



• Annual Conference WEST

Anaheim, California • April 8–11, 2015
Anaheim Convention Center



Earn up to 25 *AMA PRA Category 1 Credits™* or
25 *AANP* contact hours of continuing education



David Geffen
School of Medicine



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Pri-Med West

Program Overview

Primary Care Updates

A preconference, multi-track day of CME sessions to supplement your education. New in 2015! No more limitations—you can attend sessions in either track.

Wednesday, April 8 • 7:45am–3:15pm

- Earn up to 6.25 AMA PRA Category 1 Credits™ or 6.25 AANP contact hours of continuing education
- Provided by pmiCME, the accredited division of Pri-Med



Annual Conference

Three days of multi-track education featuring an entirely new, cutting-edge curriculum delivered by expert faculty.

Thursday, April 9 • 7:45am–5:45pm

Friday, April 10 • 7:45am–5:30pm

Saturday, April 11 • 7:45am–2:30pm

- Earn up to 18.75 AMA PRA Category 1 Credits™ or 18.75 AANP contact hours of continuing education
- Curriculum developed by Pri-Med and its Medical Education Advisory Board, which includes representatives from the American College of Physicians and David Geffen School of Medicine at UCLA
- Provided by pmiCME, the accredited division of Pri-Med



Earn up to 25 AMA PRA Category 1 Credits™ or 25 AANP contact hours of continuing education by attending all four days of the conference.

Presentation Theaters

Live discussions led by prominent medical thought leaders. Get an in-depth look at the latest tools and treatment options.

Thursday–Saturday, April 9–11

- Not certified for credit

Exhibit Hall

Have face-to-face conversations with industry professionals, gain helpful takeaways, and experience live demonstrations, all outside your office hours.

Thursday, April 9 • 8:30am–4pm

Friday, April 10 • 8:30am–4pm

Saturday, April 11 • 8:30am–2pm

- Not certified for credit



Two Easy Ways to Register:

Visit www.pri-med.com/west/r12 or call 844-300-6339

Register for just \$40 using discount code **Download40**

New Program Features

Education you need professionally
An experience you'll enjoy personally



Online Ticketing Process:

You spoke and we listened. We have improved our Ticketed Events process. Four weeks prior to the conference, you will have the opportunity to preregister for the Symposia and Presentation Theaters through our online registration system. When you arrive at the conference, your tickets will print out with your conference badge, so you'll only make one stop during check-in.



Steps to Success Community Powered by Fitbit:

A Fitbit activity tracker is available for you, at a preferred rate, during registration. Purchase yours and get started on your personal health goals. Join the Steps to Success community and participate in the walking challenge. Prizes will be awarded throughout the challenge until May 2015.



Wellness Walks:

Participate in the Wellness Walks that take place prior to the Keynote Addresses on both Friday and Saturday and receive special goodies when you've completed the loop around the inside of the convention center.



Can't Make It to the Entire Program?

Take advantage of the one-day registration option, for Saturday, for a discounted fee of only \$20.



Claim Your Credits in Real Time:

There is a new online process for evaluating sessions and claiming education credit. During the conference you will receive a link where you will be able to complete evaluations right after the sessions. Your credits will be posted to your Pri-Med account the very next day!



Complimentary Coffee:

Available each morning prior to the Keynote Address. Put the pep back in your step during break times and between sessions—free coffee will also be served in the Exhibit Hall.



Two Easy Ways to Register:

Visit www.pri-med.com/west/r12 or call 844-300-6339

Register for just \$40 using discount code **Download40**



Keynote Addresses

Kick off each day with a keynote speaker who will inspire and rejuvenate you



Thursday, April 9 • 7:45am

The Power of Lifestyle Changes, Social Networks & Trust Dean Ornish, MD

Dean Ornish, MD, is the founder and president of the nonprofit Preventive Medicine Research Institute and clinical professor of medicine at the University of California, San Francisco. At Pri-Med West, Dr. Ornish will discuss the power of comprehensive lifestyle changes, reviewing more than 30 years of research using high-tech, state-of-the-art measures to prove the power of low-tech, low-cost, and often ancient interventions.



