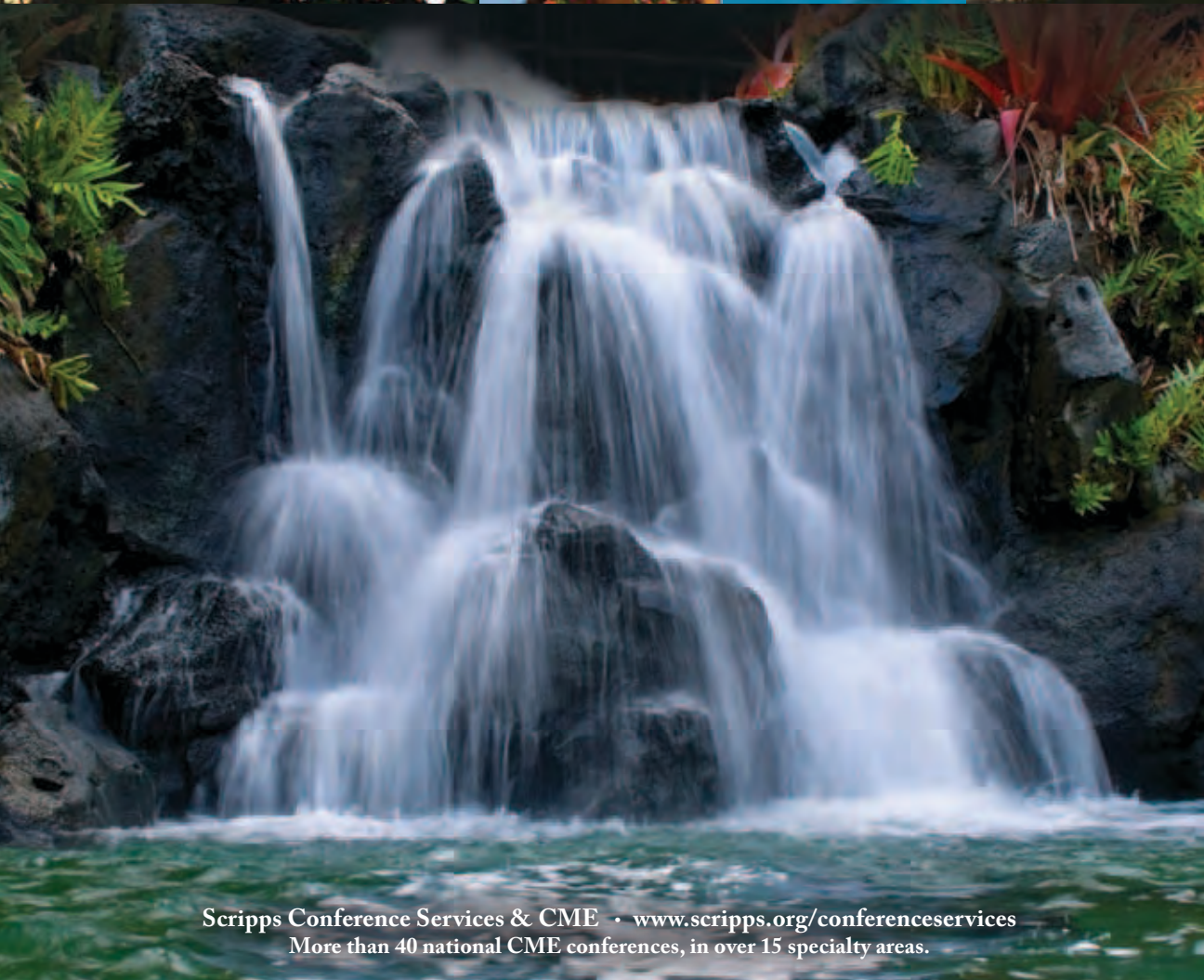




16th Annual Primary Care in Paradise

MEDICAL SPECIALTIES FROM THE PRIMARY CARE PERSPECTIVE

APRIL 18 - APRIL 21, 2011 • WAILEA - MAUI, HAWAII
WAILEA BEACH MARRIOTT RESORT & SPA



Scripps Conference Services & CME • www.scripps.org/conferenceservices
More than 40 national CME conferences, in over 15 specialty areas.

