



#MiFMCE



NEVER LOOKED SO GOOD

1948 | 2018

MICHIGAN FAMILY MEDICINE CONFERENCE & EXPO

JULY 12-15 . 2018 | Registration Guide



FAMILY
MEDICINE
FOUNDATION
OF MICHIGAN

Radisson Plaza Hotel | KALAMAZOO, MI

APPROVED for up to 19.25 CME



TABLE OF CONTENTS

Schedule At-a-Glance

3-4

Agenda

5-10

Conference Registration & Rates

12-13

Sponsors & Exhibitors

14

Radisson Plaza Hotel

15

Optional Special Events

16

KEY

CME

Offers Continuing Medical Education credit(s)

T

Optional event; free but requires pre-registration

\$

Optional event; requires pre-registration and payment of an additional fee

Join Us!



On behalf of Family Medicine Foundation of Michigan and its Professional Development Committee, I invite you to join your colleagues from across the state for our **2018 MICHIGAN FAMILY MEDICINE CONFERENCE & EXPO**, July 12-15, at **Radisson Plaza Hotel** in vibrant downtown **Kalamazoo**.

A true celebration of Michigan Academy of Family Physicians' **70th anniversary year**, this conference promises to engage you with high-quality **Continuing Medical Education**, featuring expert presenters on a wide variety of topics carefully selected to enhance your practice and delivery of care.

Beyond the classroom, we encourage you to take advantage of opportunities to enjoy what Kalamazoo has to offer by registering to attend optional special events, including a behind-the-scenes **tour of Pfizer Kalamazoo** on Thursday, July 12, and an unforgettable dinner at the nationally-renowned **Gilmore Car Museum** on Friday, July 13.

Experience what it means to be a member of the strong, dedicated Michigan Family Medicine community by **connecting with colleagues and our supporters** throughout the conference, and especially during the **Michigan Family Medicine 70th Anniversary Celebration Dinner** on Saturday, July 14.

I look forward to seeing *you* at this premier event for Michigan Family Physicians and their families. Come discover why **70 Never Looked So Good!**

Leanne Swiderski, MD
Beaumont Medical Center (Garden City); Chairman,
Professional Development Committee, Family Medicine
Foundation of Michigan

CME

This Live activity, Michigan Family Medicine Conference & Expo, with a beginning date of 7/12/2018, has been reviewed and is acceptable for up to 19.25 Prescribed credits by American Academy of Family Physicians. Physicians should claim only the credit commensurate with the extent of their participation in the activity. Following this CME activity, participants will have the opportunity to earn an additional two Prescribed credits for participation in each Translation to Practice® exercise. Information on Translation to Practice® will be shared within the activity.

Schedule At-a-Glance



THURSDAY July 12

	Conference Registration & Information Desk Open	9 am - 6:30 pm
	Family Medicine Foundation of Michigan Board of Trustees Meeting	9 - 10:30 am
CME \$	Knowledge Self-Assessment Group Study: Women's Health [<i>Lunch included</i>]	10 am - 2 pm
	Michigan Academy of Family Physicians Board of Directors Meeting	10:30 am - 12 pm
CME	Aiming for Frontlines of Hepatitis C Care: Treatment in the Family Medicine Clinic	11 am - 12 pm
CME	Non-pharmacological Interventions for Dementia-related Behaviors [<i>Lunch included</i>]	12:05 - 1:05 pm
CME	Making the Connection: A Call to Action Against Undiagnosed Atrial Fibrillation—Improving Detection, Reducing Risks	1:10 - 2:10 pm
	Exhibitor Move-in	3 - 5 pm
T	The Allure of the Tour: Pfizer Kalamazoo Behind-the-Scenes	3 - 5 pm
	New Member & First-time Conference Attendee Orientation	5:45 - 6:10 pm
	Expo Hall Welcome Reception [<i>Hors d'oeuvres & beverages included</i>]	6 - 8 pm
\$	Brews for PAC [<i>Hosted by Family Medicine Political Action Committee</i>]	8 - 10 pm

FRIDAY July 13

	Conference Registration & Information Desk Open	6:30 am - 5:45 pm
CME	Health Disparities & Community Health Needs Assessment	6:45 - 7:45 am
	Expo Hall Strolling Breakfast & Activities	7:45 - 8:30 am
CME	Welcome & AAFP Update	8:35 - 9:35 am
CME	2018 Update on Hypertensive Disease: Guidelines for Management	9:40 - 10:40 am
	Expo Hall Refreshments & Activities	10:40 - 11:10 am
CME	Evidence-Based, Fingertip-Ready Tools for Contraceptive Care	11:10 am - 12:10 pm
	Expo Hall Strolling Lunch & Activities	12:15 - 1:30 pm
CME	What's New at ABFM: Changes Impacting Family Physicians	1:35 - 2:20 pm
CME	Teaching When There is No Time to Teach	2:25 - 3:10 pm
	Expo Hall Refreshments & Activities	3:10 - 3:40 pm
CME	Legislative Town Hall	3:45 - 4:30 pm
\$	Travel in Time Dinner: Gilmore Care Museum	5:45 - 8:45 pm
T \$	Family Medicine Foundation of Michigan VIP Afterglow Atop Kalamazoo	9:30 - 11 pm