Friday, April 10 • 7:45am

Power Foods for the Brain Neal Barnard, MD

Neal Barnard, MD, is an adjunct associate professor of medicine at The George Washington University School of Medicine in Washington, DC, and president of the Physicians Committee for Responsible Medicine. In his keynote address, Dr. Barnard will share insights on the influence nutrition has on the brain, particularly the risk of Alzheimer's disease. This presentation includes scientific findings on the role of fats, vitamins, and certain metals on brain health. Studies provide important clues as to which foods are helpful and which are harmful.



Saturday, April 11 • 7:45am

Dharma Happiness and Purpose Sanjiv Chopra, MD, MACP

Dr. Sanjiv Chopra is professor of medicine at Harvard Medical School. He is also the James Tullis Firm Chief in the Department of Medicine and a senior consultant in Hepatology at Beth Israel Deaconess Medical Center, Boston, MA. Dr. Chopra will share compelling stories and wisdom about how living with purpose is the key to sustained happiness. As Mark Twain once said, "The two most important days of your life are the day you are born and the day you find out why."



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Primary Care Updates

Schedule • Wednesday, April 8



Earn additional credits by attending Primary Care Updates, a full day of preconference sessions that focus on disease-specific treatment and management approaches. These sessions are included in your registration fee but are ticketed separately because space is limited. Be sure to include Primary Care Updates in your registration to reserve your seat.

You can attend any sessions you want throughout the Primary Care Updates day. There are no restrictions on changing tracks.

	Track 1	Track 2	Track 3
6:45–7:35am	Registration and Complimentary Breakfast		
7:35–7:45am	Welcome and Opening Remarks		
7:45–9am	Evolving Insulin Therapy: Optimizing Care Through Proper Selection & Use	Urticaria: An Evidence-Based Approach to Diagnosis and Management	Understanding Addiction from the Inside Out
9–9:15am	Morning Break		
9:15–10:30am	Evolving Issues and New Treatment Approaches to Psoriasis: What the PCP Needs to Know	Overactive Bladder: Individualized Management to Reduce Adverse Events and Bridge the Quality Gap	Update on Immunizations in High Risk Adults
10:30–11:45am	Session Information to Come	Finding the Right Combination: Using GLP-1 Receptor Agonist Therapy to Individualize T2DM Management	Patient-Centric Treatment of Diabetes: The Role of GLP-1 Inhibitors
11:45am–12:30pm	Lunch Break		
12:30–1:45pm	Clinical Updates in Idiopathic Pulmonary Fibrosis	Session Information to Come	Meeting The Challenge of Managing Lipids Beyond LDL-C
1:45–2pm	Afternoon Break		
2–3:15pm	Migraine Headaches: Tools for Successful Management	Rare Angioedema: A Primary Care Approach to Diagnosis and Management	Session Information to Come



Sessions and schedule are preliminary and subject to change. For full details, including the most up-to-date session topics, speakers, and accreditation information, visit www.pri-med.com/west/r12.



Primary Care Updates is provided by pmiCME, the accredited division of Pri-Med.

To date, the following organizations have provided educational grants in support of Primary Care Updates Track 1: Boehringer Ingelheim Pharmaceuticals, Inc.; Novartis Pharmaceuticals Corporation; and sanofi-aventis U.S.

To date, the following organizations have provided educational grants in support of Primary Care Updates Track 2: Astellas Scientific and Medical Affairs, Inc.; Novo Nordisk Inc.; and Shire

To date, the following organizations have provided educational grants in support of Primary Care Updates Track 3: Amarin Pharma Inc.; Lilly; and Merck & Co., Inc.



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Annual Conference

Schedule • Thursday, April 9

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David Geffen
School of Medicine