The broad scope of the primary care physician's practice incorporates management of acute, undiagnosed illness and complex, multisystem disease, as well as the provision of extensive preventive care and general health promotion. Primary care physicians are most often the first medical practitioner contacted by a patient. Therefore, the daily clinical challenges require a distinct approach and special skills in eliciting concerns, focusing key issues, negotiating plans, and helping solve problems; as well as collaborating actively with referral specialists and coordinating the care given by varied organizations. All this is firmly based in the context of a patient-physician relationship built on mutual trust and knowledge.

With this in mind, this CME conference will educate and promote improved patient outcomes in a broad range of therapeutic areas commonly encountered in the busy primary care practice. In addition to an overview of the history and current science of a variety of specialty areas, content will be presented in a very practical, patient-focused manner relevant to the specific primary care setting and challenges.

This course is designed by primary care physicians for primary care physicians and will present content from their unique perspective.

Conference Highlights

- Presentations of a wide variety of therapeutic areas commonly encountered in primary care from the primary care perspective.
- Renowned faculty chosen not only for their recognized expertise, but also their keen presentation and educational skills.
- Practical and useful content, including pearls, additional resources and a comprehensive printed syllabus for later reference.
- Dynamic and interactive formats including case studies, audience response system, and ample opportunities for Q&A as part of each presentation.
- Half-day schedules at one of Maui's most popular vacation destinations allowing time for learning and relaxation.

About Scripps

Scripps Health, a nonprofit health care system based in San Diego, California, includes more than 2,600 affiliated physicians and over 13,000 employees at five acute-care hospital campuses, home health care services and a network of clinics, physician offices and outpatient centers. Scripps is committed to contributing to the future of medicine through its clinical research trials, graduate medical education and continuing medical education programs. More information can be found at www.scripps.org.

Scripps Conference Services & CME, which offers more than 40 nationally recognized annual conferences in over 15 specialty areas, is committed to improving the quality of health care and advancing the practice of medicine by providing exceptional educational courses for physicians and other health care professionals. More information and conference brochure downloads are available at www.scripps.org/conferenceservices.

Physicians (MD, DO)

Scripps Health is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians.

Scripps Health designates this educational activity for a maximum of 16 *AMA PRA Category 1 Credit(s)*[™]. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Documentation of awarded credit is provided for registered attendees in exchange for a completed activity evaluation. Certificates of attendance are available, upon request, at the end of the course. An application for CME credit has been filed with the **American Academy of Family Physicians (AAFP)**. Determination of credit is pending approval.

Nurses

The California State Board of Registered Nurses (BRN) accepts *AMA PRA Category 1 Credit(s)*[™] as meeting continuing education requirements for license renewal. Most state Boards of Registered Nurses accept *AMA PRA Category 1 Credit(s)*[™] as meeting continuing education requirements for license renewal. Nurses should check with their state board regarding use of CME credit.

Physicians Assistants

The American Academy of Physician Assistants accepts Category I credit from AMA Category I CME organizations accredited by the ACCME.

Psychologists

As of January 1, 2006 the Board of Psychology accepts *AMA PRA Category 1 Credit(s)*[™] for license renewal.

Disclosure

Commercial Support

This course is supported, in part, by educational grants from industry, in accordance with ACCME accreditation Standards for Commercial Support. At the time of printing, a complete listing of commercial supporters was not available. Appropriate acknowledgement will be given to all supporters at the time of the educational activity.

Cultural and Linguistic Competency

This activity is in compliance with California Assembly Bill 1195 which requires that all CME activities comprising a patient care element include curriculum addressing the topic of cultural and linguistic competency. The intent of this bill is to ensure that health care professionals are able to meet the cultural and linguistic concerns of a diverse patient population through effective and appropriate professional development. Cultural and linguistic competency was incorporated into the planning of this activity.

After attending this course, participants should be able to:

- Discuss the history, science and evidence of commonly encountered therapeutic areas.
- Integrate current trends in preventive health care into patient care strategies.
- Diagnose typically encountered medical conditions from common patient complaints, to office examination and formal diagnostic techniques.
- Formulate a comprehensive treatment program for various health issues, coordinating other team members within the practice to support the patient care strategy.
- Manage the specialist referral process: assess when to refer, recognize what the specialized treatment will consist of, and determine the role of the primary care physician in cohesive care and follow up.
- Identify common overlapping or related conditions.
- Access and/or recommend resources for both physicians and patients to acquire additional information pertinent to a range of therapeutic areas.
- Effectively discuss with patients their personal responsibilities in prevention and treatment.

