- 800-584-9017
- primed@onpeakevents.com
Accreditation & Designation

Current Clinical Issues in Primary Care

The Harvard Medical School is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. The Harvard Medical School designates this live activity for a maximum of 13.25 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

COURSE DEVELOPMENT Current Clinical Issues in Primary Care is developed by the Course Development Committee of Harvard Medical School and Columbia University, College of Physicians and Surgeons. All decisions about the program content and faculty are made exclusively by the Course Development Committee. It is the mission of the Course Development Committee to develop, present, and promote an educational opportunity that is timely, relevant, free of commercial influence, and of the highest quality. To that end, we welcome your comments about how better to serve your needs.

COURSE OBJECTIVES After completing Current Clinical Issues in Primary Care, attendees will be better able to:

• Diagnose and manage common conditions in effective and efficient ways that improve outcomes for patients.
• Evaluate the evidence behind new guidelines and recommendations.
• Enhance communication techniques to increase patient satisfaction and adherence to treatment.

AANP ACCREDITATION STATEMENT pmiCME is approved as a provider of nurse practitioner continuing education by the American Academy of Nurse Practitioners. AANP provider 040308. This program has been approved for 13.25 contact hours of continuing education (which includes 5.5 hours of pharmacology).

pmiCME Updates

pmiCME Updates is sponsored by pmiCME.

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

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<td>DESIGNATION STATEMENT pmiCME designates this live activity for a maximum of 7.5 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.</td>
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<td>AAFP APPLICATION Application for CME credit has been filed with the American Academy of Family Physicians. Determination of credit is pending.</td>
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<td>AANP Accreditation Statement: pmiCME is approved as a provider of nurse practitioner continuing education by the American Academy of Nurse Practitioners. AANP provider 040308. This program has been approved for 7.5 contact hours of continuing education (which includes 3.75 hours of pharmacology).</td>
<td>AANP Accreditation Statement: pmiCME is approved as a provider of nurse practitioner continuing education by the American Academy of Nurse Practitioners. AANP provider 040308. This program has been approved for 7.5 contact hours of continuing education (which includes 3.75 hours of pharmacology).</td>
<td>AANP Accreditation Statement: pmiCME is approved as a provider of nurse practitioner continuing education by the American Academy of Nurse Practitioners. AANP provider 040308. This program has been approved for 7.5 contact hours of continuing education (which includes 3.75 hours of pharmacology).</td>
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<td>To date, the following organizations have provided an educational grant in support of these pmiCME Updates 1 activities: Genzyme, a Sanofi company; Vertex Pharmaceuticals Incorporated and Genentech; and sanofi-aventis U.S. Inc.</td>
<td>To date, the following organizations have provided an educational grant in support of these pmiCME Updates 2 activities: Bristol-Myers Squibb and AstraZeneca Pharmaceuticals LP; Alliance Partners; Forest Research Institute, a subsidiary of Forest Laboratories, Inc.; and Lilly USA, LLC.</td>
<td>To date, the following organizations have provided an educational grant in support of these pmiCME Updates 3 activities: Novo Nordisk Inc.; and Genentech.</td>
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Educational Symposia

Independent, Non-Harvard Medical School Accredited

To obtain credit for independent, non-Harvard Medical School accredited educational symposia, you will need to scan your Attendance ScanCard at each symposium attended. Credit certificates will either be distributed at the conclusion of the symposium or mailed to you by the accrediting institution approximately 8 weeks after the close of the conference.

Support for some of these activities is made possible by educational grants from industry. Disclosure of industry support is provided to attendees in advance of the educational activity. To date, the following organizations have provided an educational grant in support of these symposia activities: Novo Nordisk Inc.; and this CME activity is supported by an educational grant from Lilly USA, LLC. For further information concerning Lilly grant funding visit www.lillygrantoffice.com.

This is a limited-capacity, ticketed event available on a first-come, first-served basis.

Educational Symposia schedule subject to change.

pmiCME Updates and symposia activities are produced independently of and are not affiliated with Harvard Medical School and Columbia University, College of Physicians and Surgeons. For complete activity information, including acknowledgment of commercial support, please refer to Pri-Med.com/nyc/accreditation.

Americans with Disabilities Statement

In accordance with the Americans with Disabilities Act, pmiCME seeks to make this conference accessible to all. If you have a need that might require special accommodations, please call 877-4PRI-MED (877-477-4633) or e-mail support@pri-med.com 3 weeks prior to the meeting.

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Expert faculty share insights, tools, and resources that will transform your practice and improve patient outcomes.

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Faculty Dean for Continuing Education
Professor of Medicine
Harvard Medical School

Nicholas Fiebach, MD, FACP
Professor of Clinical Medicine
Vice-Chair for Graduate and Continuing Medical Education
Department of Medicine
Columbia University
College of Physicians and Surgeons

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William Bulman, MD
Karen Carlson, MD
Sanjiv Chopra, MD
Frank D. Domino, MD
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Dennis Rosen, MD
Peter Santogade, MD
Elizabeth Shane, MD
Jane Sillman, MD
Rakesh Singh, MD
Gerald Smetana, MD
Margrit Wiesendanger, MD
Ralph Wynn, MD

Keynote Speakers

Thursday, June 21
The Top Ten Stories in Medicine in the Last 100 Years

Mark D. Aronson, MD, MACP
Professor of Medicine
Beth Israel Deaconess Medical Center

Sanjiv Chopra, MD, MACP
Faculty Dean for Continuing Education
Professor of Medicine
Harvard Medical School

Friday, June 22
Preparing for Megadisasters: What Primary Care Doctors Need to Know Now

Irwin Redlener, MD, FAAP
Director, National Center for Disaster Preparedness
Clinical Professor of Population and Family Health
Mailman School of Public Health
and Clinical Professor of Pediatrics
College of Physicians and Surgeons
Columbia University
President and Co-Founder
Children’s Health Fund

Register online by May 11 for only $50.
Or for $10 more, register via phone at 866-263-5345 (Mon-Fri, 9 am - 8 pm ET).

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*When registering, remember to select the ticketed events that you plan on attending.*