	Track 1	Track 2	Track 3
7:30–7:45am	Welcome and Opening Remarks		
7:45–8:45am	KEYNOTE: The Power of Lifestyle Changes, Social Networks, & Trust presented by Dean Ornish, MD		
8:45–9:45am	Networking Break and Additional Opportunities		
9:45–10:45am	A Tale of Two Brains	Cancer Screening in Women (9:45–10:25am)	Depression: Optimizing Antidepressant Use (9:45–10:25am)
10:45–11:45am	Practical Considerations for Anticoagulation for Prevention of Venous Thromboembolism and Stroke Due to Atrial Fibrillation	Controversies in Osteoporosis Prevention and Management (11:05–11:45am)	Work Up of Abnormal LFTs (11:05–11:45am)
11:45am–1pm	Lunch Break, Networking Break, and Additional Opportunities		
1–2:15pm	Optimizing Insulin Therapy for Patients with Type 2 Diabetes: Existing Challenges and New Opportunities for Improved Care	SAFE Opioid Prescribing: Evaluation for Pain Management Using ER/LA Opioids and the Best Practices with ER/LA Opioid Therapy	Spotlight on Hepatitis C Infection
2:15–3pm	Walking the Line: A Primer on Gait Analysis	SAFE Opioid Prescribing: Evidence-Based Tools for Screening for Patients at Risk and Monitoring for Adherence to Prescribed ER/LA	Preventive Medicine that Works: Adult Immunization
3–4pm	Networking Break and Additional Opportunities		
4–4:40pm	Testosterone Replacement Therapy for Hypogonadism: What Is the Evidence? Is It Safe?	SAFE Opioid Prescribing: Talk to Me: Proven Methods to Counsel Your Patients on ER/LA Opioids and Achieve Positive Outcomes	Urinary Incontinence: Meeting the Clinical Challenge
4:40–5:20pm	The Prostate: BPH and Beyond	Everything You Always Wanted to Know About ER/LA-Opioids as a Drug Class (4:30–5pm)	Heart Disease in Women
5:20–6pm	Men's Health Panel Discussion	SAFE Opioid Prescribing: Getting the Most Clinical Insights from Specific ER/LA Product Information Sources and Panel Discussion (5–6pm)	Case Studies in Vaginitis



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Annual Conference

Schedule • Friday, April 10



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	Track 1	Track 2	Track 3
7:30–7:45am	Welcome and Opening Remarks		
7:45–8:45am	KEYNOTE: Power Foods for the Brain presented by Neal Barnard, MD		
8:45–9:45am	Networking Break and Additional Opportunities		
9:45–10:30am	Hypertension Management: A Moving Target	Raising a Healthy Child: Tips for Healthy Eating and Physical Activity (9:45–10:25am)	Heart Failure: State of the Art 2015 (9:45–10:25am)
10:30–11:15am	Update on the Pathogenesis of the Acute Coronary Syndromes	Sports Concussion in Children (10:25–11:05am)	Sports Concussion in Children (10:25–11:05am)
11:15–11:45am	Cardiovascular Panel Discussion	Meeting the Challenge of Food Allergy (11:05–11:45am)	Meeting the Challenge of Food Allergy (11:05–11:45am)
11:45am–1pm	Lunch Break, Networking Break, and Additional Opportunities		
1–1:30pm	Virtual Clinical Coffee Break		
1:30–2:45pm	Current Concepts in Management of ASCVD. What New Prevention Evidence Tells Us	HPV Update	Session Information to Come (1:30–2pm)
			Session Information to Come (2:10–2:45pm)
2:45–3:45pm	Networking Break and Additional Opportunities		
3:45–4:45pm	Clinical Practice Guidelines for the Management of Thyroid Disorders	Approach to the Child With Headaches (3:45–4:25pm)	Burning Issues in GERD (3:45–4:25pm)
4:45–5:45pm	New Approaches to Treating <i>C. difficile</i> Infection	Bronchiolitis: Getting with the New AAP Guidelines (4:25–5:05pm)	Pituitary and Adrenal Dysfunction: How to Screen and Manage (4:25–5:05pm)
		Measles, Pertussis...The Return of Vaccine Preventable Disease (5:05–5:45pm)	Diagnostic Challenges of Rheumatologic Disease (5:05–5:45pm)



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Annual Conference

Schedule • Saturday, April 11

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David Geffen
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	Track 1	Track 2
7:30–7:45am	Welcome and Opening Remarks	
7:45–8:45am	KEYNOTE: Dharma Happiness and Purpose presented by Sanjiv Chopra, MD, MACP	
8:45–9:45am	Networking Break and Additional Opportunities	
9:45–10:25am	Evaluation of the Patient With Chest Pain	Genomic Medicine and Primary Care
10:25–11:05am	Dizzy Patient: A Diagnostic Approach	Ethical Challenges at End-of-Life
11:05–11:45am	Meeting the Challenge of Asthma	Colorectal Cancer Screening: A Clinical Update
11:45am–12:45pm	Lunch Break, Networking Break, and Additional Opportunities	
12:45–1:30pm	Pain Management In Elderly	Common Head and Neck Problems
1:30–2:30pm	Approach to the Patient With Insomnia	Office Dermatology
2:20–3pm	TB: PPD and More	Curbside Consults in Pulmonary Medicine

