OBJECTIVES
As a result of participating in this conference, attendees should be able to:
1. Discuss and promote appropriate use of evidence-based medicine in primary care practices.
2. Identify topics and become educated in pertinent and new information in primary care.
3. Interact and question nationally recognized speakers on a variety of common clinical scenarios from medical practice.

SCHEDULE OF EVENTS

THURSDAY, OCTOBER 2
5:30-7 pm Dinner For Registrants and Family
5:30-7 pm Conference Registration
7-8 pm 5 Things I Wish I Knew Last Year (2014) Louis Kuritzky, MD

FRIDAY, 3
6:30-7:30 am TOPIC: ADULT MEDICINE
6:30-7:30 am Registration/Breakfast/Exhibits
7:30-8:30 am 2014 Updates on Hypertension Guidelines for Practice Patrick McBride, MD
8:30-9:30 am The New Cholesterol Guidelines: Evidence and Controversy Patrick McBride, MD
9:30-10 am Break/Networking/View Exhibits Louis Kuritzky, MD
10-11 am The Primary Care Clinician’s Role in Diagnosing Hepatitis C Jennifer Frank, MD
11-12 noon “The Death of the Annual Pap”: New Cervical Screening, Pap Smear Guidelines Jennifer Frank, MD
12 noon-12:15 pm Break
12:15-1 pm LUNCH TOPIC: “Good Health-What’s Lifestyle Got to Do With It?” Kay Theyerl, MD

SATURDAY, 4
6:30-7:30 am TOPIC: PEDIATRICS
6:30-7:30 am Registration/Breakfast/Exhibits
7:30-8 am “Ouch, My Ear Hurts”: An Update on the Diagnosis and Management of Acute Otitis Media Molly Kleiman, MD
8-8:30 am The Clear Solution for Treating Eczema: Pathogenesis Guide Treatments Yvonne Chiu, MD
8:30-9 am Clearing up Acne Treatment Options Yvonne Chiu, MD
9-9:30 am Interpreting Birthmarks and Translating them for Patients Yvonne Chiu, MD
9:30-10 am Break/Networking/View Exhibits
10-11 am Pediatric Spoiler Alerts Jennifer Hunt, MD
11-12 noon “What If She Says Yes?” Domestic Violence and Abuse Christina Romatowski
12 noon-12:15 pm Break
12:15-1 pm LUNCH TOPIC: One Addiction to Another Jason Stuckart

SUNDAY, 5
6:30-7:30 am TOPIC: SPECIAL POPULATIONS
6:30-7:30 am Continential Breakfast
7:30-8:30 am Recognizing Bipolar Disorder in the Primary Care Setting Tasha Farrar, MD
8:30-9:30 am The Clinician Effect: How YOU Trump Pills David Rakel, MD
9:30-9:45 am Break
9:45-10:45 am Optimizing the GI Ecosystem: More Treatment Options Than Simply Turning Off Acid David Rakel, MD

CONFERENCE SPEAKERS

Yvonne Chiu, MD
Children’s Hospital of Wisconsin
Milwaukee, WI

Tasha Farrar, MD
ThedaCare Physicians
ThedaCare Behavioral Health
Menasha, WI

Jennifer Frank, MD
ThedaCare Physicians
Neenah Family Medical Center
Neenah, WI

Jennifer Hunt, MD
ThedaCare Physicians
Appleton Family Medical Center
Appleton, WI

Molly Kleiman, MD
Bellin Health Systems
Bellin Health Ashwaubenon
Green Bay, WI

Louis Kuritzky, MD
Clinical Assistant Professor of Community Health and Family Medicine
University of Florida-Gainesville
Gainesville, FL

Patrick McBride, MD, MPH, FACC
Faculty, University of Wisconsin School of Medicine and Public Health Department of Family Medicine
Madison, WI

David Rakel, MD
Director, UW Integrative Medicine Associate Professor, Department of Family Medicine
University of Wisconsin School of Medicine
Madison, WI

Christina Romatowski
Community Education & Outreach Harbor House Domestic Abuse Program
Green Bay, WI

Jason Stuckart, Narcotics Investigator
Brown County Drug Task Force
Brown County Sheriff’s Office
Green Bay, WI

Kay Theyerl, MD
ThedaCare Physicians
ThedaCare Appleton Workplace Clinic Internal Medicine
Appleton, WI
REGISTRATION FORM

(Please print)

Name: ________________________________ Credentials: ________________________________

Health Care Organization: ___________________________________________________________

Guest Name(s): _________________________________________________________________

Address: _________________________________________________________________________

City: __________________ State: __________ Zip: _________________________________

E-mail Address: __________________________ Phone: ___________________________

REGISTRATION
I will be attending (mark all that apply): ☐ Thursday, October 2 ☐ Friday, October 3
☐ Saturday, October 4 ☐ Sunday, October 5

