



ANNUAL  SMA :: Southern Medical Association
Advocacy, Leadership, Quality and Professional Identity

SCIENTIFIC ASSEMBLY

NOVEMBER 4-6

2010

Gaylord Palms Hotel and Convention Center
Orlando/Kissimmee, Florida

Meeting the challenges of the Commonwealth Fund's State Scorecard to enhance the multispecialty, interdisciplinary effect across the continuum of care.

PROGRAM



VISIT THE TECH-KNOWLEDGE CENTER & SMA HOSPITALITY AREA

PRESIDENT'S MESSAGE



Dear Colleague:

It is with great pride and anticipation that I welcome you to Orlando and the beautiful Gaylord Palms Hotel and Convention Center to celebrate the practice of medicine in a multispecialty, interdisciplinary professional development opportunity built around Medallion Level Continuing Medical Education.

The SMA Annual Scientific Assembly for 2010 is a singularly effective vehicle to challenge the status quo of several of the monumental clinical issues facing our patient populations today and into the next generation. The recent Commonwealth-Rutgers Study effectively draws attention to the health, healthcare and socio-economical factors of patients, particularly in the "South." Although these issues are immense, the rewards of meeting their challenges are equally great due to their effect on our economy to the end that we protect and maintain the way of life which we, as American physicians, hold sacred. Overcoming these challenges will depend to a great extent upon energizing the interdisciplinary effect which describes the SMA approach and is the hallmark of the association's pursuit of excellence in medicine through education.

This scientific assembly takes place in the exciting environment of the Gaylord Palms Hotel and Convention Center atmosphere designed to enhance the wonder of your learning experience and heighten your senses to the most positive aspects of your career while exploring shopping, entertainment and culinary experience for a wide variety of tastes.

The Professional Development Tracks of Asthma, Diabetes, Heart Failure and Depression accompany New Drugs Update and exciting presentations on the application of Human Genomics reaching beyond targeted therapeutics to encompass personal health records, disease management, wellness and nutrition for the development of personalized medicine. You will also be able to avail yourself to the application of simulation as a learning technique as you interface with simulation scenarios in the Tech-Knowledge Center.

It is the desire of the SMA Leadership Team and myself that you will leave this collegial gathering with a renewed bias for action in your medical community and that your professional identity is enhanced in the area of Advocacy for the physician-patient relationship providing leadership energy not just to observe "change you can believe in," but which supports change which is in line with the values of the profession which you hold most dearly.

Yours truly,

R. Bruce Shack, MD, FACS
 President, Southern Medical Association
 Chairman and Professor
 Department of Plastic Surgery
 Vanderbilt University Medical Center
 Nashville, TN

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Fast Facts

LOCATION

All sessions and events, unless otherwise indicated, will be held at the Gaylord Palms Resort and Convention Center. SMA's Tech-Knowledge Center and Hospitality Area is located in Sun Ballroom "B" of the Convention Center.

MEDICAL EMERGENCY

General first aid and emergency medical services will be provided through the hotel during the course of the meeting at the Gaylord Palms Resort and Convention Center. If you are in need of medical attention, please contact the nearest SMA or Hotel Staff member for assistance.

NON-SMOKING POLICY

Please note that the Gaylord Palms Resort and Convention Center is a non-smoking facility.

REGISTRATION/INFORMATION

SMA's Registration/Information Desk is located just outside the Sun Ballroom in the Convention Center and will be open during the following hours:

Wednesday, November 3	12:00 pm-5:00 pm
Thursday, November 4	7:00 am-5:00 pm
Friday, November 5	7:00 am-5:00 pm
Saturday, November 6	8:00 am-1:30 pm

TICKETS

Tickets to any SMA-sponsored events may be purchased at the SMA Registration Desk if still available. The refund deadline for withdrawal from any fee paid program/event was October 4, 2010. No refunds will be granted after this date for tickets purchased.

FOOD POLICIES

Breakfast, lunch or dinner symposia, when scheduled, are for Professional Registrants only, and you must show your badge in order to participate. Food is not provided for unregistered spouses, guests, or children. In sessions or events where an additional registration fee is required, food is provided for everyone who has purchased a ticket to the event. If you have specific requests/questions, please see an SMA staff member for assistance.

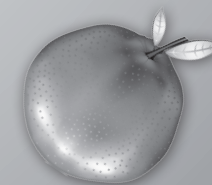
Fast Facts

SPEAKER READY ROOM

Captiva Room "1"

All speakers should pick up their meeting badge and materials at the Registration/Information Area. Computers will be available for viewing your presentations in the Speaker Ready Room, open during the following hours:

Wednesday, November 3	12:00 pm-5:00 pm
Thursday, November 4	8:00 am-4:00 pm
Friday, November 5	6:30 am-4:00 pm
Saturday, November 6	6:30 am-12:00 pm



Tech-Knowledge Center and SMA Hospitality Area

NEW

Sun Ballroom “B”

The learning experience is even better! New and exciting this year, the Tech-Knowledge Center will bring you the most up-to-date high-tech information available, featuring a Tech-Knowledge Center Theatre; a state-of-the-art Hands-On Simulation Workshop; and EMR/EHR, Voice Recognition and Patient Portal products. Of special importance, SMA qualified client centered consultants will be available to discuss numerous financial service opportunities. In addition, there will be the new SMA Area and door prize drawings during breaks each day.

The Tech-Knowledge Center and SMA Hospitality Area Hours:

Thursday, November 4	8:00 am-5:00 pm	
	5:30 pm-7:00 pm	SMA and SMAA Presidents' Welcome Reception
Friday, November 5	7:00 am-4:00 pm	
Saturday, November 6	8:00 am-1:30 pm	

Cyber Café E-mail Stations

The perfect place to stay connected while out of the office and a great place to check out our many SMA website offerings! Access is available each day during Tech-Knowledge Center hours.

SMA and SMArt Community

The new SMA Area is designed to provide easy access to the tools to enhance your professional identity, build your leadership skills, become a strong advocate and provide quality health care to your patients. An SMA Representative will be available throughout each day to discuss this unique blend of products and services which make up the SMA Balanced Portfolio.

The SMArt Community will be introduced during this time. Experience. Innovation. Expertise. SMArt Community brings together the power of all three in an online forum for sharing best practices in order to drive improved outcomes. SMArt Community offers unique opportunities for web-based interaction where you can learn from peers, provide input, voice your opinions and help influence the course of healthcare. You can also energize your knowledge without having to leave your office through live chats on invigorating and thought provoking topics, articles of interest, and case studies—all part of the learning and sharing experience.

Tech-Knowledge Center and SMA Hospitality Area

NEW

SMA QUALIFIED CONSULTANTS

Mitch Mitchell, a well known experienced personal risk management consultant for the physician marketplace, will provide insight into the practice of personal risk retention and the transfer of personal risk through various methods and strategies. These risks can be personally based or practice based depending on the specific needs of the physician.

Gregg Schieffelbein – a seasoned professional in medical professional liability protection and President and Founder of Southern Protective Group (SPG)– will bring you insights on how Medical Malpractice lawsuits are viewed by physicians as a very personal attack. Not only are claims personally invasive, but the coverage also represents one of the largest expenses associated with running a medical practice. This educational session focuses on 1) The current medical professional liability environment and what to expect in the future, 2) Important coverage and carrier considerations to ensure you are protected in a “worst case scenario.”, and 3) Creative tools to control medical professional liability costs.

Jeffrey Tolbert is credited as the pioneer of the US air ambulance membership program and has become one of the world’s top aviation experts in critical care transport with more than 30 years in the industry. Under his leadership, AirMed International has become the only US-based membership program, with worldwide Federal Aviation Administration operating authority, US Department of Defense approval, and accreditation by the Commission on Accreditation of Medical Transport Systems (CAMTS).

Jeffery Daigrepoint specializes in healthcare technology, strategic planning, operations, and deployment of fully integrated information systems for medical practices and hospitals. He is credentialed by the American Academy of Medical Management (AAMM) with an Executive Fellowship in Practice Management (EFMP) and Certified Administrator in Physician Management (CAPPM). Mr. Daigrepoint is a national speaker and author, and is currently serving as the chair for the HIMSS ambulatory committee.

Jeannie Cagle, BSN, RN, CPC, serves as Manager in the Practice Management service line with Coker Group, working with physicians in completing coding analyses, medical chart audits, practice assessments, and human resource management. Her engagement by hospitals and practices encompass coordination of compliance audits for medical necessity reviews and corporate integrity agreements, including serving as an Internal Review Officer (IRO). She also analyzes EMR software from a coding perspective and conducts return-on-investment analyses for implementation of EMR software in medical practices.

Tech-Knowledge Center and SMA Hospitality Area



Tech-Knowledge Center Theatre

New this year, the Tech-Knowledge Center Theatre will provide pearls of wisdom on topics ranging from EMR implementation to the HITECH Act to ICD-10 Code changes to Disability to Professional Liability issues.

Schedule of Theatre Presentations

Thursday, November 4

8:00-8:45 am	HITECH Act – Meaningful Use – Part I
11:00-11:30 am	Disability Insurance as it Relates to Physicians and Risk Management
11:30 am-12:00 pm	HITECH Act – Meaningful Use – Part II
12:00-12:30 pm	Intuit – How to Help Achieve “Meaningful Use” Using the Most Effective Tools for Patient to Provider
12:30-1:00 pm	HITECH Act – Meaningful Use – Part I
1:00-1:30 pm	NextEMR - EMR Documentation: Alternatives to a Mouse and Keyboard
1:30-2:30 pm	ICD-10 Implementation: Preparing for the Future
2:30-3:00 pm	Dragon Medical Speech Recognition Software: Demonstration of Functionality and Overall Benefit to Your Practice
3:00-3:30 pm	Hands-On Simulation – Overview
3:30-4:00 pm	Who Needs Medical Evacuation Coverage?
4:00-4:30 pm	HITECH Act – Meaningful Use – Part II
4:30-5:00 pm	Medical Professional Liability: Creative Solutions to Control Costs

Friday, November 5

7:00-7:30 am	Benefits of EMR/EHR to the Physician Practice
7:30-8:00 am	NextEMR - Meaningful Use & You: How Using an EMR Can Make You Money
8:00-8:30 am	Who Needs Medical Evacuation Coverage?
8:30-9:30 am	Disability Insurance As It Relates to Physicians and Risk Management
9:30-10:00 am	Hands-On Simulation – Transition from Standardized Patient to Computer Simulation
10:00-11:00 am	Selecting an EMR/EHR, Part I
11:00-11:30 am	Medical Professional Liability: Creative Solutions to Control Costs
11:30 am-12:00 pm	NextEMR - Do Not Be Afraid: Implementing an EMR Can Be Simple
12:00-1:00 pm	Selecting an EMR/EHR, Part II
1:00-1:30 pm	Intuit – Measuring the Outcomes

Tech-Knowledge Center and SMA Hospitality Area



1:30-2:00 pm	Computers Made Effective, Inc. – Dragon Medical Speech Recognition Software: Demonstration of Functionality and Overall Benefit to Your Practice
2:00-2:30 pm	Hands-On Simulation – Cranial Nerve Injury and Sickle Cell Computerized Cases
2:30-3:00 pm	SMArt Community Review
3:00-3:30 pm	Intuit – How to Help Achieve “Meaningful Use” Using the Most Effective Tools for Patient to Provider
3:30-4:00 pm	Computers Made Effective, Inc. – Dragon Medical Speech Recognition Software: Demonstration of Functionality and Overall Benefit to Your Practice

Saturday, November 6

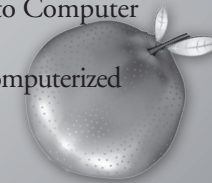
9:00-9:30 am	NextEMR - The Benefits of Web-Based Technology vs. Client Server Technology
9:30-10:30 am	Critical Components and Challenges of ICD-10 Implementation and Compliance Time Frame
10:30-11:00 am	Intuit – Measuring the Outcomes
11:00-11:30 am	Computers Made Effective, Inc. – Dragon Medical Speech Recognition Software: Demonstration of Functionality and Overall Benefit to Your Practice
12:00-12:30 pm	NextEMR – Summary
12:30-1:00 pm	Intuit – Summary

HANDS-ON SIMULATION DEMONSTRATIONS

The Simulation Workshop, provided by Dr. Laura Cuty-Ruiz and Dr. Juan Cendan, in conjunction with the University of Central Florida School of Medicine, will provide hands-on simulation demonstrations featuring various cardiac, respiratory and difficulty airway scenarios, procedures, and patient case simulations on state-of-the-art simulation equipment. The U.S. Army Research, Development, and Engineering Command will demonstrate wounds, dynamic bleeders, arm hemorrhage, and other military trauma simulations, on Thursday afternoon.