To date, the Annual Conference is partially supported by a grant from Merck & Co., Inc.; sanofi-aventis U.S.; and the ER/LA Opioid Analgesic REMS Program Companies (RPC). Please see www.er-la-opioidrems.com for a listing of the member companies. This activity is fully compliant with the ER/LA Opioid Analgesics REMS education requirements issued by the U.S. Food & Drug Administration (FDA).

Sessions and schedule are preliminary and subject to change. For full details, including the most up-to-date session topics, speakers, and accreditation information, visit www.pri-med.com/west/r12.



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Educational Symposium

Earn up to an additional 1.25 *AMA PRA Category 1 Credits™* and 1.25 AANP Contact Hours of Continuing Education.



Informed by emerging research in treatment and therapy, this independent educational session is offered for CME credit and limited to cardiologists currently engaged in patient care and physicians who practice primarily in the management of adult patients with cardiovascular diseases.

Latest Advances in Secondary Prevention of Cardiovascular Events*

Friday, April 10 • 12–1:15pm

Learning Objectives:

- Review the 2011 ACC/AHA Secondary Prevention Guideline recommendations
- Discuss the implications for secondary prevention of the 2013 ACC/AHA lipid guideline and the updated hypertension recommendations
- Evaluate the implications of the latest trial results for lipid management in secondary prevention
- Place newly approved anti-platelet agents into perspective for the management of secondary prevention post-Acute Coronary Syndrome, and for patients with peripheral artery disease, based on emerging evidence.

*This activity is supported by an educational grant from Merck & Co., Inc.

Registration required for this symposium due to limited space.

ACCME

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

AMA PRA

pmiCME designates this live activity for up to 1.25 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with their participation in the activity.

AANP Approval

pmiCME is approved as a provider of nurse practitioner continuing education by the American Association of Nurse Practitioners. AANP provider number 040308. This activity is approved for up to 1.25 AANP contact hours of continuing education (which includes up to 0.75 hours of pharmacology.)

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Exhibit Hall

Information



Exhibit Hall Hours

Thursday, April 9 • 8:30am–4pm

Friday, April 10 • 8:30am–4pm

Saturday, April 11 • 8:30am–2pm

Take the time to investigate the many booths showcasing cutting-edge products, treatments, and technologies. Speak with healthcare industry representatives, on your own schedule, to evaluate the best options for your practice.

A Fashion Hayvin, Inc.
AbbVie
Accessory Mania
Actavis (formerly Forest Pharmaceuticals, Inc.)
Aegis Treatment Centers
Aerolase
Akeso Health Sciences
Akrimax Pharmaceuticals LLC
ALCAT
Alkermes Inc.
Altamed Health Services
Alzheimers Association
Amarin Pharma, Inc.
American College of Physicians
American Express
American Herbal Labs & Meridian Energy
Analysis Systems
AMGEN
Arbor Pharmaceuticals, Inc.
Army Medical Recruiting
AspirinWorks by Corgenix
AstraZeneca
Auxilium Pharmaceuticals, Inc.
Bionix Medical Technologies
Bio-Oil
Blaine Labs Inc
Boehringer Ingelheim Pharmaceuticals, Inc.
Boiron
Bristol-Myers Squibb & Pfizer Inc.
California Academy of Physician Asst
California Walnut Board & Commission
CalmoSeptine
Capital One Bank
Care More
Cargill
Carlson Laboratories
Cegedim

Concentra
CryoProbe
Cynosure Inc
Daiichi Sankyo, Inc.
Dannon Company Inc
Department of Veterans Affairs
Dermalogix Partners Inc
Eisai, Inc.
Ellman International, LLC
Elsevier Medical Books
Encore Financial Freedom Solutions
Exalenz Bioscience Ltd.
Exergen Corporation
Galderma Laboratories LP
Gensco Laboratories
Gilead Sciences
GlaxoSmithKline
Grifols USA, LLC.
Hemosure
Hippo Education Inc.
I.C. E., Inc.
ImpetoMedical, Inc.
International Tree Nut Council Nutrition
Research & Education Foundation
Janssen Pharmaceuticals, Inc
Kaiser Permanente
Kareo
LA County Department of Health Services
Laclede Inc
Legacy Health System
Lippincott Williams & Wilkins
LocumTenens.com
Maico Diagnostics
Mederi Therapeutics, Inc
MediTouch EHR / HealthFusion
MedVantx
Merck
Micro Direct, Inc.

