GET RECOGNIZED IN GI!

GI ARIA
ASGE Recognized Industry Associate

ASGE **R**ecognized **I**ndustry **A**ssociate (**ARIA**) Program

GI Training for Industry Professionals

Monday, April 13, 2015

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

Faculty:

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Boston, MA

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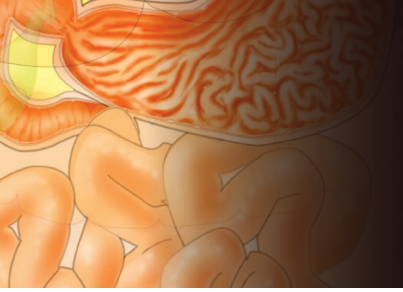
Seattle, WA

www.asge.org/ARIA

Join the growing list of companies participating in the ARIA Program

- Boston Scientific Corporation
- Bracco Diagnostics, Inc.
- Cardinal Health
- ConMed
- Cook Medical
- Covidien
- CPC Pathology
- EndoChoice, Inc.
- EndoGastric Solutions, Inc.
- Epix Anesthesia
- ERBE USA, Inc.
- FUJIFILM Medical Systems USA, Inc.
- GI Supply
- Ironwood Pharmaceuticals
- Medigus
- Medivators
- Merit Medical Endotek
- Olympus America, Inc.
- Pentax Medical
- Sedasys
- Torax Medical, Inc.
- US Endoscopy



ASGE **R**ecognized **I**ndustry **A**ssociate (**ARIA**) Program

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 more successful dialogue between clinicians and industry representatives.

Course Description

An intensive, high-energy course targeting industry partners in gastroenterology, this course aims 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 meaningful discussions with professionals (techs, nurses and physicians) working in gastroenterology-related fields.

This is a unique opportunity for industry professionals to talk and work together in a hands-on environment alongside ASGE gastroenterologists in a small-group setting. Those industry representatives who successfully complete a pre-test, a full day of intensive training, as well as a post-test, are awarded the ASGE Certificate of Completion, granted the use of the ASGE ARIA Program logo on their business cards, and receive 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.)*

Physicians – Look for the "Seal"
Knowledgeable and Dedicated GI Industry Reps

GI ARIA ASGE Recognized Industry Associate

"I feel like I can have an intelligent and educated conversation with clinicians. I also feel more confident in being able to ask questions for more learning opportunities…"

"I recommend all reps take this course!"

– ARIA GI Training Participants

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**
9:30 AM - 10:15 AM	**Introduction to GI Endoscopy**
10:15 AM - 10:30 AM	**Break**

Gastrointestinal Tract in Disease: Overview of Major GI Disorders

10:30 AM - 11:00 AM	**Foregut: Esophagus and Stomach**
11:00 AM - 11:30 AM	**Midgut: Small Bowel**
11:30 AM - 12:00 PM	**Hepatopancreaticobiliary Disease**
12:00 PM - 1:00 PM	**Lunch**
1:00 PM - 1:30 PM	**Hindgut: Colon/Rectum**
1:30 PM - 2:00 PM	**Communication Tips**
2:00 PM - 4:00 PM	**Hands-on Stations** • Basic Scope Handling/Foreign Body Removal • APC/Bicap/Thermal Therapies • Injections/Clip • Bands/Polyps

The Impact of ARIA Industry Training

The results from the pre- and post-test conducted on participants attending the recent ARIA program in the fall of 2014 showed a significant increase in their basic GI knowledge:

Avg score – pre-test: 58%

Avg score – post-test: 96%

Customized Training Opportunities

ASGE offers customized training for organizations seeking dedicated GI training for their representatives. ASGE can provide additional curriculum topics to suit your training needs. An example of an added topic is as follows:

Inflammatory Bowel Disease

a. Overview of IBD and extraintestinal manifestations

b. IBD-diagnosis

c. Medical therapies for IBD

d. Surgical management of IBD

POSSIBLE ROLE FOR LIVE TRANSMISSION

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

Stephen Kim, MD, UCLA, Los Angeles, CA

ASGE Recognized Industry Associate (ARIA) Program

Upcoming ARIA Course

Monday, April 13, 2015

This course 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.

To register for the ASGE ARIA program or to schedule 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 ltyler@asge.org.

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

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

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 $119 per night, plus applicable tax. This discount is valid only if the reservation is made before March 22, 2015. 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.

Photography Waiver: ASGE periodically takes photographs and/or video during our educational courses and events, and reproduces them in ASGE educational, news or promotional material, whether in print, electronic or other media, including the ASGE website. By participating in this course, you grant the right to use your name and photograph for such purposes to ASGE. All postings become the property of ASGE.