Simulation Topics:

- Orientation to Simulation 1: Overview, Thursday
- Orientation to Simulation 2: Transition from Standardized Patient to Computer Simulation, Friday
- Orientation to Simulation 3: Cranial Nerve Injury and Sickle Cell Computerized Cases, Friday



Tech-Knowledge Center and SMA Hospitality Area



SMA PREFERRED VENDORS

AirMed International
Computers Made Effective, Inc.
Southern Protective Group

CIGNA Corporation
Epocrates, Inc.
Intuit

SPECIAL PRIZES

Give-A-Ways

SMA Mugs – available at the stands in the SMA Booth area.
2011 Calendars – SMA Services Kiosk

Door Prizes

Each professional attendee will be provided with a number which will be placed in their badge holder behind their badge. The corresponding number will be placed in a tumbler and throughout the day during certain breaks, the drawings will be held. Some of the exciting prizes are listed below. So make sure you visit the Tech-Knowledge Center during breaks for some refreshment from the assorted drinks and snacks available and to make sure you're present for the drawings.

One-Year Subscription to Epocrates
An I-Pod from Epocrates
An E-Reader
A Digital Picture Frame

Special Drawings

If you attend a brief 10 minute presentation at the SMA Booth your name will be placed in a drawing for an I-Pad. If you attend any of the Theatre Presentations your name will be placed in a drawing for an E-Reader. If you join SMA on-site your name will be placed in a drawing for a Laptop.

SMA ALLIANCE Hospitality and RAFFLE

The SMA Alliance Hospitality will be located in the Tech-Knowledge Center. Come visit with friends and enjoy the activities of the Tech-Knowledge Center.

This year's Raffle supporting SMA's Research and Education Endowment Fund is shaping up to be one of the best yet. One of the biggest supporters of the R & E Fund is the SMA Alliance and for the past 11 years, the Alliance sponsored Raffle has raised over \$100,000 for the Research and Education Endowment Fund. Last year's winners enjoyed items such as jewelry, artwork, and much more. A portion of the proceeds will benefit activities of the Research & Education Endowment Fund. The success of this Raffle could not happen without your support. So stop by and purchase your tickets and try your luck on one or more of the many beautiful, exciting items available.

Leadership & Quality Committees

SMA LEADERSHIP

SMA President

R. Bruce Shack, MD, PhD, Nashville, TN

SMA President-Elect

Eric E. Lindstrom, MD, Laurel, MS

SMA Immediate Past-President

Jan N. Basile, MD, FACP, Charleston, SC

COORDINATING COMMITTEE ON QUALITY

Peter J. Kragel, MD, Chair, Greenville, NC
Peter R. DeVersa, MD, Chattanooga, TN
Khurram A. Khan, MD, Lawrenceville, GA
John J. Nelson, MD, Mobile, AL
Frances Smaltz, Wheeling, WV
Mark S. Williams, MD, Birmingham, AL

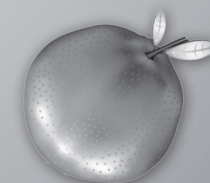
ADVISORY COMMITTEES ON QUALITY

Committee on Quality for Membership

Jeffrey R. Brant, MD, Cartersville, GA – *Team Leader*
James Conant, MD, St. Joseph, MO
Carlos DeCastro, MD, Chapel Hill, NC
Lucius Lampton, MD, Magnolia, MS
Gita Meshri, MD, Tulsa, OK
W. H. Peters, MD, Hattiesburg, MS
Susan Rish, Tupelo, MS
Michael Schwartz, MD, Oklahoma City, OK
William E. Wheeler, MD, Easley, SC

Committee on Quality for Long Range Planning

Stuart Goodman, MD, Clinton, MD – *Team Leader*
Kathy Hill, Lincoln, NE
Saied Jamshidi, MD, Oxin Hill, MD
Michael C. Trotter, MD, Decatur, AL
Glenn R. Womack, MD, Flemingsburg, KY



Leadership & Quality Committees

Committee on Quality for Professional Development

James J. Bernick, MD, Baytown, TX – *Team Leader*

Scott Aarons, MD, Baytown, TX

Karen Morris, Hattiesburg, MS

Krisztina Nadasy, MD, Orange Park, FL

C. Wright Pinson, MD, Nashville, TN

Edward L. Treadwell, MD, Greenville, NC

Victoria M. Voge, MD, Gonzales, TX

Karen Winn, Nurse Liaison, Birmingham, AL

Committee on Quality for the Alliance

Pacita Salon, Daniels, WV – *Team Leader*

Sandy Currie, Canyon, TX

Gary Dunkerley, MD, Schenectady, NY

S. C. Sandzen, Jr., MD, Vero Beach, FL

SMA ALLIANCE LEADERSHIP

President

Barbara Jett, Oklahoma City, OK

President-Elect

Nancy Swikert, MD, Union, KY

Vice-President of Doctors' Day

Pacita Salon, Daniels, WV

Vice-President of Health Education

Rose Kuplesky, Simmesport, LA

Vice-President of Medical Heritage

Susan Rish, Tupelo, MS

Vice-President of Membership

Amal Shamieh, Lake Charles, LA

Secretary

Kathy Johns, Destin, FL

Parliamentarian

Mary Shuman, St. Joseph, MO

Immediate Past President

Nancy Brant, Kingston, GA

Special Events

OPENING CEREMONY

Thursday, November 4

“Leading Through Turbulent Times”

9:00-10:45 am

Sun Ballroom A

Join SMA President, R. Bruce Shack, MD, PhD, as he begins the start of the Scientific Assembly with this year's Opening Ceremony. In addition to the educational session, special features during the Ceremony include recognition of Special Awards recipients and the installation of new members into the prestigious Society of 1906.

2010 Special Award Winners:

Louis A. Cancellaro, MD – Distinguished Service Award

Bogdan A. Czerniak, MD – Dr. Robert D. and Alma Moreton Original Research Award

Cpt. Joshua Mitchell, MD – Holt Young Physician Leadership Award

Stanley Shaffer, MD – Distinguished Service Award

James Sowers, MD – Seale Harris Award

See page 25 for complete details.

SMA and SMAA Presidents' Welcome Reception

Thursday, November 4

5:30-7:00 pm

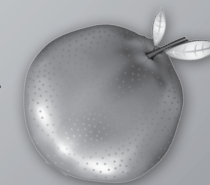
Sun Ballroom B

Fee: Complimentary for Registered Attendees

Dress: Smart Resort Casual

Join the celebration honoring this year's SMA President, R. Bruce Shack, MD, PhD, of Nashville, Tennessee, and SMA Alliance President, Mrs. Barbara Jett, of Oklahoma City, Oklahoma. Enjoy light refreshments, as well as entertainment, while mingling with friends and colleagues during this event. This will be your opportunity to see what's new at SMA and SMAA.

This event is graciously sponsored by the SMA and SMA Alliance.



Special Events

SMA/SMAA PRESIDENTS' SYMPOSIUM

“The Impact of Personalized Medicine on Patient Care”

Friday, November 5

4:15-6:00 pm

Sun Ballroom A

Many within the healthcare industry are wondering whether personalized medicine has reached the tipping point of mainstream medicine and at what point it deserves serious attention from clinicians. The dream of personalized medicine was one of the driving forces behind the 13-year, \$3 billion Human Genome Project. Researchers hoped that once the genetic blueprint was revealed, they could create DNA tests to gauge individuals' risk for conditions like diabetes and cancer, allowing for targeted screening or preemptive intervention. There is an excitement and urgency about how to integrate personalized medicine into a new era of customized care and treatments. This session will feature the current clinical impact of personalized medicine as it enters the healthcare delivery system and provide examples of how it is already providing benefits for the healthcare industry. See page 29 for complete details.

“GOLF WITH FRIENDS” OPPORTUNITY

Saturday, November 6

**Scheduled Tee Times: 12:06 pm; 12:14 pm; 12:23 pm; 12:31 pm;
12:40 pm; 12:48 pm; 12:57 pm**

Celebration Golf Club, Kissimmee, FL

Cost: \$100 per person

Fee includes roundtrip transportation from Gaylord Palms, box lunch, green fees, cart rental, range balls, GPS system, and bag valet

Rental Clubs available for \$45.00, plus tax

Onsite registration and tee-time assignment subject to remaining availability

Play the final course co-designed by the renowned masters of golf course architecture – Robert Trent Jones Senior and Junior. In designing Celebration Golf Club, their combined talents created a course unlike any other in the nation. It's lush, almost like a natural park with undulating swells and topography, a course reflective of the very best of every course they have created around the world.

This design delivers a golfing experience that can challenge the pros and yet offer a rewarding time for juniors and those just learning the game. As Robert Trent Jones put it - *“With the beauty of the course, the design...everyone will have fun because it can be enjoyed here on many levels.”*

Alliance Events

SMA Alliance Hospitality

Sun Ballroom B

The SMA Alliance Hospitality Area is located in SMA's Tech-Knowledge Center in Sun Ballroom “B”, open during the following hours:

Thursday, November 4 10:30 am-7:00 pm

Friday, November 5 8:30 am-3:00 pm

Saturday, November 6 8:00 am-9:00 am

The ever-popular Alliance Raffle will be on display for you to review items and purchase tickets for favorites. Last year's winners enjoyed items such as jewelry, artwork, and much more. A portion of the proceeds will benefit activities of the Research & Education Endowment Fund.

SMA Alliance General Session and Awards Ceremony

Thursday, November 4

1:00-4:30 pm

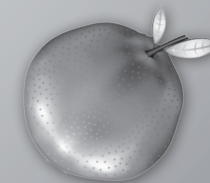
Miami Room



**Barbara Jett, Oklahoma City, OK
President, SMA Alliance, 2009-2010**

Join the SMA Alliance as we celebrate Doctors' Day, Medical Heritage and Health Education with exhibits from our region's Alliances. These exhibits highlight SMAA's commitment to enhance the field of medicine and reflect the hard work of state and county medical alliances in the SMA Family.

Join SMAA President, Barbara Jett as she spotlights the achievements of your Alliance and colleagues that concludes this Alliance year and outlines initiatives for 2011. One of the highlights of the General Session is the final vote for the 2010 - 2011 Executive committee. Don't miss this opportunity to make your vote count.



Alliance Events

SMA and SMAA Presidents' Welcome Reception

Thursday, November 4

5:30-7:00 pm

Sun Ballroom B

Fee: Complimentary for Registered Attendees

Dress: Smart Resort Casual

Join the celebration honoring this year's SMA President, R. Bruce Shack, MD, PhD, of Nashville, Tennessee, and SMA Alliance President, Mrs. Barbara Jett, of Oklahoma City, Oklahoma. Enjoy light refreshments, as well as entertainment, while mingling with friends and colleagues during this event. This will be your opportunity to see what's new at SMA and SMAA.