Minute Clinic
Molina Medical Group
Monthly Prescribing Reference
Navajo Jewelry & Crafts
Neilmed Pharmaceuticals, Inc.
NEJM Journal Watch
New Balance Athletic Shoes
Novo Nordisk Inc.
Nu-Skin
Nutramax Laboratories, Inc.
Orasure Technologies, Inc.
Otto Trading, Inc.
Pfizer Inc.
Procter & Gamble
Qiagen, Inc.
Quest Diagnostics Incorporated
Salix Pharmaceuticals, Inc.
Sanofi
Sanofi Pasteur Inc.
Scarf King
Sekisui Diagnostics
Shader Productions
Sigma Tau Pharmaceuticals
Singulex Inc.
Southwest Medical Books
Takeda Pharmaceuticals North America, Inc.
Tec Laboratories, Inc.
Teva Respiratory
The Gideons International
Tutto Luggage/Mascot Metropolitan Inc
U.S. Department of State
Ultimate Creations
UltraScope
Verathon Medical
Vital Nutrients
WynnPharm Inc.
Zanfel Laboratories, Inc.

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Content Developers and Faculty

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Faculty for Primary Care Updates and Pri-Med West Annual Conference

Andrew Ahmann, MD, MS

- Professor of Medicine
Director, Harold Schnitzer Diabetes Health Center
Oregon Health & Science University
Portland, OR

Alon Y. Avidan, MD, MPH, FAAN, FAASM

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Director, UCLA Sleep Disorders Center
Director, UCLA Neurology Clinic

Neal Barnard, MD

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Faculty continued...

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Harvard Medical School
Boston, MA



EXCLUSIVE HOTEL & TRAVEL DISCOUNTS

You deserve the best rates and the best service. Pri-Med's official housing partner, onPeak, is a one-stop shop for all your hotel and travel needs:

- ▶ A simple reservation system—over the phone and online
- ▶ Discounted hotel rates at convenient locations
- ▶ Complimentary services and special offers upon booking



Reserve your room by March 10, 2015 to receive reduced rates at:

1 Anaheim Marriott
700 Convention Way
Single/Double: \$183

2 Hilton Anaheim
777 Convention Way
Single/Double: \$176

Plan ahead. Reduced rates are available on a first-come, first-served basis. Rates do not include current tax rate of 17% plus applicable surcharges, subject to change.

Book your hotel and travel reservations through onPeak today:



www.Pri-Med.com/west
(click on the Venue & Hotel tab)



(800) 584 9017



primed@onpeak.co

CME Information

Primary Care Updates

April 8

Learning Objectives*

- Assess new information on new guidelines, practices, therapies, and/or tools that you can use to diagnose, treat, and/or manage health problems you see in your practice.
- Evaluate applicability of the new information to your own practice and specific opportunities to improve your patients' quality of care and health outcomes.
- Demonstrate your ability to adopt the new information by interactive participation in case-based learning and discussing common challenges and ways to overcome barriers to implementation.

*Individual sessions will post topic-specific learning objectives.

ACCME

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

AMA PRA

pmiCME designates the live activity Primary Care Updates for up to 6.25 *AMA PRA Category 1 Credits™*. Physicians should claim only the credit commensurate with their participation in the activity.

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Annual Conference

April 9–11

Target Audience

This activity is intended for clinicians in primary care, family medicine, pediatrics, and internal medicine.

Learning Objectives*

- Evaluate new guidelines and evidence-based practices and therapies.
- Enhance your ability to diagnose, treat, and manage health problems you see in your practice.
- Draw on the experience of expert faculty and compare your patient care practices with those of your colleagues to help you improve your patients' quality of life, encourage the adoption of health-promoting behaviors, and avoid unnecessary sub-specialty consults.

*Individual sessions will post topic-specific learning objectives.

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