PURPOSE
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.

INTENDED AUDIENCE
This conference is designed for clinicians interested in expanding their knowledge and improving their practice in primary care including primary care physicians, physician assistants, nurse practitioners, and other allied health care professionals.

DISCLOSURE
As a provider accredited by the Wisconsin Medical Society, Bellin Health Systems, Inc. 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 how speakers will influence conflict when it exists. A complete disclosure statement will be provided to activity participants prior to the commencement of the educational activity in the materials distributed.

FINANCIAL SUPPORT
This activity is supported in part by exhibits from various companies in accordance with the ACCME Standards for Commercial Support. 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.

CANCELLATION POLICY
In the event you need to cancel your registration, the registration fee, less a $50 administrative fee, will be refunded if you notify us by September 21, 2017. No refunds will be given after September 21, 2017.

ACCREDITATION
This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Wisconsin Medical Society through the joint providership of Bellin Health Systems, Inc. and ThedaCare. Bellin Health Systems, Inc. is accredited by the Wisconsin Medical Society to provide continuing medical education for physicians.

OBJECTIONS
1. Integrate current trends in preventive health care into patient care strategies.
2. Analyze the clinical presentation of the common disorders seen in primary care and identify the role of primary care in the management of these common problems.
3. Utilize current advances in the diagnosis and treatment of these common problems, using whenever possible, an evidence-based approach.
4. Discuss the history, science, and evidence of commonly encountered therapeutic areas.

CONFERENCE SPEAKERS

Hermie Berman, MD
ThedaCare Physicians
Fox Valley Surgical Associates
Appleton, WI

Jonathan Patz, MD, MPH
Professor and John P Holton Chair in Health and the Environment
Director, Global Health Institute
University of Wisconsin-Madison
Madison, WI

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

Bobbie McGilvrey, MS, CGC
Genetic Counselor
ThedaCare Cancer Center
Appleton, WI

Tom Oliver, PhD, MHA
Professor, Department of Population Health Sciences
School of Medicine and Public Health
University of Wisconsin-Madison
Madison, WI

Armstrong Wholesale

CME CREDIT DESIGNATION
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.

PHYSICIAN ASSISTANTS, NURSE PRACTITIONERS, AND OTHER HEALTH CARE PROFESSIONALS
Physician assistants, nurse practitioners, and other health care professionals who participate in this CME activity may submit their Statements of Attendance to their appropriate accrediting organization or state board for consideration of credit. The participant is responsible for determining whether this activity meets the requirements for acceptable continuing education.

ADA COMPLIANCE STATEMENT
This conference is designed to improve competency in the areas of Patient Care, Medical Knowledge, Practice-based Learning and Improvement, Quality Improvements, and Employ Evidence-based Practice.

CONFERENCE PLANNING COMMITTEE
James Jerzak, MD, Chair
Jennifer Frank, MD, Co-Chair
Drew Fehrmann, MD
Kathryn Jacobs, MD
James Zach, MD
Christopher Klimek, PA

Tom Oliver, PhD, MHA
Professor, Department of Population Health Sciences
School of Medicine and Public Health
University of Wisconsin-Madison
Madison, WI

Donn Fuhrmann, MD
Jennifer Frank, MD, Co-Chair
Tom Oliver, PhD, MHA
Christopher Klimek, PA

James Jerzak, MD, Chair
Christopher Klimek, PA
James Zach, MD
Jennifer Frank, MD

Brooke McCombs, APN
Scott Schalos, APNP
Louis Soboloski, PA

Jennifer Frank, MD
Dawn Lehmkuhl, Administration
Danielle DeFerrari, CME Coordinator
**SCHEDULE OF EVENTS**

**THURSDAY, SEPTEMBER 28**

5:30-7 pm  
Conference Registration and Dinner

7:30-8:30 pm  
5 Things I Wish I Knew Last Year  
Louis Kuritzky, MD

8:30-9:30 pm  
Dermatology: How to Treat What You See  
Daniel Van Durme, MD, MPA, FAAFP

9:30-10 am  
Break/Networking/View Exhibits

10-11 am  
Too Much Fun in the Sun: Skin Cancer Update  
Daniel Van Durme, MD, MPA, FAAFP