This event is graciously sponsored by the SMA and SMA Alliance.

SMA Alliance Luncheon and Officer Installation Ceremony

Friday, November 5

11:00 am-1:30 pm

Miami Room

Fee: \$65 per person. Ticket Required

Please join Nancy Swikert of Kentucky and her new officers as they are installed for 2010-2011. Enjoy specially prepared cuisine as you socialize with friends and support the new SMAA Board. We will also cheer on the winners of the coveted Doctors' Day, Health Education and Medical Heritage awards.



Guest Speaker: Story Musgrave

Our special guest speaker is Story Musgrave who was a NASA astronaut for over 30 years and flew on six spaceflights. He performed the first shuttle spacewalk on Challenger's first flight, was a pilot on an astronomy mission, conducted two classified DOD missions, was the lead spacewalker on the Hubble Telescope repair mission and operated an electronic chip manufacturing satellite on Columbia. Today Story Musgrave runs a landscaping company in Orlando, a production company in Sydney and a sculpture company in Burbank, CA. He is also an artist with Walt Disney

Alliance Events

Imagineering, an innovator with Applied Minds Inc. and a professor of design at Art Center College of Design in Pasadena, CA.

SMA Alliance Forum for a Bright Future

"Our Future is So Bright – You Gotta Wear Shades!"

Saturday, November 6

9:00-11:00 am

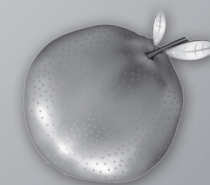
Marine Activities Pool



Nancy Swikert, MD, Union, KY President, SMA Alliance 2010-2011

Join newly installed SMAA President, Nancy Swikert "poolside" for an open forum to discuss the 2010-2011 plans for the SMA Alliance. Everyone is encouraged to attend this planning forum for future Alliance activities. After all this is YOUR Alliance.

There will be "Round the Pool" discussions on Doctors' Day, Health Education and Medical Heritage. Other topics of interest will include Website Development for your home or office, Basic EMR instruction, and Financial Services. Put on your shorts and sandals and join us for a "Luau by the Pool." Now is the time and this is your opportunity to make a difference in your SMA Alliance.





Education Program

PURPOSE

The Annual Scientific Assembly is the Southern Medical Association's premier educational event. The Assembly enables physicians to practice the highest standards of medicine by promoting professional identity and leadership development to improve economic stability through education, services and advocacy across multiple specialties.

LEARNING GAP

Two recent Commonwealth Reports identified major deficiencies in health care in the USA and regional discrepancies in the provision of health care, with the southeastern states faring worse than other states in a number of health-related performance measures. One of the conclusions of the report is that quality of care can be improved without increasing the cost of care. In fact, better care may reduce the cost of care as complications, readmissions to hospitals, and treatment of advanced/complicated cases can be prevented by timely interventions and patient education. Recognizing the importance of clinicians being the moving force behind changes in the provision of health care, and being the advocates for patients under their care, the SMA Scientific Assembly sessions will provide information to spearhead efforts to improve the quality of health care, especially in, but not limited to, our constituent states.

SMA's 2010 Annual Scientific Assembly is designed to focus on four common disease states and propose easily enacted changes in clinical daily practice to improve the quality of life of patients afflicted with these diseases: Diabetes, Heart Failure, Asthma, and Depression. The tracks will be developed to incorporate criteria developed by the Institute of Medicine to improve health care: timeliness, safety, effectiveness, equitability and patient-centered interventions, as well as incorporate the core competencies proposed by the ACGME: medical knowledge, communication skills, professionalism and practice based improvement.

DESIRED OUTCOME

The information presented will propose easily enacted changes in clinical daily practice to improve the quality of life in patients afflicted with these diseases, including screening, diagnosis, management, early detection/prevention of complications, and referrals to specialists, as well as educational programs geared to patients and their families. Our ultimate goal – at the conclusion of the meeting – is to provide our attendees with ways to improve the delivery and quality of care to their patients, in a cost-efficient manner, and challenge them to create a personal plan to achieve this goal.

Education Program

TARGET AUDIENCE

Scientific Sessions have been developed for Physicians (MDs and DOs) as well as residents and fellows, in the specialties of Allergy and Immunology, Cardiology, Chest Diseases, Emergency Medicine, Endocrinology, Family Practice, Geriatric Medicine, Gynecology, Medicine, Pediatrics and Adolescent Medicine, Pulmonary Medicine, Psychiatry. Other members of the healthcare team including physician assistants, nurse practitioners, registered nurses, medical students and pharmacists will also benefit from the information presented.

ACCREDITATION

CME Credit

The Southern Medical Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

A breakdown of CME Credits is located on page 24.

Nurse Continuing Education Contact Hours:

The Southern Medical Association is an approved provider of continuing nursing education by the Alabama State Nurses Association, an accredited approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

SYLLABUS INFORMATION

As part of the growing commitment to join those around the globe to conserve our natural resources, no printed syllabus containing slide sets/faculty handouts will be available at the Assembly. However, all registered attendees will have access to handouts online before, during, and after the Assembly. In addition, a flash drive of the handouts will be provided to each registrant on-site. This allows you access to all session handouts – not just the sessions for which you attend. We hope you will support our effort; it's the environmentally responsible thing to do!

TAPING OF SCIENTIFIC ACTIVITIES

The Executive Committee of the Council of the Southern Medical Association has adopted a policy whereby no scientific activities may be taped without their prior written permission.



Education Program

COMMUNITY OF INTEREST

Communities of Interest have been developed for the clinical areas of the Annual Scientific Assembly, and provide the opportunity for continued learning as well as a platform to effectively advocate for issues of importance to you and to produce change through identifying priorities for healthcare improvement. In addition, from this interaction and sharing of thought provoking topics, articles of interest and case studies, future conference topics will be identified. All of this works to enhance your professional identity by taking the lead, being willing to voice your opinion, and help influence the course of healthcare. Visit www.sma.org/communities for access.

ACKNOWLEDGEMENTS

The Southern Medical Association is grateful for the support of the following companies confirmed at time of printing who have provided educational grants in support of this activity. We appreciate their commitment to professional development.

Merck, Inc.
SMA Services, Inc.

DISCLOSURE OF RELEVANT FINANCIAL RELATIONSHIPS

SMA Faculty Disclosure Policy and Conflict of Interest Resolution

In accordance with the ACCME's Standards for Commercial Support, it is SMA's policy that all individuals involved with planning and implementation of the content of an SMA CME/CE activity are required to disclose to the audience 1) any relevant financial relationships with a commercial interest producing, marketing, re-selling, or distributing health care goods or services consumed by or used on patients and 2) unlabeled/unapproved uses of drugs or devices discussed in their presentation. Conflicts of interest have been resolved prior to this activity and disclosures will be noted on a slide at the beginning of the presentation.

- Agle, Steven** No Disclosures to Declare
- Bernick, James** Form Not Received at Time of Printing
- Bleecker, Eugene R.** Form Not Received at Time of Printing
- Brant, Jeffrey R.** No Disclosures to Declare
- Butler, Javed** No Disclosures to Declare
- Fernandez, Francisco Fernandez**
 - No Disclosures to Declare
 - Includes a discussion in presentation(s) of a commercial product with an unlabeled use or an investigational use not yet approved by the FDA

Education Program

- Field, James L.** No Disclosures to Declare
- Foster, Ruth** No Disclosures to Declare
- Ghimire, Prajesh Mani** No Disclosures to Declare
- Goodman, Stuart J.**
 - Honorarium, GlaxoSmith-Kline, Forest Pharmaceuticals, Novartis, Pricara, Teva, Pfizer/Serona, UCB

- Gupta, Vineet** No Disclosures to Declare
- King, Monroe James** No Disclosures to Declare
- Kirby, Scott** No Disclosures to Declare
- Kragel, Peter** No Disclosures to Declare
- Lacroix, Colin** No Disclosures to Declare
- Levy, Mia** No Disclosures to Declare
- Lockey, Richard F.**

- Consultant, Merck-Schering, Takeda, ALK, Dyax, Behring and Dey
- Co-investigator, NIH and VA grants. He is in charge of the American Lung Association Clinical Research Unit at the University of South Florida
- Dr. Lockey and the physicians in the Division of Allergy and Immunology at the University of South Florida College of Medicine consult and participate in clinical research projects with the following pharmaceutical corporations:

Alcon Laboratories	Jerini, US
Almirall Pharmaceuticals	Merck-Schering
Altana/Byk Gulden	MedImmune
AstraZeneca Pharmaceuticals	Novartis Pharmaceuticals
Dyax Corporation	Pharming Inc.
Forest Laboratories	Sanofi-Aventis Pharmaceuticals
Genentech Inc.	Sepracor Inc.
GlaxoSmithKline	Skye Pharma
Greer	

- Magee, Michael C.** No Disclosures to Declare
- Marks, Jennifer**
 - Research Support, Genentech, Roche, Biogen, Pfizer, Mannkind, CPEX, Merck, and Eli Lilly
 - Consultant, Amgen and Advantage Healthcare
 - Includes a discussion in presentation(s) of a commercial product with an unlabeled use or an investigational use not yet approved by the FDA
- Marsh, Clay B.** Disclosure Not Received at Time of Printing

Education Program

Marsh, Patrick

- No Disclosures to Declare
- Includes a discussion in presentation(s) of a commercial product with an unlabeled use or an investigational use not yet approved by the FDA

Masys, Daniel R. No Disclosures to Declare

McLendon, Kathleen No Disclosures to Declare

Mohapatra, Shyam S. No Disclosures to Declare

Murray, Candace M. No Disclosures to Declare

Nahas, Ziad H.

- Consultant, Speaker, and Grant Support for Research, Neuronetics, Inc
- Grant Support, Research, Medtronic, Inc
- Grant Support, Research, Cyberonics Inc
- Grant Support, Research, St. Jude Medical
- Consultant, Dey Pharmaceuticals
- Includes a discussion in presentation(s) of a commercial product with an unlabeled use or an investigational use not yet approved by the FDA

Piziak, Veronica

- Research Support, PI, Johnson & Johnson, Novartis, and Procter and Gamble

Ponder, Stephen W.

- Chief Medical Officer and Investor, Diabetech LP

Rattigan, Meghan No Disclosures to Declare

Reasner, Charles A. II

- Speaker, Bristol Myers Squibb, Amylin, Novo Nordisk, and Takeda

Roberts, Charles S. No Disclosures to Declare

Salon, Pacita Form Not Received at Time of Printing

Schoen, Cathy No Disclosures to Declare

Shack, R. Bruce No Disclosures to Declare

Stone, Mandy No Disclosures to Declare

Tausend, Abby No Disclosures to Declare

Ventura, Hector O.

- Speaker's Bureau, Gilead and Actelion

Waldron, Edward J. No Disclosures to Declare

Weart, C. Wayne

- Speaker, Novartis and Pfizer
- Outcomes Research Advisory Committee Consultant, Merck
- Stock, Ligand, Mylan and Pfizer

Winn, Karen L.

- Employed as Medical Education Manager/Clinical Affairs, Smith & Nephew Wound Management Division, St. Petersburg, FL

Yancy, Clyde W. No Disclosures to Declare

Youngblood, Laura No Disclosures to Declare

Continuing Medical Education Credit and Nursing Contact Hours

How to Apply for CME Credit

CME credit will be awarded to physicians who complete and return the credit request form, marking sessions attended. A certificate of attendance will be issued to non-physicians except nurses wishing to submit form for contact hours. Please follow the instructions on the form and return it to one of the CME collection boxes located in the Exhibit Hall or near meeting rooms. Please allow 6 to 8 weeks to receive your certificate, listing hours. If applicable, it is your responsibility to mail copies of this certificate, along with appropriate documentation, to the appropriate organizations.