Target Audience

Family Practice, Internal Medicine, and General Practice medical professionals.



Course Director

Michael L. Van Buskirk, MD, ABFM
Chair, Family Medicine
Scripps Clinic
Clinical Professor, Voluntary
Family and Preventive Medicine
University of San Diego, California
Encinitas, CA

Scripps Faculty

Walter J. Coyle, MD, FACP, FACP
Gastroenterology Fellowship
Program Director
Division of Gastroenterology and Hepatology
Scripps Clinic
La Jolla, CA

John W. Cronin, MD

Associate Director
Scripps Clinic Sleep Center Division of
Pulmonary and Critical Care Medicine
La Jolla, CA

Joel C. Diamant, MD, FACP

Director, IM Residency
Education Co-Director
Scripps Translational Science Institute
Scripps Clinic / Scripps Green Hospital
La Jolla, CA

Daniel Keefe, MD

Team Physician,
San Diego Padres Baseball Club
Scripps Clinic Sports Medicine
La Jolla, CA

Michael W. Lee, MD

Attending Physician
Scripps Clinic
Center for Weight Management
Division of Diabetes and Endocrinology
La Jolla, CA

Jo Ann Stewart, MD

Division of Geriatric Medicine
Scripps Clinic
La Jolla, CA

Curtiss Stinis, MD

Director of Peripheral Interventions
Division of Cardiology
Scripps Clinic
La Jolla, CA

Faculty Disclosure

In accordance with the ACCME Standards for Commercial Support, course directors, planning committees, faculty and all others in control of the educational content of the CME activity must disclose all relevant financial relationships with any commercial interest that they or their spouse/partner may have had within the past 12 months. If an individual refuses to disclose relevant financial relationships, they will be disqualified from being a part of the planning and implementation of this CME activity. Employees of a commercial interest with business lines or products relating to the content of the CME activity will not participate in the planning or any accredited portion of the conference. Disclosure will be made to all participants at the conference location, prior to the educational activity commencement.

Agenda

Sunday, April 17, 2011

4 – 5:30 p.m. Pre-Registration

Monday, April 18, 2011

- 7 a.m. Registration, Continental Breakfast & View Exhibits
- 7:25 a.m. Introduction & Overview
Michael Van Buskirk, MD
- 7:30 a.m. **Peripheral Artery Disease (PAD):
What the Primary Care Physician
Needs to Know and Test For**
Curtiss Stinis, MD
- 8:30 a.m. **No More Wheeze, Please: Asthma
Identification and Control**
John W. Cronin, MD
- 9:30 a.m. Break & View Exhibits
- 10 a.m. **Obesity Management 2011:
Current Concepts and Treatments**
Michael Lee, MD
- 11 a.m. **Controversies in
Health Maintenance
and Preventive Health**
Joel Diamant, MD
- Noon Adjourn

Tuesday, April 19, 2011

- 7 a.m. Continental Breakfast
& View Exhibits
- 7:25 a.m. Introduction & Overview
Michael Van Buskirk, MD
- 7:30 a.m. **Gastroenterology for Primary Care**
Walter J. Coyle, MD
- 8:30 a.m. **Dermoscopy: What Is It?
Why Do It? How Do I Get Started?**
Michael Van Buskirk, MD, ABFM
- 9:30 a.m. Break & View Exhibits
- 10 a.m. **Approach to the Geriatric Patient**
Jo Ann Stewart, MD
- 11 a.m. **Sport Injuries a Primary Care
Physician Can Treat**
Daniel Keefe, MD
- Noon Adjourn

Wednesday, April 20, 2011

- 7 a.m. Continental Breakfast
& View Exhibits
- 7:25 a.m. Introduction & Overview
Michael Van Buskirk, MD
- 7:30 a.m. **From Sleepy to Insomnia:
A Primer on The Evaluation of
Sleep Disorders**
John W. Cronin, MD
- 8:30 a.m. **Hospital Management Update**
Joel Diamant, MD
- 9:30 a.m. Break & View Exhibits
- 10 a.m. **What Sports Injuries Can Get You
In Trouble**
Daniel Keefe, MD
- 11 a.m. **Controversies in Type 2 Diabetes**
Michael Lee, MD
- Noon Adjourn

