

ARIA

ASGE Recognized Industry Associate (ARIA) Program



Industry Training Courses for GI Professionals

Tuesday, April 8, 2014

Early bird discounts end March 3, 2014

Monday, November 3, 2014

Early bird discounts end October 3, 2014

ASGE Institute for Training and Technology (IT&T)
Downers Grove, IL

Register online at www.asge.org/ARIA



Faculty (April 2014 Course)



Glenn Eisen, MD, MPH, FASGE
The Oregon Clinic
Portland, OR



Rajesh N. Keswani, MD
Northwestern University
Chicago, IL



Cyrus R. Piraka, MD
Henry Ford Hospital
Detroit, MI



Drew Schembre, MD, FASGE
Swedish Medical Center
Seattle, WA

The ARIA Industry Training Program was developed under the direction of:

Jennifer Jorgensen, MD, Director of Endoscopy, Confluence Health, Wenatchee, WA and

Andrew S. Ross, MD, FASGE, Section Head, Gastroenterology, Director, Therapeutic Endoscopy Center of Excellence, Digestive Disease Institute, Virginia Mason Medical Center, Seattle, WA

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Get Recognized in GI!

ASGE supports industry's efforts to have knowledgeable, GI-practice "ready" sales associates. We are pleased to announce the ASGE Recognized Industry Associate (ARIA) program, a new initiative dedicated to industry professionals. The ARIA program has two main goals: 1) educate the GI sales force and other industry representatives on today's most relevant gastroenterology and endoscopy topics, and 2) recognize those who have demonstrated deep commitment to GI through completion of this comprehensive, full-spectrum gastroenterology program. Through a live course, the new ASGE ARIA program creates a common language and a shared understanding for improved communication and more successful dialogue between clinicians and industry representatives.

Course Description

An intensive, high energy course targeting industry partners in gastroenterology, this course is intended to provide an overview of basic GI anatomy and physiology as well as commonly encountered gastrointestinal diseases and their endoscopic findings through a lecture-based format. A hands-on experience will introduce both basic and advanced endoscopic techniques.

Attending this program will provide industry representatives with a framework for understanding GI physiology, pathology and endoscopy in order to have more engaging discussions with professionals (techs, nurses & physicians) working in gastroenterology-related fields.

This is an opportunity for industry professionals to talk and work together in a hands-on environment alongside ASGE gastroenterologists in a small group setting. Those individuals who complete this course would be recognized with the ASGE "Seal of Approval", including an ASGE Certificate of Completion along with a number of other prestigious recognition benefits and marketing tools.

ARIA Program Benefits

- ▶ **Use of the ARIA Program Recognition Logo.** Those individuals who successfully complete the ARIA course will be recognized with an ASGE seal of approval – the "ASGE Recognized Industry Associate" logo for a period of three years. The ARIA logo may be proudly displayed on business cards and the individual's letterhead.
- ▶ **Name listed within an article in ASGE's e-newsletter, Scope.** ASGE will make members aware of those individuals who have recently successfully completed the ARIA program and have been granted use of the ASGE ARIA Program Recognition logo.
- ▶ **Listing on the ASGE website, www.ASGE.org.** ASGE will maintain a roster of honorees on the ASGE website.
- ▶ **Annual listing within the ASGE Guide to Endoscopy at DDW* and the Crystal Awards tribute book*.** Program honorees will be recognized with an annual listing in two major ASGE publications seen by top leaders in the field.
- ▶ **ASGE promotion of the ARIA program.** On an ongoing basis, ASGE will communicate this new program to its members and make them aware of the value and significance of the ARIA program recognition. The message to members will be "look for the ASGE seal."
- ▶ **Template press release.** ASGE will provide a template press release that companies can use to publicize their team's ARIA achievement.
- ▶ **Template letter.** ASGE will provide a template letter that companies can use to send to their customers to make them aware of their team's recognition by ASGE.

*(*ARIA graduates who complete their course prior to April 1 will be recognized in that year's DDW /Crystal Awards programs. After April 1, recognition will take place in the following year's DDW materials.)*

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Course Objectives

1. Describe basic GI physiology and normal anatomical landmarks.
2. Describe diseases commonly encountered in gastroenterology and their endoscopic findings.
3. Discuss common tools of the gastroenterologist and basic endoscopic techniques.
4. Gain hands-on knowledge of endoscopic tools and techniques.