The Southern Medical Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

How to Apply for Continuing Nursing Education Hours

Contact hours will be awarded to nurses who complete and return the credit request form, marking sessions attended. Please follow the instructions on the form and return it to one of the CME collection boxes located in the Exhibit Hall or near meeting rooms. Please allow 6 to 8 weeks to receive your certificate, listing hours. If applicable, it is your responsibility to mail copies of this certificate, along with appropriate documentation, to the accredited organizations.

American Medical Association PRA Category 1 Credit™

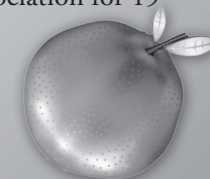
The Southern Medical Association designates this educational activity for a maximum of 19 *AMA PRA Category 1 Credit(s)*™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

American College of Obstetricians and Gynecologists (ACOG)

The American College of Obstetricians and Gynecologists has assigned 19 cognate credits to this program.

American Osteopathic Association (AOA)

This activity has been approved by the American Osteopathic Association for 19 hours of AOA Category 2-A credit.



Continuing Medical Education Credit and Nursing Contact Hours

Time	Session	AMA	AOA	ACOG	AAFP	Nurse CE's
Thursday, November 4						
9:00-10:45 am	Opening Ceremony	1.0	1.0	1.0	1.0	1.0
11:00 am-12:30 pm	Closing the Gaps in U.S. Health System Performance	1.5	1.5	1.5	1.5	1.5
1:30-3:00 pm	Diabetes	1.5	1.5	1.5	1.5	1.5
3:30-5:00 pm	Heart Failure	1.5	1.5	1.5	1.5	1.5
Friday, November 5						
8:00-9:30 am	Asthma	1.5	1.5	1.5	1.5	1.5
10:00-11:30 am	Depression	1.5	1.5	1.5	1.5	1.5
12:30-2:00 pm	Breakout: Heart Failure	1.5	1.5	1.5	1.5	1.5
12:30-2:00 pm	Breakout: Depression	1.5	1.5	1.5	1.5	1.5
12:30-2:00 pm	Breakout: Asthma	1.5	1.5	1.5	1.5	1.5
12:30-2:00 pm	Breakout: Diabetes	1.5	1.5	1.5	1.5	1.5
2:30-4:00 pm	Breakout: Heart Failure	1.5	1.5	1.5	1.5	1.5
2:30-4:00 pm	Breakout: Depression	1.5	1.5	1.5	1.5	1.5
2:30-4:00 pm	Breakout: Asthma	1.5	1.5	1.5	1.5	1.5
2:30-4:00 pm	Breakout: Diabetes	1.5	1.5	1.5	1.5	1.5
4:15-6:00 pm	President's Symposium: The Impact of Personalized Medicine on Patient Care	2.0	2.0	2.0	2.0	2.0
Saturday, November 6						
7:00-8:30 am	Breakfast Symposium: Type 2 Diabetes and Cardiovascular Disease	Accreditation provided by The American College of Cardiology Foundation				
9:00-11:00 am	Closing the Gaps in the Southern Region's U.S. Health System Performance: Where Do We Go From Here?	2.0	2.0	2.0	2.0	2.0
12:30-2:30 pm	New Drugs Update	2.0	2.0	2.0	2.0	2.0
2:45-4:15 pm	Oral Abstract Presentations	1.5	1.5	1.5	1.5	1.5

Continuing Medical Education Credit and Nursing Contact Hours

American Academy of Family Physicians (AAFP)

This activity, SMA's Annual Scientific Assembly, with a beginning date of November 4, 2010, has been reviewed and is acceptable for up to 19.00 Prescribed credits by the American Academy of Family Physicians.

American Academy of Physician Assistants (AAPA)

The American Academy of Physician Assistants accepts *AMA PRA Category 1 Credit(s)*™ from organizations accredited by the ACCME.

Nurse Continuing Education Contact Hours

The Southern Medical Association is an approved provider of continuing nursing education by the Alabama State Nurses Association, an accredited approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation. This activity qualifies for up to 19 contact hours.

Certificate of Attendance

A certificate of attendance will be provided to all non-physician healthcare professionals except nurses wishing to submit form for contact hours. Refer to your provider to determine whether this program will qualify for other categories of continuing education credits.

CME Credit Note

Additional CME credit may be available for Satellite Symposia taking place in conjunction with SMA's Scientific Assembly. See individual symposium descriptions for credit information and follow instructions provided during these sessions to apply for credit.

Educational Sessions

Thursday, November 4

OPENING CEREMONY

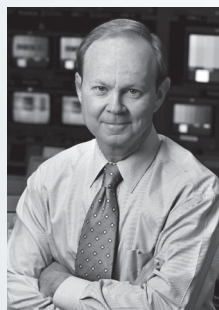
“Leading Through Turbulent Times”

9:00-10:45 am

Sun Ballroom A

Chair: R. Bruce Shack, MD, PhD

SMA President, 2009-2010, Nashville, TN



Keynote Speaker:

MICHAEL C. MAGEE, MD

President, Positive Medicine, Inc.

Senior Fellow, Health Policy, Center for Aging Services Technologies

Commissioner, National Commission for Quality Long Term Care

Executive Director and Co-Founder, Rocking Chair Project

Editor, Health Commentary

Editor, Healthy-Waters

Physicians are acutely aware: *That* performance matters - *That* measurement must be developed and utilized – *That* effective teams must be led to improve processes – *That* cultural barriers must be torn down and finally - *That* the impact of peer pressure, as physicians summon the better angels of their colleagues, will provide a synergism which will conquer crisis and chaos and a new kind of physician hero will again emerge to contribute inordinate influence to the health of the nation.

As a passionate advocate for patients and their families, Dr. Magee believes that the health care system must address a number of major issues – or its ability to provide quality care for all will be compromised. He will examine a wide range of policy issues that, viewed collectively, are leading us toward major health care system changes and what he terms a new age of health populism.

Dr. Mike Magee is a recognized, cross-sector health populist and futurist. A respected statesman, academician, medical journalist, author and health policy expert, he is a consensus builder and visionary on health, wellness and the future of the American Health Care system. The Boston Globe calls him “The most optimistic physician in America - Medicine’s own Rev. Norman Vincent Peale.”

Educational Sessions

Attendees will take home a renewed spirit that reveals them to be leadership vanguards, refusing to be victims of any time or philosophy which impugns their motives or lessens their value.

“Mike Magee’s observations about our health care system offer just what we need at the moment – objective thinking, a sense of urgency, hope for the future and a batch of fresh ideas.”

C. Everett Koop, MD, Former U.S. Surgeon General

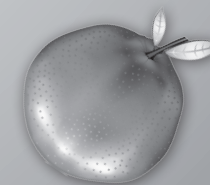
“Mike Magee’s excellent essays remind us that we must confront the facts directly if we are to find lasting solutions to our important and complex health care issues.”

Yank D. Coble, MD, Former President, World Medical Association
Former President, American Medical Association

Session Objectives:

Upon completion of the session, participants should be better prepared to:

- Understand the aging demographics will lead to standard 4 and 5 generation family complexity in the near future
- Be able to think strategically regarding the use of new information technology to create efficient networks with 24/7 connectivity, especially for the most vulnerable members of society
- Understand the evolution of health consumerism over the past 3 decades, and appreciate how to engage consumers as partners in preventive health system formation



Educational Sessions

Thursday, November 4

Closing the Gaps in U.S. Health System Performance: Opportunities to Improve Quality, Care Experiences, Health and Cost Outcomes

11:00 am-12:30 pm

Sun Ballroom A

The Commonwealth Fund's National Scorecard reveals wide variability in quality, care experiences, and health spending across the country. Such gaps between best and worst performance, though considerable, also reflect opportunities for achieving better outcomes at lower costs. Recently passed health care reform legislation provides federal muscle and investment that can foster more organized, team-based, and patient-centered care systems. This session will highlight variations as well as the potential to strengthen the delivery system and will discuss promising initiatives underway in the US and lessons from abroad.

Moderator and Chair:



Peter J. Kragel, MD, PhD is Professor and Chair of the Department of Pathology and Laboratory Medicine at Brody School of Medicine, East Carolina University in Greenville, NC.

Faculty

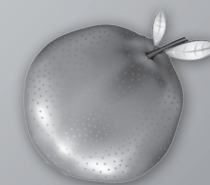


Cathy Schoen is Senior Vice President at The Commonwealth Fund. She is a member of the Fund's executive management team and research director of the Fund's Commission on a High Performance Health System.

Educational Sessions

Plenary Schedule

- 11:00 am Introduction and Review of Objectives
Peter J. Kragel, MD, PhD
- 11:05 Closing the Gaps in U.S. Health System Performance: Opportunities to Improve Quality, Care Experiences, Health and Cost Outcomes
Cathy Schoen
- Identify the multiple sources of uneven health system performance.
 - Understand how health reform legislation addresses gaps in health system performance and new opportunities for local action.
 - Assess and/or design policies and strategies to improve health, patient experiences, and slow cost growth in local care systems.
- 12:15 Questions and Answers
- 12:30 Adjourn



Educational Sessions

Friday, November 5

SMA/SMAA PRESIDENTS' SYMPOSIUM "The Impact of Personalized Medicine on Patient Care"

4:15-6:00 pm

Sun Ballroom A

Many within the healthcare industry are wondering whether personalized medicine has reached the tipping point of mainstream medicine and at what point it deserves serious attention from clinicians. The dream of personalized medicine was one of the driving forces behind the 13-year, \$3 billion Human Genome Project. Researchers hoped that once the genetic blueprint was revealed, they could create DNA tests to gauge individuals' risk for conditions like diabetes and cancer, allowing for targeted screening or preemptive intervention. There is an excitement and urgency about how to integrate personalized medicine into a new era of customized care and treatments. This session will feature the current clinical impact of Personalized medicine as it enters the healthcare delivery system and provide examples of how it is already providing benefits for the healthcare industry.

Co-Chairs:



R. Bruce Shack, MD, PhD
SMA President, 2009-2010, Nashville, TN



Barbara Jett
SMAA President, 2009-2010, Oklahoma City, OK

Educational Sessions

Faculty:



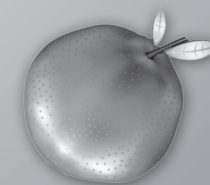
Clay B. Marsh, MD
Sr. Associate VP for Health Sciences Research
Vice Dean of Research
Ohio State University College of Medicine
Executive Director
Center for Personalized Health Care for College of Medicine
Office of Health Sciences
Columbus, OH



Daniel R. Masys, MD
Professor and Chair, Biomedical Informatics
Professor of Medicine
Vanderbilt University School of Medicine
Nashville, TN



Mia A. Levy, MD
Assistant Professor of Biomedical Informatics and Medicine
Cancer Clinical Information Officer
Vanderbilt University School of Medicine/Vanderbilt-Ingram
Cancer Center
Nashville, TN



Educational Sessions

Plenary Schedule

- 4:15 pm Session Overview and Review of Objectives
R. Bruce Shack, MD, PhD, Co-Chair
- 4:20 Realizing the Promise of P4 (Predictive, Preventive, Personalized and Participatory) Medicine
Clay B. Marsh, MD
- Understand the goals of P4 medicine and impact on health care of the future
 - Determine the steps to create more affordable and higher quality healthcare
 - Understand the concept of disruptive innovation applied to healthcare
- 4:40 Challenges and Possibilities of a Molecularly Tailored Approach to Cancer Treatment
Mia A. Levy, MD
- Understand the evolution towards molecular classification of cancer
 - Understand the principles guiding cancer treatment prioritization using tumor gene mutations
- 5:00 Creating and Implementing an Infrastructure for Clinical Decision Support Based on Pharmacogenomics
Daniel R. Masys, MD
- Understand the principles guiding the use of patient-specific genetic variation data for drug prescribing
 - Understand the relationship between electronic medical records, provider order entry systems, and computerized clinical decision support in a personalized medicine program
- 5:20 Panel Discussion, Questions and Answers
- 5:45 Installation of 2010-2011 President, Eric E. Lindstrom, Laurel, MS
R. Bruce Shack, MD, PhD, SMA President 2009-2010
- 6:00 Adjourn

Educational Sessions

Saturday, November 6

Breakfast General Session

The Convergence of Type 2 Diabetes and Cardiovascular Disease

Provided by the American College of Cardiology

7:00-8:30 am

Sun Ballroom A

This breakfast symposium is provided complimentary for professional registrants only. You must show your badge in order to participate in the breakfast provided or to receive CME/CE hours.