Thursday, April 21, 2011

- 7 a.m. Continental Breakfast
& View Exhibits
- 7:25 a.m. Introduction & Overview
Michael Van Buskirk, MD
- 7:30 a.m. **Coronary Artery Disease**
Curtiss Stinis, MD
- 8:30 a.m. **Primary Care Literature from
2010 in 60 Minutes**
Joel Diamant, MD
- 9:30 a.m. Break & View Exhibits
- 10 a.m. **Dementia, Delirium**
Joann Stewart, MD
- 11 a.m. **Hepatitis B & C**
Walter J. Coyle, MD
- Noon Final Adjournment

Conference Location

From staggering natural beauty to one-of-a-kind adventures, Maui is a magical, tropical playground like no other. Maui is everything you have dreamed Hawaii to be, and almost certainly more than you imagined. It's hard not to gush about the long, perfect beaches, dramatic cliffs, greener-than-green rain forests, and the fragrance of plumeria that hangs over it all. The amazing marine life and the culture and history of the Hawaiian people, make it easy to see why Maui is so popular for tourists.



Hotel Information

Wailea Beach Marriott Resort & Spa, Maui
The Wailea Beach Marriott Resort and Spa is located on 22 oceanfront acres on Maui's popular southwestern coast adjacent to beautiful Wailea Beach. The hotel recently completed a sixty million dollar renovation and has emerged as one of Maui's leading meeting resorts. You will enjoy the spacious and beautifully landscaped grounds, the well appointed renewed rooms each with a private lanai or patio, five pools including the magnificent new infinity-edged "Serenity Pool" and a separate children's pool and play center. Visit the acclaimed Mandara Spa or the upscale Shops at Wailea next door, home to many exciting restaurants such as Longhi's, Tommy Bahama's Cafe, Ruth's Chris Steak House, as well as many designer shops.

Wailea is also home to some of Maui's finest golf, with three championship courses at Wailea and two at nearby Makena. Wailea is located about 30 minutes from Maui's Kahului Airport.



Travel Information

University Travel (CST Registration #1015591-40)
539 N. Glenoaks Blvd., Suite 205
Burbank, CA 91502
(800) 821-5094 toll-free nationwide
(818) 563-9808
FAX (818) 563-9842
Email: scrippshawaii@unitrav.com
Website: www.scrippshawaii.com

Please contact University Travel for all your travel needs. They will be pleased to assist you with flights to Hawaii, extended stays, and answer all of your questions concerning the travel program. Discounts on Family Plan rooms (connecting/adjoining rooms) at the Marriott – call for details. Condominiums and Suites - please call University travel for rates.

MAUI 6 NIGHT LAND PACKAGE

Suggested travel dates: Sunday, April 17 - Saturday, April 23, 2011

Included in the Land Travel Package:

- Accommodations at the Wailea Beach Marriott for 6 nights in your choice of categories.
- Rental car for six days (compact category) with air conditioning and automatic transmission, airport pick up and return.
- Resort Activities Pass included – with many inclusions such as self-parking, local and long distance phone calls, fitness center admission, and various discounts and other services offered by the resort.
- Porterage, hotel tax, and rental car taxes.



Rates:

With a Terrace/Resort View category room:
\$1165 per person

With an Ocean View room, add \$110 per person
With an Ocean Front room, add \$210 per person

Prices are per person based on double occupancy.

Generally, children 18 or under rooming with parents pay airfare only. Please call for specific rates on children, triples, etc. Car rentals are for airport pick up and drop off only, and do not include gas and optional coverages.

Rental Car Upgrades: A compact car, such as a Chevrolet Cobalt, is included in the travel package. All cars are air conditioned with automatic transmission. Rental Car upgrades are offered at the following additional cost (per car for the week including tax):

Mid-size, (Pontiac G6): \$17 total

Full-size (Chevrolet Impala): \$46 total

Convertible, SUV, Minivan, Luxury, from \$185 total

Cars shown may be substituted with similar models. Rates shown are for example only and are subject to change.