GI 101 – Curriculum Overview

Gastrointestinal Tract in Health: Basic Anatomy and Physiology

8:00 AM- 8:30 AM	Foregut: Esophagus/Stomach
8:30 AM- 9:00 AM	Midgut: Small Bowel and Hindgut: Colon/Rectum
9:00 AM- 9:30 AM	Hepatopancreaticobiliary

Tools of the Gastroenterologist

9:30 AM- 10:00 AM	Introduction to GI Endoscopy
10:00 AM- 10:30 AM	Other Tests Used by Gastroenterologists
10:30 AM- 10:45 AM	Break

Gastrointestinal Tract in Disease: Overview of Major GI Disorders

10:45 AM- 11:10 AM	Foregut: Esophagus and Stomach
11:10 AM- 11:30 AM	Midgut: Small Bowel
11:30 AM- 12:00 PM	Hepatopancreaticobiliary Disease
12:00 PM- 12:30 PM	Colon/Rectum
12:30 PM- 1:30 PM	Lunch
1:30 PM- 4:00 PM	Hands-on Stations • Basic Scope Handling/Foreign Body Removal • APC / Bicap / Thermal Therapies • Injections/Clip • Bands/Polyps



ASGE Recognized Industry Associate (ARIA) Program

Registration Form

ASGE will hold their next ARIA Program courses as follows:

Tuesday, April 8, 2014

Early bird deadline: March 3, 2014

Monday, November 3, 2014

Early bird deadline: October 3, 2014

The courses will be held at the new state-of-the-art **ASGE Institute for Training and Technology (IT&T)** in Downers Grove, Illinois, located approximately 30 minutes west of downtown Chicago. The new IT&T includes a 2,800 square-foot bioskills lab as well as a 105-seat, tiered auditorium with an audience response system to maximize participant interaction.

Industry representatives interested in attending may register online at www.asge.org/ARIA, or by calling ASGE Customer Care toll-free at 1-866-353-2743 (U.S. only) or 630-573-0600.

Limited space available for this premier event! Register today to reserve your spot.

Course Dates	Registration Fees	
	On or Before Early Bird	After Early Bird
Tuesday, April 8, 2014	March 3, 2014	March 3, 2014
Monday, Nov. 3, 2014	Oct. 3, 2014	Oct. 3, 2014
Members	\$1,000	\$1,250
Non-members	\$1,250	\$1,500

For more information on the ASGE ARIA Program, including scheduling group training for your sales representatives, contact Linda kay Tyler, director of sales and business development, by phone at (630) 570-5601 or by email at lt Tyler@asge.org.



American Society for
Gastrointestinal Endoscopy
3300 Woodcreek Dr.,
Downers Grove, IL 60515
phone: 630-573-0600
toll free: 866-353-2743 (U.S. only)
fax: 630-963-8332
info@asge.org



I am registering for: ☐ Tuesday, April 8, 2014 ☐ Monday, November 3, 2014

Name: _____
Last Name First Name Middle

ASGE ID#: _____ (If available)

Professional Designation: ☐ MD ☐ DO ☐ RN ☐ CGRN ☐ RD (Registered Dietician) ☐ Tech. ☐ LD
(Licensed Dietician) ☐ PA (Physicians Assistant) ☐ NP (Nurse Practitioner) ☐ Other: _____

Institution: _____

Specialty: _____

Address: _____

City: _____ State: _____ Zip: _____

Country: _____

Phone: _____ (Home/Work/Cell)

Fax: _____

E-mail: _____

The above info is my: ☐ Home ☐ Work

Fax: 630-963-8332; or Phone: 630-573-0600 (ASGE Customer Care Team)

Mail: Enclosed is a check for \$ _____ made payable to:
American Society for Gastrointestinal Endoscopy, Dept. CH16927,
Palatine, IL 60055-6927 (New payment address as of 01/2013.)

Credit Card Type: ☐ VISA ☐ MASTERCARD ☐ AMEX ☐ DISCOVER

Expiration Date: _____

Amount Due: \$ _____

Name Printed on Card: _____

Signature: _____

Accommodations

ASGE courses have a history of selling out. It is recommended that you make your hotel reservations as soon as possible. However, you may want to wait to make your airline reservations until you have received confirmation of registration from ASGE.

DoubleTree Suites by Hilton Hotel & Conference Center

Chicago-Downers Grove
2111 Butterfield Road
Downers Grove, IL 60515
Tel: 630-971-2000 or Toll Free: 800-222-8733 (U.S. only)

ASGE has arranged a room block for this course at \$109 per night, plus applicable tax. This discount is valid only if the reservation is made before March 17, 2014 for the April 8, 2014 course, and October 13, 2014 for the November 3, 2014 course. Please contact the hotel directly to make hotel reservations. Please mention the name of the ASGE course when making your reservation.

Cancellation Policy

Requests for refunds must be received in writing to info@asge.org at least two weeks before the activity and will be subject to a \$100 administrative fee. Substitutions are permitted with ASGE authorization. ASGE has the right to cancel a program at any time at its discretion.

FOR OFFICE USE ONLY

A/C: _____

Date: _____