Program Chair:

Donna Polk, MD, FACC

Director Preventive Cardiology

Henry Low Heart Center

Director Women's Heart Program

Hartford Hospital

Hartford, CT

Invited Faculty:

Andrew M. Kates, MD, FACC

Associate Professor, Medicine

Washington University in St. Louis School of Medicine

St. Louis, MO

Statement of Need:

Recent studies have identified the clear correlation between coronary heart disease and type 2 diabetes mellitus. Diabetes increases the risk of coronary artery disease (CAD) by a factor of 2- to 4-fold. Myocardial ischemia is a major complication in the course of diabetes, causing 75% of diabetes-related deaths. Patients with diabetes also have a higher rate of sudden death and poorer outcomes after myocardial infarction (MI). Compared with a non-diabetic individual, a person with type 2 diabetes has a 2- to 4-fold risk of dying from MI or a stroke and a 10- to 15-fold increased risk of lower extremity amputation. In addition mortality among diabetic patients from a coronary artery incident is rising. In fact more than 65% of people with diabetes die from heart disease or stroke.

Educational Sessions

Despite ongoing dissemination of evidence-based guidelines for health care professionals and patients, there remains an estimated 20 million people in the United States, 7% of the population, who suffer from diabetes which is a significant cause of morbidity and disability. To address this need, the American College of Cardiology Foundation is conducting a two-year initiative to increase awareness and education to medical professionals on the intersection of cardiovascular disease and type 2 diabetes mellitus.

Overview:

Expert faculty will examine the clear correlation between coronary heart disease and type 2 diabetes mellitus and developments in this dynamic field. Participants will have an opportunity to participate in question and answer sessions and discuss case presentations.

Learner Objectives:

The overall goal of this program is to enhance participants' competence by providing the most up-to-date information on the correlation of type 2 diabetes and cardiovascular disease.

Upon completion of this program, attendees should be able to:

- Describe the prevalence of CV disease in patients with diabetes
- Identify patients with known diabetes and those at risk for diabetes, who are at significantly increased risk for CV disease based on the most current screening and treatment guidelines
- Apply modifiable and controllable risk factor strategies in the daily management of patients with diabetes and/or CV disease, to achieve evidence-based optimal outcomes

Target Audience:

This program is intended for physicians, physician assistants, Fellows in Training, nurses, nurse practitioners and others interested in the relationship between type 2 diabetes and cardiovascular disease.

Educational Sessions

Accreditation:

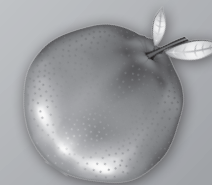
The American College of Cardiology Foundation is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians. The ACCF designates this educational activity for a maximum of 1.5 *AMA PRA Category 1 Credits*[™]. Physicians should only claim credits commensurate with the extent of their participation in the activity.

While offering CME credits noted above, the program is not intended to provide extensive training or certification in the field.

Acknowledgment:

Major support for this activity is provided through an educational grant from Takeda.

Additional support is provided through an educational grant from sanofi aventis.



Educational Sessions

Saturday, November 6

Closing the Gaps in the Southern Region's U.S. Health System

Performance: Where Do We Go From Here?

9:00-11:00 am

Sun Ballroom A

Join our distinguished activity chairs, Shyam S. Mohapatra, PhD, Veronica K. Piziak, MD, PhD, FACP, Charles S. Roberts, MD, and Francisco Fernandez, MD as they discuss key points and pearls related to Asthma, Diabetes, Heart Failure, and Depression. Meeting Attendees will be challenged to develop a plan for treating patients with these chronic diseases based on the information presented and learned during our Assembly.

Moderator and Chair:



Peter J. Kragel, MD, PhD, is Professor and Chair of the Department of Pathology and Laboratory Medicine at Brody School of Medicine, East Carolina University in Greenville, NC.

Faculty:



Charles S. Roberts, MD, is the Chief of Thoracic and Cardiovascular Surgery and Director of the Heart and Vascular Center at Winchester Medical Center, Valley Health System in Winchester, VA.



Veronica K. Piziak, MD, PhD, FACP, is Emeritus Director of the Division of Endocrinology, and Director of the Diabetes Center at the Scott & White Hospital/Clinic. She is Professor of Medicine and Endocrinology at the Texas A&M University College of Medicine and Professor of Social and Behavioral Health at the Texas A&M School of Rural Public Health in Temple, TX.

Educational Sessions



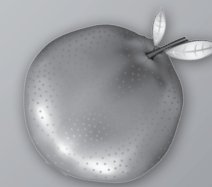
Shyam S. Mohapatra, PhD, is Professor of Medicine and Medical Microbiology and Immunology, the Mabel and Ellsworth Simmons Professor of Allergy and Immunology, and Director of Basic Research, Joy McCann Culverhouse Airway Disease and Nanomedicine Research Center. He also serves as Director of Basic Sciences at USF Health Signature Program of Allergy, Immunology and Infectious Diseases at the University of South Florida College of Medicine, Tampa, FL.



Francisco Fernandez, MD, is Professor and Chair of the Department of Psychiatry & Behavioral Medicine and Director of the Institute for Research in Psychiatry. He is also Principal Investigator for the Memory Disorders Clinic at the University of South Florida College of Medicine, Tampa, FL.

Plenary Schedule

- 9:00 am Introduction and Review of Objectives
Peter J. Kragel, MD, PhD, Greenville, NC
- 9:05 Heart Failure
Charles S. Roberts, MD, Winchester, VA
- 9:30 Diabetes
Veronica K. Piziak, MD, PhD, FACP, Temple, TX
- 9:55 Asthma
Shyam S. Mohapatra, PhD, Tampa, FL
- 10:20 Depression
Francisco Fernandez, MD, Tampa, FL
- 10:45 Panel Discussion and Plan of Action
- 11:00 Adjourn



Educational Sessions

Saturday, November 6

New Drugs Update

12:30-2:30 pm

Sun Ballroom A

There continues to be an apparent lack of utilization of the cost effective and evidence based pharmacotherapeutic interventions in the care and treatment of patients that have been demonstrated to improve patient outcomes as well as the appropriate dosing and monitoring needed to minimize potential adverse effects and obtain the desired therapeutic outcomes. This presentation will address these issues as they relate to the newer FDA approved medications.

Faculty:



C. Wayne Weart, PharmD, BCPS, FASHP, is Professor of Clinical Pharmacy and Outcome Sciences at the South Carolina College of Pharmacy and Professor of Family Medicine at the Medical University of South Carolina in Charleston, SC.

Plenary Schedule:

12:30 pm Introduction and Review of Objectives

12:35 New Drugs Update

C. Wayne Weart, PharmD, BCPS, FASHP

- Discuss the FDA warnings and label changes that relate to medication safety and how this information should be applied in the selection and monitoring of evidence-based pharmacotherapy to achieve better patient related outcomes
- Describe the current information concerning newly FDA approved medications (pharmacology, pharmacokinetics, efficacy and safety data, drug interactions, dosing, monitoring and cost) in the selection of evidence-based pharmacotherapy
- Compare and contrast these selected newer agents to the existing therapies and be able to recommend an appropriate medication regimen for a specific patient

2:20 Discussion, Questions and Answers

2:30 Adjourn

Educational Sessions

Saturday, November 6

Abstract Presentations

“Common Presentations Associated with Uncommon Disorders”

2:45 pm – 4:15 pm

Sun Ballroom A

This session allows an opportunity for physicians and physicians-in-training to present abstracts of ongoing research and case reports related to common presentations associated with uncommon disorders. Some relatively rare disorders may present with symptoms suggesting common maladies of limited critical significance. *Ex.* When are a cold, indigestion, or a headache harbingers of disorders that require additional diagnostic testing and clinical intervention? The following abstracts were submitted and accepted for presentation with special consideration to those related to rare and uncommon cases not often encountered.



Moderator and Chair:

Peter J. Kragel, MD, PhD

Professor and Chair

Department of Pathology and Laboratory Medicine

Brody School of Medicine

East Carolina University, Greenville, NC

Abstract Presenters:

Steven Agle, MD, Greenville, NC

Ruth Foster, DO, Baton Rouge, LA

Prajesh Mani Ghimire, MD, Schenectady, NY

Vineet Gupta, MD, Pittsburgh, PA

Scott Kirby, DO, Baton Rouge, LA

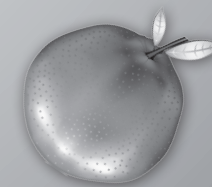
Colin Lacroix, MD, Schenectady, NY

Candace M. Murray, MD, Fort Gordon, GA

Meghan Rattigan, DO, Neptune, NJ

Abby Tausend, MD, Baton Rouge, LA

Laura Youngblood, MD, Chattanooga, TN



Educational Sessions

Plenary Schedule:

2:45 pm Introduction and Review of Objectives

Cardiology/Cardiovascular Diseases

2:50 pm A Complicated Case of Acute Bacterial Endocarditis Presenting with Janeway Lesions
Colin Lacroix, MD

Emergency Medicine

2:58 The Not So Chronic...Back Pain
Abby Tausend, MD

3:06 Hide and Seek
Scott Kirby, DO

3:14 Don't Get Caught Judging a Book By Its Cover
Ruth Foster, DO

Family Practice

3:22 Asymmetric Facies in the HSV Exposed Neonate: Thank Goodness It's Not Encephalitis!
Candace M. Murray, MD

Gynecology/Obstetrics

3:30 Rare Cause of Breast Abscess in Pregnancy
Meghan Rattigan, DO

Medicine

3:38 Don't Believe a Negative PPD or CXR
Laura Youngblood, MD

Neurology

3:46 Nystagmus and Ataxia in a Post-bariatric Surgery Patient with a Seizure Disorder
Prajesh Mani Ghimire, MD

Educational Sessions

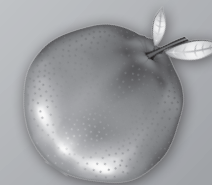
Oncology

3:54 Addition of TNF α to Dendritic Cell Based Immunotherapy Reduces Tumor Size and Improves Survival in Mice with Pancreatic Cancer
Steven Agle, MD

4:02 Minor Trauma Causing Stroke in a Young Athlete
Vineet Gupta, MD

4:10 Questions and Answers

4:15 Adjourn



Educational Sessions

Thursday, November 4

DIABETES TRACK

Plenary Session: Thursday, 1:30-3:00 pm – Sun Ballroom A

Breakout Sessions: Friday, 12:30-2:00 pm – Sun Ballroom 5-6

Friday, 2:30-4:00 pm – Sun Ballroom 5-6

Diabetes mellitus in the Southern Region of the United States has reached epidemic proportions with the CDC data suggesting more than 10 + percent of the adult population are affected in many areas. The ethnic composition of the Southern Region leads to a higher rate of obesity and diabetes and those with the disease have an escalating rate of complications because of hereditary predisposition and lack of early diagnosis due to the decreased access to health care in rural underserved areas. The Diabetes track will address the practical application of the new guidelines from the ADA and AACE to medical office practice and demonstrate the effectiveness of new management methods, medications and technology in the early diagnosis and improved care of patients with diabetes. Discussions and case studies will be used to facilitate learning.