Flight Reservations and Airfares

Special airfares and reservations have been arranged for course members that are not available to the general public. In addition to attractive rates, these special fares offer substantial benefits in flexibility. Please call our travel desk for availability and fares at (800) 821-5094.

Travel Package Terms

Cancellations and Refunds: A deposit of \$200 per person accompanied by the Travel Registration Form is required to confirm your reservations. For land package services, your payment is fully refundable until February 17, 2011. Cancellations received after that date are subject to fees.

Airfares: Airfares are subject to change until ticketed. Airfares quoted include service fee. Most air tickets are non-refundable after purchase (but may be applied for future transportation credit). Specific air ticket restrictions and cancellation terms will be provided with your written confirmation.

Travel Documents: Will be sent to you after receipt of final payment 2 to 3 weeks before departure including airline tickets and instructions.

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 WAILEA, MAUI, HAWAII

Registration Fees:

Through Jan 10 Jan 11 - April 11 On-site after April 11
\$600 - Physicians **\$650 - Physicians** **\$675 - Physicians**
\$450 - Nurses, Fellows, Others **\$500 - Nurses, Fellows, Others** **\$525 - Nurses, Fellows, Others**

FIRST NAME, MIDDLE INITIAL, LAST NAME		
DEGREE	SPECIALTY	HOSPITAL/AFFILIATION
STREET ADDRESS		
CITY/STATE/PROVINCE/ZIP CODE/COUNTRY		
OFFICE TELEPHONE	FAX	
EMAIL		

Please indicate any special needs (including dietary restrictions):

Office Use Only:	Date Received	Amount	Check No. / Approval CD	Confirmation Sent	Initials
PAYMENT METHOD					
Please make Checks payable to Scripps _____ Visa _____ MasterCard _____ Amex _____ Discover					
If paying by credit card, please complete the information below.					
CREDIT CARD NUMBER			EXPIRATION DATE		
NAME ON CARD					
BILLING ADDRESS IF DIFFERENT FROM ABOVE					
AUTHORIZED SIGNATURE _____					

Travel Registration To secure your travel reservations, please enclose a \$200 per person deposit check or fill out the credit card information below and mail or fax completed form to:

Scripps Primary Care in Paradise 2011

University Travel
 539 N. Glenoaks Blvd. Suite 205
 Burbank, CA 91502

800-821-5094 Nationwide or 818-563-9808
 FAX : 818-563-9842
 e-mail: scripps@unitrav.com / web site: www.scrippshawaii.com

NAME	NUMBER IN PARTY				
ACCOMPANIED BY (NAMES)					
ADDRESS					
CITY	STATE	ZIP	PHONE (DAYS)	EVENINGS	
TRAVEL REQUIREMENTS <input type="checkbox"/> Airline Travel Required <input type="checkbox"/> Not Required Departure Airport					
Hawaii Arrival Date: (____ / ____ / ____) Hawaii Departure Date: (____ / ____ / ____)					
Flight Seating <input type="checkbox"/> Prefer Window <input type="checkbox"/> Prefer Aisle					
Wailea Beach Marriott Resort & Spa <input type="checkbox"/> Terrace/Resort View <input type="checkbox"/> Ocean View <input type="checkbox"/> Ocean Front					
Rental Car <input type="checkbox"/> Compact-Size Optional Upgrades <input type="checkbox"/> Mid-Size <input type="checkbox"/> Full Size <input type="checkbox"/> Convertible <input type="checkbox"/> SUV <input type="checkbox"/> Minivan					
Deposit: (\$200 per person) <input type="checkbox"/> Check enclosed or <input type="checkbox"/> Credit card (circle one) Visa, MasterCard, Amex					
Card Number	Expiration		Amount		
Security Code	Signature				

A written confirmation will be mailed to you. Thank you!

Receive 20% Off Your Registration

Register, refer a friend and both of you will receive 20% off your registration fees. Refer two or more friends and you will receive 30% off your registration while your friends will receive 20% off.

Please Note:

Your friend(s) must not have attended the conference last year. There is no limit to the amount of friends you refer, however the most you can receive off of your registration is 30%. This offer only applies to those who pay the full registration.