11 am-12 noon  
Watch out! Clinical Hazards at Home and Work  
Jonathan Patz, MD, MPH

**FRIDAY, SEPTEMBER 29**

6:30-7:30 am  
Registration/Breakfast/View Exhibits

7:30-8:30 am  
It’s in the Genes: Understanding Genetic Determinants of Cancer Risk  
Bobbi McGivern, MS, CGC

8:30-9:30 am  
Comprehensive Management of COPD in Primary Care  
Louis Kuritzky, MD

9:30-10 am  
Break/Networking/View Exhibits

10-11 am  
Too Much Fun in the Sun: Skin Cancer Update  
Daniel Van Durme, MD, MPA, FAAFP

11 am-12 noon  
Watch out! Clinical Hazards at Home and Work  
Jonathan Patz, MD, MPH

12 noon-12:30 pm  
Speak Out! What You Need to Know About Your Health  
Tom Oliver, PhD, MHA

12:30-1:15 pm  
LUNCH TOPIC: Current State of Affairs: Health Care Reform  
Tom Oliver, PhD, MHA

10-11 am  
Aspirin: Everything You Wanted to Know and Some Stuff You’ll Wish You Didn’t  
Louis Kuritzky, MD

11 am-12 noon  
Caring for Our Communities: Health in all Policies  
Tom Oliver, PhD, MHA

12 noon-12:30 pm  
Break/Get Lunch

12:30-1:15 pm  
LUNCH TOPIC: Medical Meltdown: Health Consequences of Global Warming  
Jonathan Patz, MD, MPH

**SATURDAY, SEPTEMBER 30**

6:30-7:30 am  
Registration/Breakfast/View Exhibits

7:30-8:30 am  
What’s New in Allergy: Peanuts, Penicillin, and Stings  
James Warpinski, MD

8:30-9:30 am  
Dermatology: How to Treat What You See  
Daniel Van Durme, MD, MPA, FAAFP

9:30-10 am  
Break/Networking/View Exhibits

10-11 am  
Too Much Fun in the Sun: Skin Cancer Update  
Daniel Van Durme, MD, MPA, FAAFP

11 am-12 noon  
Watch out! Clinical Hazards at Home and Work  
Jonathan Patz, MD, MPH

12 noon-12:30 pm  
Break/Get Lunch

12:30-1:15 pm  
LUNCH TOPIC: Current State of Affairs: Health Care Reform  
Tom Oliver, PhD, MHA

SUNDAY, OCTOBER 1

6:30-7:30 am  
Continental Breakfast

7:30-8:30 am  
Identification & Screening of Women at Increased Risk of Breast Cancer  
Honnie Bermas, MD

8:30-9:30 am  
Don’t Sugar Coat It: Diabetes Treatment  
Edward Shahady, MD, FAAFP

9:30-9:45 am  
Break

9:45-10:45 am  
Keeps’ it Renal: CKD in Primary Care  
Edward Shahady, MD, FAAFP

**SITE AND ACCOMMODATIONS**

**Landmark Resort**

4929 Landmark Drive  
Egg Harbor, WI 54209  
Phone: 920.868.3205  
Toll Free: 800.273.7877  
thelandmarkresort.com

A limited number of rooms have been reserved.

The room block will end August 28, 2017.

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**REGISTRATION FORM**

**28th Annual Family Medicine Potpourri | September 28-October 1, 2017**

*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, Sept. 28  
☐ Friday, Sept. 29  
☐ Saturday, Sept. 30  
☐ Sunday, Oct. 1

**FEES**

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<tr>
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<th>EARLY BIRD</th>
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**MENU SELECTIONS**

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<tr>
<th></th>
<th>Thursday Dinner (Families Welcome)</th>
<th>Friday Lunch (Spouses Welcome)</th>
<th>Saturday Lunch (Spouses Welcome)</th>
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Continental breakfast served daily for registrants

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Please return completed form with check payable to Bellin Health and send to: Danielle DuFour, CME Coordinator, Medical Staff Services, Bellin Hospital, PO Box 23400, Green Bay, WI 54305 – or –

you may register online at bellin.org/familymedicine

*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.*