Moderator and Chair:

Veronica K. Piziak MD, PhD, FACP, is Emeritus Director of the Division of Endocrinology, and Director of the Diabetes Center at the Scott & White Hospital/Clinic. She is Professor of Medicine and Endocrinology at the Texas A&M University College of Medicine and Professor of Social and Behavioral Health at the Texas A&M School of Rural Public Health in Temple, TX.



Charles A. Reasner II, MD, is Professor of Medicine at The University of Texas Health Science Center at San Antonio, and Medical Director of the Texas Diabetes Institute in San Antonio, TX.



Jennifer Marks, MD, serves as Section Chief for Endocrinology, Diabetes, and Metabolism and Medical Director for the Diabetes Management Program, Miami VA Medical Center. She is also Professor of Medicine and Chief of the Division of Endocrinology, Diabetes, and Metabolism at the University of Miami School of Medicine in Miami, FL.

Educational Sessions

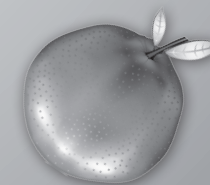


Stephen W. Ponder, MD, FAAP, CDE, is Director of the Division of Pediatric Endocrinology in the Department of Pediatrics at Driscoll Children's Hospital and also Professor of Medicine at Texas A&M College of Medicine in Corpus Christi, TX.

Plenary Schedule

Thursday, November 4: 1:30-3:00 pm

- 1:30 pm Overview of Type 1 Diabetes: Epidemiology and Pathogenesis
Jennifer Marks, MD, Miami, FL
- Appreciate the possible reasons for the trends in increase in type 1 diabetes throughout the world.
 - Discuss what is known and unknown about the pathogenesis of type 1 diabetes.
 - Appreciate the potential approaches for prevention of, or reversal of, type 1 diabetes.
- 2:15 Overview of Type 2 Diabetes: Epidemiology and Pathogenesis
Charles A. Reasner, II, MD, San Antonio, TX
- Describe how obesity causes diabetes.
 - Discuss the clinical outcome of insulin resistance and inadequate insulin.
 - Understand what impact glucose-lowering drugs will have on the underlying disease.
- 3:00 Adjourn



Educational Sessions

Breakout Schedule

Friday, November 5, 12:30–4:00 pm

- 12:30 pm The Child with Diabetes
Stephen W. Ponder, MD, FAAP, CDE, Corpus Christi, TX
- Determine the type of diabetes.
 - Identify what to consider when selecting the medications.
 - Use new technology, pumps and sensors.
 - Understand how to improve adherence.
- 2:00 Intermission to Visit SMA's Tech-Knowledge Center
- 2:30 Nutritional, Lifestyle and Surgical Interventions to Improve Control in Diabetes
Veronica K. Piziak, MD, PhD, FACP, Temple, TX
- Discuss the utility of surgical intervention in diabetes control.
 - Discuss lifestyle measures to prevent and control diabetes.
 - Discuss nutritional interventions to prevent and control diabetes.
- 4:00 Adjourn

Educational Sessions

Thursday, November 4

HEART FAILURE TRACK

Plenary Session: Thursday, 3:30-5:00 pm – Sun Ballroom A

Breakout Sessions: Friday, 12:30-2:00 pm – Sun Ballroom A

Friday, 2:30-4:00 pm – Sun Ballroom A

Heart failure is a prevalent debilitating condition and a major driver of health care costs. It is important for clinicians to understand the importance of this worsening chronic disease epidemic and how to better implement strategies to optimally prevent and treat the disease. This track will highlight current and future trends in heart failure epidemiology and risk factors. The information presented will address current health care reform initiatives that will hold providers accountable for improved outcomes and lower costs beyond acute inpatient care, and identify best practices in meeting the new requirements for CHF management. Also included will be discussions on the relationship between obesity and heart failure, mechanisms by which hypertension causes heart failure and its diagnosis and treatment, the latest in the management of operative treatment and clinical trials.

Moderator and Faculty:



Charles S. Roberts, MD, is the Chief of Thoracic and Cardiovascular Surgery and Director of the Heart and Vascular Center at Winchester Medical Center, Valley Health System in Winchester, VA.

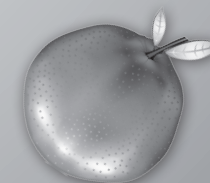
Faculty:



Javed Butler, MPH, MD, is the Director of Heart Failure Research at Emory Healthcare and Associate Professor of Medicine in the Division of Cardiology at Emory University School of Medicine in Atlanta, GA.



James L. Field, MBA, DBA, serves as Executive Director of the Advisory Board Company in Washington, DC.



Educational Sessions



Hector O. Ventura, MD, is the Chairman for Graduate Medical Education and the Section Head of Heart Failure/Transplantation at the Ochsner Heart and Vascular Institute. He is also an Associate Professor of Medicine at Louisiana State University School of Medicine and a Professor of Medicine at Tulane University School of Medicine in New Orleans, LA.



Clyde W. Yancy, MD, FACC, FAHA, FACP, is currently President of the American Heart Association. He is Medical Director of the Baylor Heart and Vascular Institute at Baylor University Medical Center in Dallas, Texas, and Chief of Cardiothoracic Transplantation at Baylor University Medical Center in Houston, TX.

Plenary Schedule

Thursday, November 4, 3:30-5:00 pm

- 3:30 pm Introduction and Overview of Objectives
Charles S. Roberts, MD, Winchester, VA
- 3:40 An Overview of Heart Failure
Javed Butler, MPH, MD, Atlanta, GA
- Understand Heart Failure Risk Factors and Outcomes.
 - Understand Future Epidemiologic Trends.
 - Understand the Relative Differences and Importance of Heart Failure with Low vs. Preserved Ejection Fraction.
- 4:10 Heart Failure and Obesity
Hector O. Ventura, MD, New Orleans, LA
- Understand the epidemiological relationship between Heart Failure and Obesity.
 - Understand changes in ventricular structure in obesity.
 - Understand the obesity paradox and improve outcomes.
- 4:40 Discussion, Questions and Answers
- 5:00 Adjourn

Educational Sessions

Breakout Schedule

Friday, November 5, 12:30-4:00 pm

- 12:30 pm Hypertension and Heart Failure
Hector O. Ventura, MD, New Orleans, LA
- Improve the understanding of the mechanisms by which Hypertension causes Heart Failure.
 - Improve patients outcomes in knowing treatment of Heart Failure.
 - Improve control of Blood Pressure.
- 1:15 Operative Treatment of Heart Failure
Charles S. Roberts, MD, Winchester, PA
- Identify the role of coronary arterial bypass grafting in the treatment of heart failure
 - Identify the role of valve replacement or repair in the treatment of heart failure
 - Identify the role of left ventricular restoration procedures and aneurysm repair
- 2:00 Intermission to Visit SMA's Tech-Knowledge Center
- 2:30 Clinical Trials in Heart Failure
Clyde W. Yancy, MD, FACC, FAHA, FACP, Houston, TX
- Review evidence-based guideline driven therapy for heart failure.
 - Discuss recent clinical trials in cardiovascular disease that might have an impact on heart failure.
 - Anticipate new clinical trials for heart failure.
- 3:15 Heart Failure and Health Care Reform
James L. Field, MBA, DBA, Washington, DC
- Identify health care reform initiatives directed to CHF management.
 - Understand deficiencies embedded in fee-for-service payment incentives.
 - Enumerate new requirements for CHF management as required by accountable care.
- 4:00 Adjourn



Educational Sessions

Friday, November 5

ASTHMA TRACK

Plenary Session: 8:00-9:30 am – Sun Ballroom A

Breakout Sessions: 12:30-2:00 pm – Sun Ballroom 3-4

2:30-4:00 pm – Sun Ballroom 3-4

Asthma is a complex disease and knowledge about phenotypes, co-morbid conditions, as well as the differential diagnosis are essential to practice cost-effective care. The impact of asthma has been disproportionately higher in certain southern regions of the country, particularly in inner city residents, lower social-economic strata, minorities, children and elderly. Hospitalization and poverty is linked with increased hospitalization. Many southern states lack asthma surveillance programs, even though there have been federal matching funds available for nearly 10 years. Quality of asthma care has deteriorated and the reasons for this are unclear. Factors contributing to decreased quality of asthma care, as well as practical steps that may improve care will be highlighted.

Moderator and Faculty:



Shyam S. Mohapatra, PhD, is Professor of Medicine and Medical Microbiology and Immunology, the Mabel and Ellsworth Simmons Professor of Allergy and Immunology, and Director of Basic Research, Joy McCann Culverhouse Airway Disease and Nanomedicine Research Center. He also serves as Director of Basic Sciences at USF Health Signature Program of Allergy, Immunology and Infectious Diseases at the University of South Florida College of Medicine in Tampa, FL.

Faculty:



Eugene R. Bleecker, MD, is Professor and Director of the Center for Genomics and Personalized Medicine, and the Thomas H. Davis Professor of Pulmonary Medicine. He is also Professor of Translational Sciences, Translational Technologies Research Program at the Wake Forest University School of Medicine in Winston-Salem, NC.



Monroe James King, DO, is Clinical Associate Professor of Medicine and Pediatrics at the University of South Florida College of Medicine in Tampa, FL.

Educational Sessions

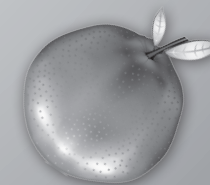


Richard F. Lockey, MD, is University Distinguished Health Professor, the Professor of Medicine, Pediatrics and Public Health as well as the Division Director, and is also Joy McCann Culverhouse Chair in Allergy and Immunology at the University of South Florida College of Medicine in Tampa, FL.

Plenary Schedule

Friday, November 5, 8:00-9:30 am

- 8:00 am Introductions and Overview of Objectives
Shyam S. Mohapatra, PhD, Tampa, FL
- 8:10 Epidemiology and Pathogenesis
Shyam S. Mohapatra, PhD, Tampa, FL
- Understand and consider geographic, demographic, and social factors affect asthma pathogenesis.
 - Increase understanding in the immunopathology of asthma
 - Understand the role of epidemiologic factors.
- 8:20 Clinical Manifestations and Associated Conditions
Monroe James King, DO, Tampa, FL
- Understand that asthma frequently co-exists with other medical problems including depression, COPD, hypertension, obesity in adults and in children with respiratory infections and allergic rhinitis.
 - Sometimes it is necessary to treat the symptoms of respiratory disease including cough, wheeze and respiratory distress without having a definitive diagnosis.
 - Gender and age are associated with asthma prevalence, all of the reasons are not known.
- 8:40 Diagnosis
Eugene R. Bleecker, MD, Winston-Salem, NC



Educational Sessions

- 9:00 Treatment
Richard F. Lockey, MD, Tampa, FL
- Understand that asthma is a chronic, inflammatory disease.
 - Understand that treatment should be ongoing and continuous.
 - Patient education is an integral part of any treatment plan.
- 9:20 Panel Discussion, Questions and Answers
- 9:30 Adjourn