NAME OF ATTENDEE YOU ARE REFERRING

NAME OF ATTENDEE YOU ARE REFERRING

To Register

Online: www.scripps.org/conferenceservices
Fax: 858-652-5565
Phone: 858-652-5400
Mail: Scripps Conference Services & CME
 Primary Care in Paradise
 11025 North Torrey Pines Road
 Suite 200, Maildrop: SCRC 200
 La Jolla, California 92037

Questions?

Contact Scripps Conference Services & CME
Phone: 858-652-5400
Email: med.edu@scrippshealth.org

ATTENDANCE POLICIES

Registration Confirmation

A confirmation letter will be e-mailed or mailed to you upon receipt of the conference registration form and payment. If you have not received it within two weeks, please contact the Scripps Conference Services & CME office.

Attendee Cancellation, Substitution, Refund

The course tuition is refundable, minus a \$100 processing fee, if your cancellation is received in writing no later than April 11, 2011. Attendee substitutions are allowed, but notification must be made in writing by April 11, 2011. After this date, under no circumstances will refunds, credits, or substitutions be granted. No refunds or credits will be given to "no shows."

Guest Attendance Policy

All conference activities (including educational sessions, meal functions, exhibit hall, etc.) are exclusively reserved for conference attendees. Non-registered guests (including children, family members, colleagues, etc.) are not allowed in the conference areas. Badges provided at registration are required for entrance into all functions and will be strictly enforced.

Scripps Conference Modification or Cancellation

Scripps reserves the right to modify the course's schedule or program as necessary. Scripps also reserves the right to cancel this conference, in which case a full refund of the registration fee will be provided. We are unable to refund any travel costs (flight, hotel, etc.) in the case of Scripps cancellation.

Recording and Photography Clause

Scripps reserves exclusive rights to record (audio and video) and/or photograph all conference proceedings for use in marketing materials, presentations and course content sales.

University Travel Terms:

Not Included: Course registration fees are not included in the travel prices.
 Package Prices/ Airfares: When airfare is included, package prices shown are subject to availability. Please call for rates and details. Airfares quoted include ticket service fee.
 Reservations & Deposits: A deposit of \$200 per person accompanied by the Travel Registration Form is required to confirm your reservations.
 Cancellations & Refunds: For land package services, your payment is fully refundable until February 17, 2011. Cancellations received after this date are subject to fees. Airfares are non-refundable.
 Specific air ticket restrictions and cancellation terms will be provided with your written confirmation.
 Travel Documents: Will be sent to you after receipt of final payment 2 to 3 weeks before departure including airline tickets and instructions.

Responsibility: The Travel Operator (CST Registration #1015591-40) acts only as agent for the passenger in regard to travel by airline, motorcoach, rental car, or sea transportation, and can assume no liability for injury, loss, delay or other damages due to any faults or defects in mode of travel during specified trip arrangements. They can accept no loss or additional expenses due to strike, cancellation of flights, default by a disclosed supplier, or other causes beyond their direct control. Baggage is at owner's risk entirely.
 Optional insurance is available and recommended. Prices are those in effect at July 21, 2010 and are subject to change. Receipt of payment signifies your acceptance of these conditions.
 Please include your deposit of \$200 per person by check payable to University Travel, or fill in the credit card information above, and mail or fax completed form to University Travel, 539 N. Glenoaks Blvd, #205, Burbank, CA 91502.
 Phone: (800) 821-5094 or (818) 563-9808 • FAX: (818) 563-9842

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WAILEA, MAUI, HAWAII



Scripps Clinic

Scripps Conference Services & CME

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Suite 200, Maildrop: SCRC 200

La Jolla, California 92037

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WAILEA BEACH MARRIOTT RESORT & SPA

WAILEA, MAUI, HAWAII

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- THIS WAS INFORMATIVE AND TOUCHED ON A LOT OF COMMON DISEASES AND DISORDERS SEEN IN PRIMARY CARE PRACTICE.
- EXCELLENT RELEVANT MATERIAL IN A FAMILY-FRIENDLY SETTING.
- LECTURERS WERE APPROPRIATELY FOCUSED ON THE NEEDS OF THE PRIMARY CARE PHYSICIAN.
- I ENJOYED THE EXPERTISE, EXCELLENCE, AND APPROACHABLE NATURE OF THE SPEAKERS.