FEES EARLY BIRD REGULAR
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<tr>
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<th>Ends August 29, 2014</th>
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<tbody>
<tr>
<td>2 Days</td>
<td>$225</td>
<td>$300</td>
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<tr>
<td>3-4 Days</td>
<td>$275</td>
<td>$350</td>
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† Menu Selections
<table>
<thead>
<tr>
<th>Thursday Dinner</th>
<th>Friday Lunch</th>
<th>Saturday Lunch</th>
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<tr>
<td>(Families Welcome)</td>
<td>(Spouses Welcome)</td>
<td>(Spouses Welcome)</td>
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# of Adults # # #
# of Children # # #

Continental Breakfast served daily for registrants

☐ Yes, I would like to purchase a binder for $25
☐ I would like to purchase ____ ticket(s) to the play “Always...Patsy Cline” on Saturday night for $38 each.

Payment is due at time of registration. **Deadline: September 12.**

Please return completed form with check payable to Bellin Health and send to: Kerry Winkler, CME Coordinator, Medical Staff Services, Bellin Hospital, PO Box 23400, Green Bay, WI 54305-3400 – or – you may register online at bellin.org/familymedicine

*Conference is limited to the first 100 registrants. In an effort to go green, your registration fee includes access to course materials online, which will be available approximately one week prior to the conference. Additional information and instructions will be provided by e-mail, so please make sure to provide us your e-mail address. Your e-mail address will not be used for any other purpose.

SITE AND ACCOMMODATIONS

Join Bellin Health and ThedaCare for a rewarding weekend of professional development. Receive information on recent advancements and evidence-based practice, with an emphasis on practical and useful information in primary care medicine from nationally recognized speakers and enjoy engaging social events in beautiful Door County.

Landmark Resort
7643 Hillside Road, Egg Harbor, WI 54209
(800) 273-7877 or (920) 868-3205 • thelandmarkresort.com

A limited number of rooms have been reserved. Mention that you are attending the Family Medicine Potpourri to receive special pricing.

**Special pricing ends September 1, 2014.**

Tickets to the play “Always...Patsy Cline” are available for purchase. If you are interested in purchasing tickets, please mark on the Registration Form how many tickets you would like to purchase at $38 each. Payment for the ticket(s) is due at time of registration and will only be accepted until September 12.

The tickets are nonrefundable. For more information on this, please contact Kerry Winkler at kkwink@bellin.org or call (920) 433-7859.
This conference is designed to update primary care clinicians in rapidly changing therapeutic areas. The emphasis is on practical and useful information for clinical practice.

This conference is designed for clinicians interested in expanding their knowledge and improving their practice in primary care including family medicine physicians, physician assistants, nurse practitioners, medical students, and other health care providers.

As a sponsor accredited by the Wisconsin Medical Society Council on Medical Education, Bellin Memorial Hospital must ensure balance, independence, objectivity, and scientific rigor in all educational activities. All individuals who are in a position to control the content of the educational activity are required to disclose all financial relationships he/she has with any commercial interest(s) that is relevant to the topic of the presentation. The intent of this disclosure is not to prevent speakers with significant financial or other relationships from making presentations. Rather, disclosure allows listeners to determine if content is evidence-based and free of commercial bias, and it demonstrates how speakers will resolve conflict when it exists. A complete disclosure statement will be included in the course handouts provided at the activity.

This course is supported in part by exhibit fees from various companies in accordance with the ACCME Standards for Commercial Support and ANCC-COA criteria. At the time of this printing, a complete listing of commercial supporters was not available. Appropriate acknowledgment will be given to all supporters at the time of the meeting.

In the event you need to cancel your registration, the registration fee, less a $50 administrative cost, will be refunded if you notify us by September 19, 2014.

Bellin Health Systems, Inc. is accredited by the Wisconsin Medical Society to provide continuing medical education for physicians.

Bellin Health designates this live educational activity for a maximum of 13.5 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

Nurse practitioners, nurses, and other health care professionals who participate in this CME activity may submit their Statements of Attendance to their appropriate accrediting organizations or state boards for consideration of credit. The participant is responsible for determining whether this activity meets the requirements for acceptable continuing education.

Bellin Health Systems, Inc. subscribes to the articles of Title III of the Americans with Disabilities Act of 1990. Should you or anyone accompanying you require special assistance, please notify us at (920) 433-7859.

This activity has been developed with the consideration given to the American Board of Medical Specialties Six Core Competencies. This activity is designed to increase your competency in the areas of patient care, medical knowledge, practice-based learning and improvement, quality improvements, and employ evidence-based practice.

James Jerzak, MD, Chair  Jennifer Frank, MD, Co-Chair
Donn Fuhrmann, MD  Molly Kleiman, MD
James Zach, MD  Alethia Hughes, PA-C
Christopher Klimek, PA  Megan Krumrie-Horkey, PA-C
Brooke McComb, APNP  Scott Schuldes, APNP
Laura Stebnitz, PA-C  Deb LaHaye
Kerry Winkler, CME Coordinator