Breakout Schedule

Friday, November 5, 12:30-4:00 pm

- 12:30 pm Asthma: Quality of Care
*Monroe James King, DO, Tampa, FL and
Shyam S. Mohapatra, PhD, Tampa, FL*
- Recognize and implement measures to reduce hospitalization for asthma.
 - Recognize the multiple co-morbidities that exist for patients with asthma.
 - Work within their communities to improve awareness and care for asthma.
 - Understanding of societal factors contributing to asthma care.
 - Consider interventions and adopt structural changes received to deliver better quality asthma care.
 - Practice interventions and adopt structural changes needed to deliver better quality asthma care.
- 2:00 Intermission to Visit SMA's Tech-Knowledge Center
- 2:30 Asthma Symptoms and Heterogeneity
Eugene R. Bleecker, MD, Winston-Salem, NC

Educational Sessions

- 3:05 Asthma and Co-Morbid Conditions
Richard F. Lockey, MD, Tampa, FL
- Recognize comorbid conditions of asthma.
 - Recognize different phenotypes.
 - Understand that asthma treatment is complex. If patients are not responding, appropriate referral is necessary.
- 3:40 Questions and Answers
Eugene R. Bleecker, MD, and Richard F. Lockey, MD
- 4:00 Adjourn

Educational Sessions

Friday, November 5

DEPRESSION TRACK

Plenary Session: 10:00-11:30 am – Sun Ballroom A

Breakout Sessions: 12:30-2:00 pm – Sun Ballroom 1-2

Friday, 2:30-4:00 pm – Sun Ballroom 1-2

Mood disorders are highly prevalent in the medical setting and carry severe health consequences. According to the Global Burden of Disease Study sponsored by the World Health Organization, the World Bank, and the Harvard School of Public Health, five mental disorders are listed among the 10 most frequent medical disorders for work days lost to disability, and depression is at the top of the list. It is well known that nearly one-half of patients with depression do not seek medical help, one-half of those who turn to their doctors are not diagnosed, and only one-half of those who are correctly diagnosed receive appropriate medical treatment. The Depression track will focus on the latest advances in recognition and treatment, as well as demonstrate skills to assess the whole person, the human spirit, and creativity of those living with depression and co-morbid disorders. Alternate assessment strategies inclusive of structured interviews and pharmacogenomics to enhance the diagnostic process will be discussed, as well as deficiencies in clinical practice in diagnosis and treatment of major mood disorders. Evidence-based therapies for the treatment of depression will be highlighted.



Moderator and Chair:

Francisco Fernandez, MD, is Professor and Chair of the Department of Psychiatry & Behavioral Medicine and Director of the Institute for Research in Psychiatry. He is also Principal Investigator for the Memory Disorders Clinic at the University of South Florida College of Medicine, Tampa, FL.

Faculty:



Ziad H. Nahas, MD, MSCR, is Associate Professor of Psychiatry and Behavioral Sciences, the Medical Director of the Brain Stimulation Laboratory at the Medical University of South Carolina in Charleston, SC. He also serves as Director of the newly created Mood Disorder Program at the Institute of Psychiatry.

Educational Sessions

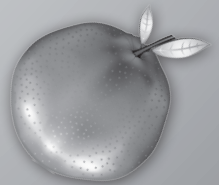


Patrick Marsh, MD, is Assistant Professor in the Department of Psychiatry and Behavioral Medicine at the University of South Florida College of Medicine, Tampa, FL.

Plenary Schedule

Friday, November 5: 10:00-11:30 am

- 10:00 am Introduction
Francisco Fernandez, MD, Tampa, FL
- 10:05 Epidemiology, Clinical Manifestations, and Diagnosis
Patrick Marsh, MD, Tampa, FL
- Know the epidemiology of depression and related diagnosis.
 - Recognize the diagnostic criteria for major depressive disorder.
 - Understand the clinical manifestations of depressive disorders.
- 10:45 Treatment Options and Selection
Ziad H. Nahas, MD, MSCR, Charleston, SC
- Know the prevalence of TRD.
 - Recognize treatment options of TRD.
 - Understand the long-term goals of relapse prevention.
- 11:20 Panel Discussion, Questions and Answers
- 11:30 Adjourn



Educational Sessions

Breakout Schedule

Friday, November 5: 12:30-4:00 pm

- 12:30 pm Definition, Treatment, Effectiveness, and Prevention of Neuromodulation/Neurostimulation
Patrick Marsh, MD, Tampa, FL and Ziad H. Nahas, MD, MSCR, Charleston, SC
- Identify several neurostimulation techniques.
 - Identify psychiatric disorders that may respond to neurostimulation.
 - Understand the current theory of the efficacy of neurostimulation techniques.
 - Understand the latest on TMS neuropsychiatric clinical studies and mechanisms of action.
 - Understand the latest on psychiatric neurosurgical brain stimulation therapies (epidural cortical stimulation and deep brain stimulation).
 - Latest in ECT research.
- 2:00 Intermission to Visit SMA's Tech-Knowledge Center
- 2:30 Depression: Case-Based Discussion
Cases: Double Depression; Suicide; Pharmacogenomics; Integrating Psychotherapy; and Nutraceuticals
Patrick Marsh, MD, Tampa, FL and Francisco Fernandez, MD, Tampa, FL
- Utilize evidenced-based practice parameters in the evaluation and management of suicide and depression.
 - Compare and contrast treatments for depression.
 - Assess specific pharmacogenomic strategies and how these will be used to map out treatment strategies.
- 4:00 Adjourn

Scientific Posters

Scientific Posters of accepted abstracts will be presented on display for viewing throughout the meeting in the Sun Lobby. All attendees are invited to submit their vote for the meeting's "Best Poster" Awards.

CARDIOLOGY/CARDIOVASCULAR DISEASES

CAR-1

Reduction in Contrast-Induced Nephropathy with Combination Therapy
Amit Om, MS, McLeod Regional Medical Center, Department of Cardiology, Florence, SC

CAR-2

Compliance with Medication and Smoking Cessation In Patients With Myocardial Infarction and Stent
Amit Om, MS, McLeod Regional Medical Center, Department of Cardiology, Florence, SC

CAR-3

A Complicated Case of Acute Bacterial Endocarditis Presenting with Janeway Lesions
Colin Lacroix, MD, Ellis Family Health Center, Schenectady, NY

CAR-4

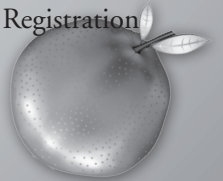
A Prospective, Randomized, Double-Blind, Placebo-Controlled Phase IV Trial of Nebivolol Withdrawal in Patients with Stage I-II Hypertension
Andrew J. Lewin, MD, National Research Institute, Los Angeles, CA

CAR-5

Efficacy and Tolerability of Nebivolol in Stage I-II Hypertension: A Pooled Age-Stratified Analysis of Three Randomized, Placebo-Controlled Trials
F. Wilford Germino, MD, Rush Medical College, Department of Internal Medicine, Chicago, IL

CAR-6

The Effects of Nebivolol, a Cardioselective, Vasodilatory Beta-Blocker, on Levels of Glucose and Lipids in the Blood: Pooled Results from Three US Registration Trials
Alessandro Mori, PhD, Forest Research Institute, Jersey City, NJ





Scientific Posters

CAR-7

Transient New Left Bundle Branch Block in Acute Pancreatitis
Jason Bravo Alisangco, MD, Dwight D. Eisenhower Army Medical Center,
Department of Family Medicine, Fort Gordon, GA

CAR-8

Efficacy and Safety of Nebivolol Monotherapy in Hispanics with Stage I-II Hypertension: A Randomized, Double-Blind, Placebo-Controlled Study
Henry Punzi, MD, Trinity Hypertension Research Institute, Carrollton, TX

CAR-9

Efficacy of Nebivolol Monotherapy in Hispanics with Stage II Hypertension
Andrew J. Lewin, MD, National Research Institute, Los Angeles, CA

DERMATOLOGY

DERM-1

Itching for Delivery: A Case of Papular Dermatitis of Pregnancy
Christopher Michael DiPiro, MD, US Army, Dwight D. Eisenhower Army Medical Center, Department of Family Medicine, Fort Gordon, GA

EMERGENCY MEDICINE

EM-1

The Not So Chronic....Back Pain
Abby Tausend, MD, LSUHSC, Earl K. Long Medical Center, Department of Emergency Medicine, Baton Rouge, LA

EM-2

Primum Non Nocere
Nathan Freeman, MD, LSUHSC, Earl K. Long Medical Center, Department of Emergency Medicine, Baton Rouge, LA

EM-4

Hide and Seek
Scott Kirby, DO, LSUHSC, Earl K. Long Medical Center, Department of Emergency Medicine, Baton Rouge, LA

Scientific Posters

EM-5

Don't Get Caught Judging a Book By Its Cover
Ruth Foster, DO, LSUHSC, Earl K. Long Medical Center, Department of Emergency Medicine, Baton Rouge, LA

EM-6

From Normal Plasma Glucose to Diabetic Ketoacidosis
Stoyan Grakov, MD, Ellis Hospital, Department of Family Medicine, Schenectady, NY

EM-7

Bullosis Diabeticorum: Rare Presentation of a Common Disease
Vineet Gupta, MD, University of Pittsburgh Medical Center Mercy, Department of Internal Medicine, Pittsburgh, PA

EM-8

It's Who You Are and Where You Are From That Counts
Janet Gregory, DO, LSUHSC, Earl K. Long Medical Center, Department of Emergency Medicine, Baton Rouge, LA

EM-9

Posterior Reversible Encephalopathy Syndrome in the Setting of Autoimmune Disease
Rayme Edler, MD, LSUHSC, Earl K. Long Medical Center, Department of Emergency Medicine, Baton Rouge, LA

EM-10

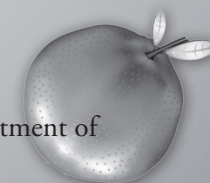
Spontaneous Pneumomediastinum in a 30-year-old Healthy Asian Female: A Case Report and Review of the Literature
Tatsuya Norii, MD, Department of Emergency Medicine, Kitakyushu, Fukuoka, Japan

EM-11

When Status Epilepticus Isn't Status Quo
Edward Brooks, MD, LSUHSC, Earl K. Long Medical Center, Department of Emergency Medicine, Baton Rouge, LA

EM-12

Diagnosis of Traumatic Pneumothorax
Ruth Foster, DO, LSUHSC, Earl K. Long Medical Center, Department of Emergency Medicine, Baton Rouge, LA





Scientific Posters

FAMILY PRACTICE

FP-1

Fetal Alcohol Spectrum Disorder (FASD) Prevention and Diagnoses: What Physicians Know and Ought to Know

Kristy Goodman, MS, LCSW, MD, Meharry Medical College, Department of Family and Community Medicine, Nashville, TN

FP-2

Asymmetric Facies in the HSV Exposed Neonate: Thank Goodness It's Not Encephalitis!

Candace M. Murray, MD, Dwight D. Eisenhower Army Medical Center, Department of Family Medicine, Fort Gordon, GA

FP-3

Applying the Diabetic Quality Reporting Initiative in a Family Medicine Residency Program: Objective and Subjective Reports from the Front Line

Ramon S. Cancino, Jr., MD, Mayo Clinic Florida, Department of Family Medicine, Jacksonville, FL

FP-4

Polyarticular Tophaceous Gout Mimicking Osteomyelitis

Shannon Nicole Haught, DO, Dwight D. Eisenhower Army Medical Center, Fort Gordon, GA

FP-5

Perils and Pitfalls in Industry-sponsored Office-Based Research.

Anthony Jones, MD, Ellis Hospital, Department of Family Medicine, Schenectady, NY

GYNECOLOGY/OBSTETRICS

GYN/OB-2

Rare Cause of Breast Abscess in Pregnancy

Meghan Rattigan, DO, Department of Obstetrics and Gynecology, Jersey Shore University Medical Center, Neptune, NJ

Scientific Posters

GYN/OB-3

Unusual Cause of Recurrent Miscarriage

Chadwick Leo, DO, Department of Obstetrics and Gynecology, Jersey Shore University Medical Center, Neptune, NJ

INFECTIOUS DISEASES

ID-1

Mitral 'Kissing' Endocarditis Due to Vancomycin-Resistant Enterococci (VRE): A Case Report with Review of VRE Endocarditis

Neil Pasco, MD, Kingsbrook Jewish Medical Center, Department of Medicine, Brooklyn, NY

ID-2

Pulmonary Cryptococcosis in Immunocompetent Patients

Rhey Emmanuel Tria Infante, MD; Aileen Grace Infante, MD, Department of Infectious Medicine, Fort Pierce, FL

MEDICINE

MED-2

Neither Fish, Nor Flesh, Nor Good Red Herring

Angel T. Brown, MD, University of Tennessee College of Medicine, Department of Medicine, Chattanooga, TN

MED-3

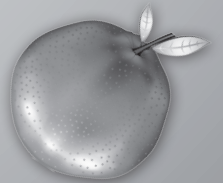
Importance of Health Care Access and Disparities in Chronic Medical Conditions

Maniza W. Ehtesham, Truman Medical Center, University of Missouri-Kansas City, Kansas City, MO

MED-4

Hit by HIT (Heparin Induced Thrombocytopenia) and HITT (Thrombosis)

Madan Reddy Koppolu, MD, University of Arizona, Department of Internal Medicine, Tucson, AZ





Scientific Posters

MED-5

Cutaneous Necrotizing Vasculopathy and Agranulocytosis Secondary to Cocaine Cutting Technique
Venkata Kiran Pokuri, MD, St. Luke's Roosevelt Hospital Center, Department of Internal Medicine, New York, NY

MED-6

Don't Believe a Negative PPD or CXR
Laura Youngblood, MD, University of Tennessee College of Medicine, Department of Internal Medicine, Chattanooga, TN

NEUROLOGY

NEURO-1

Knowledge of Myocardial Infarction in Sample Populations: A Comparison of a Developed Versus Developing Nation
Vineet Gupta, MD, University of Pittsburgh Medical Center Mercy, Department of Internal Medicine, Pittsburgh, PA

NEURO-2

Nystagmus and Ataxia in a Post-bariatric Surgery Patient with a Seizure Disorder
Prajesh Mani Ghimire, MD, Ellis Hospital, Department of Family Medicine, Schenectady, NY

NEURO-3

Strong Family Relationships Are Necessary for Successful Aging
Gerald S. Keller, DO, Mayo Clinic Jacksonville, Department of Family Medicine, Jacksonville, FL

ONCOLOGY

ONC-1

Minor Trauma Causing Stroke in a Young Athlete
Vineet Gupta, MD, University of Pittsburgh Medical Center Mercy, Department of Internal Medicine, Pittsburgh, PA

Scientific Posters

ONC-2

Acrometastasis: A Rare Presentation of Nonsmall Cell Lung Cancer
Kamonpun Ussavarungsi, MD, Texas Tech University Health Sciences Center, Department of Internal Medicine, Lubbock, TX

ONC-3

A Case of Cerebral Venous Sinus Thrombosis After Prolonged Air Travel
Bharat Ved Prakash, MD, University of Pittsburgh Medical Center, Department of Internal Medicine, Pittsburgh, PA

ONC-4

Neuroendocrine Tumors: An Analysis of Differences in Outcomes – The University of Mississippi Experience
Omar Saleh, MD, University of Mississippi Medical Center, Jackson, MS

ONC-5

Addition of TNF α to Dendritic Cell Based Immunotherapy Reduces Tumor Size and Improves Survival in Mice with Pancreatic Cancer
Steven Agle, MD, East Carolina University, Brody School of Medicine, Department of Surgery, Greenville, NC

PATHOLOGY

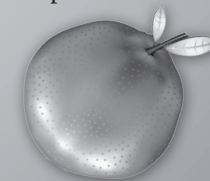
PATH-1

Clostridium Perfringens Sepsis Associated with Rectal Neuroendocrine Carcinoma
Lawrence A. Williams, III, MD, Pitt County Memorial Hospital, Department of Pathology, Greenville, NC

PULMONARY/CHEST DISEASES

PULM-1

Acute Respiratory Distress Syndrome Following Chemo-radiotherapy for Gastrointestinal Malignancy
Tamas Dolinay, MD, University of Tennessee College of Medicine, Department of Medicine, Chattanooga, TN





Scientific Posters

RADIOLOGY

RAD-1

Characterization of Focal Liver Lesions with Diffusion Weighted MRI: A Case Discussion

Omar Saleh, MD, University Hospital, Department of Radiology, Jackson, MS

RHEUMATOLOGY

RHEUM-1

Pulmonary Alveolar Syndrome in SLE and Management

Joon Hee Lim, MD, Texas Tech Health Science Center, Department of Internal Medicine, Lubbock, TX

UROLOGY

UR-1

Disparity in Healthcare Based on Extremes of Temperature and Precipitation

Deirdre Hart, MD, University of Missouri-Kansas City, Department of Surgery, Kansas City, MO

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Fax : 650-227-2700

Website: www.epocrates.com

Product/Service: Mobile Technology/Software

Epocrates, Inc. develops clinical information and decision support tools that enable healthcare professionals to find answers more quickly and confidently at the point-of-care. Over 1,000,000 healthcare professionals, including >40% of U.S. physicians use Epocrates' innovative mobile and web-based products to help reduced medical errors, improve patient care and increase productivity.

Intuit Health

5501 Dillard Drive

Cary NC, 27518

Telephone: 919-882-2911

Website: www.intuithealth.com

Product/Service: Patient Portal Solutions

Intuit Health, formed through the combination of Medfusion and the Quicken Health Group, is the industry leader in communication solutions for patients, providers, and health plans. Intuit Health solutions make the clinical, administrative and financial side of healthcare easier for everyone. We are bringing our customer-driven innovation process to healthcare practices to drive revenue, decrease costs and get paid faster.

Lippincott Williams & Wilkins

Ovid Technologies

Two Commerce Square

2001 Market Street

Philadelphia, PA 19103

Telephone: 215-521-8396

Fax: 215-521-8326

Website: www.lww.com

Product/Service: Medical Literature

Corporate Exhibitors

nextEMR, LLC

1413 Cantillon Blvd, STE 200

Mays Landing, NJ 08330

Telephone: 800-926-1371

Fax: 609-625-7083

Website: www.nextemr.com

Product/Service: Electronic Medical Records

nextEMR® is a comprehensive and easy to use, web-based Electronic Medical Records (EMR) and Practice Management (PM) solution for healthcare practices of any size or configuration. Our CCHIT Certified Technology is compatible with most Internet Accessible Devices including iPads, SmartPhones, Dragon Speech Recognition and Features our new Digital Pen Technology.

Southern Medical Association

35 W. Lakeshore Drive

Birmingham, AL 35209

Telephone: 800-423-4992

Fax: 205-945-1548

Website: www.sma.org

Southern Medical Association is an organization committed to promoting the health of patients through physician advocacy and a culture of leadership which enhances professional development through a renewed "grassroots" involvement and a unique blend of tangible and intangible opportunities.

SMA Services, Inc.

35 W. Lakeshore Drive

Birmingham, AL 35209

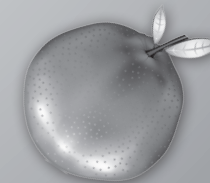
Telephone: 800-423-4992

Fax: 205-945-1548

Website: www.smaservicesinc.com

SMA Services, Inc., a wholly owned subsidiary of Southern Medical Association, provides the Practice Management and Personal and Professional Financial Security suite of products for SMA members including:

- Insurance Program
- Retirement and Financial Planning
- Medical Evacuation
- Physicians' Purchasing Program
- Travel/Tours
- Multi-Media/Website Development
- Association Management Services



Corporate Exhibitors

Southern Protective Group

4595 Towne Lake Parkway, Building 300, Ste 210

Woodstock, GA 30189

Telephone: 770-591-6353

Fax: 770-591-4519

Website: www.southernprotectivegroup.com

Product/Service: Medical Professional Liability Insurance

An independent insurance brokerage practice, specializing in medical professional liability coverage, design and placement.

Standard Insurance Company

4350 W. Cypress Street, Suite 920

Tampa, FL 33607

Telephone: 800-325-5757, ext. 0283

Fax: 813-879-2431

Website: www3.standard.com

Product/Service: Life & LTD Insurance

StanCorp Financial Group, Inc., through its subsidiaries marketed as The Standard – Standard Insurance Company, The Standard Life Insurance Company of New York, Standard Retirement Services, StanCorp Mortgage Investors, StanCorp Investment Advisers, StanCorp Equities, StanCorp Real Estate, and StanCorp Trust Company – is a leading provider of financial products and services. StanCorp's subsidiaries serve approximately 8.1 million customers nationwide as of December 31, 2009, with group and individual disability insurance, group life, AD&D and dental insurance, retirement plans products and services, individual annuities and investment advice.

UNIFI Companies Retirement Plans

1876 Waycross Road

Cincinnati, OH 45240

Telephone: 513-237-4785

Website: www.retire.unificompanies.com

Product/Service: Corporate Retirement Plan Services

At UNIFI Companies Retirement Plans, we tailor retirement plans to your business, your goals, and your employees. Our vision is to help plan sponsors provide a retirement plan that will give their business a competitive edge while helping participants achieve their retirement dreams.

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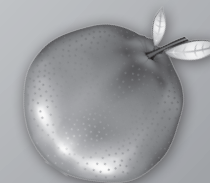
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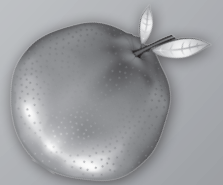
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2011 Calendar of Educational Events

SMA's professional development offerings are independently designed and developed and provide essential elements you can immediately implement in your practice to improve effectiveness and efficiency with the goal of improved patient health outcomes. Activities are centered around quality initiatives and evidence-based clinical information. This "Medallion Level" continuing education will enhance your knowledge base thus empowering you to be a stronger, more confident leader and manager.

UPCOMING CME/CE ACTIVITIES

February 5-12
Winter Conference on Issues in Women's Health
7-Day Cruise of the Hawaiian Islands

February 17-20
Osteoporosis: Diagnosis, Management and Prevention
Amelia Island Plantation
Amelia Island, FL

March 5-12
Pharmacotherapy Update
7-Day CME Cruise to the Mexican Riviera

March 19-26
Neurology for the Non-Neurologist
7-Day CME Cruise to the Eastern Caribbean

April 12-22
Infectious Diseases on the High Seas
7-Day CME Cruise to and thru the Panama Canal

April 28-May 5
Orthopaedics and Sports Medicine
7-Day CME Cruise to the Mediterranean

May 6-8
Office-Based Dermatology
Hyatt Regency Lake Tahoe Resort, Spa & Casino
Incline Village, NV

May 15-22
Osteoporosis: Everything the Clinician Needs to Know
7-Day CME Cruise to Bermuda

June 5-12
Hot Topics in Rheumatology
7-Day CME Cruise to Alaska

June 9-20
Comparative Healthcare Systems
Rome, Italy and Florence, Italy
In conjunction with Auburn University's Physicians Executive MBA Program

July 8-10
Hypertension, Diabetes & Hyperlipidemia
Casa Monica Hotel
St. Augustine, FL

July 11-14
Focus on the Female Patient
Kiawah Island Golf Resort
Kiawah Island, SC

November 3-5
SMA Annual Clinical and Governance Conference
Williamsburg Lodge
Williamsburg, VA

Southern Medical Association is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Save the Date!

SMA Annual Clinical and Governance Conference

NOVEMBER 3-5, 2011



*Colonial Williamsburg,
Williamsburg, VA*



SMA

Southern Medical Association

Advocacy, Leadership, Quality and Professional Identity