SATURDAY July 14

	Conference Registration & Information Desk Open	6:30 am - 5:30 pm
CME	Chronic Opioid Therapy [<i>Counts toward state-mandated pain management training</i>]	6:45 - 7:45 am
	Transition to Western Michigan University Homer Stryker M.D. School of Medicine BREAKFAST & REMAINING MORNING SESSIONS AT WMed	7:45 - 8:10 am
CME	Direct Primary Care: Barriers to Adoption & How to Overcome Them @WMed [<i>Breakfast included</i>]	8:10 - 9:10 am
CME	The Role of Service Dogs: Improving Independence of Persons with Disabilities @WMed	9:15 - 10:15 am
CME	Optimizing Safe Driving Among the Elderly @WMed	10:20 - 11:20 am
	Transition to Radisson AFTERNOON SESSIONS AT RADISSON	11:20 - 11:45 am
	MAFP Annual Meeting & Lunch [<i>Resolutions due to MAFP by June 14</i>]	11:45 am - 1:45 pm

continued on page 4

Schedule At-a-Glance continued

SATURDAY July 14 continued

CME	Medical Ethics in the Age of Burnout [<i>Counts toward state-mandated ethics training</i>]	2:05 - 3:05 pm
CME	Managing Early Pregnancy Loss	3:10 - 4:10 pm
T	Cocktail Hour [<i>Sponsored by ProAssurance</i>]	5 - 6 pm
\$	Michigan Family Medicine 70th Anniversary Celebration Dinner	6 - 8 pm
\$	Bust-a-Move DJ Dance Party & Lip Sync Contest	8 - 10:30 pm

SUNDAY July 15

	Conference Registration & Information Desk Open	6:30 am - 12:30 pm
T	MAFP Leadership Breakfast [<i>By invitation only</i>]	6:45 - 8:25 am
CME	Beyond the Diagnosis: Managing Multiple Sclerosis in Primary Care [<i>Breakfast included</i>]	7:25 - 8:25 am
CME	Learning to Love the EHR	8:30 - 9:15 am
CME	Choosing Wisely: Engaging Patients in Effective Care	9:20 - 10:05 am
CME	Diabetes Update 2018: What's New in an Old Disease	10:10 - 11:30 am
CME	Improving the Diagnosis & Treatment of Lupus	11:35 am - 12:35 pm



SILENT AUCTION

All proceeds go directly to the Foundation to support the advancement of Family Medicine in Michigan.

To donate an item—such as a gift basket, hand-crafted jewelry, or tickets to a sporting event—complete the online donation form at surveymonkey.com/r/FMFM18 by **June 29** or call MAFP at 517.347.0098. Then, come ready to **bid on an item** while you are at the conference and leave with a great buy!

Discover KALAMAZOO



There are a multitude of things to do and see in downtown Kalamazoo, from visiting art studios and local breweries, to attending festivals and sporting events. Below is just a sample—visit discoverkalamazoo.com to download a tour guide.

Bring your bike: Ride from downtown Kalamazoo to Lake Michigan along the 35-mile Kal-Haven trail.

Visit a local brewery: Six local breweries are within walking distance of Radisson Plaza Hotel.

Go to a museum: Kalamazoo Valley Museum is just 0.2 miles from Radisson Plaza Hotel. While exhibits are ever-changing, planetarium shows, hands-on crafts, and musical performances are ongoing. Free general admission.

Relax in a park: Just 0.5 miles from Radisson Plaza Hotel, Bronson Park has winding walkways, historic buildings, fountains, and summer concerts.

Cheer on the Kalamazoo Growlers: Kalamazoo's minor league baseball team has home games at Homer Stryker Field, July 11-15.

9 am - 6:30 pm

Conference Registration & Information Desk Open

9 - 10:30 am

Family Medicine Foundation of Michigan Board of Trustees Meeting

10 am - 2 pm

Knowledge Self-Assessment (KSA) Group Study: Women's Health CME \$
[*Lunch included*]

This KSA focuses on the competency areas that are aspects of women's health most commonly experienced in practice by Family Physicians. Upon completion, you will be able to demonstrate knowledge in important biological concepts, selected medical conditions, selected gynecologic conditions, behavioral and mental health concepts, wellness and prevention interventions, and reproductive health considerations; all important to women's health. < **Erin Hendriks, MD**, Assistant Professor, University of Michigan (Ann Arbor)

10:30 am - 12 pm

Michigan Academy of Family Physicians Board of Directors Meeting

11 am - 12 pm

Aiming for Frontlines of Hepatitis C Care: Treatment in the Family Medicine Clinic CME
[*Sponsored by MED*IQ North Carolina Academy of Family Physicians*]

This session will bridge the knowledge and competency gaps Family Physicians face, particularly those who practice within a rural community where patients are especially vulnerable to infection with HCV, as based on the CDC-developed 'vulnerability index'. Gain greater understanding of how to treat patients with Hep-C, the benefits and limitations of available treatment options, and how to monitor patients during treatment and following cure.

12:05 - 1:05 pm

Non-pharmacological Interventions for Dementia-related Behaviors CME
[*Lunch included*]

As the population ages and dementia becomes more prevalent, physicians will be called upon to manage not only the physiological changes of dementia, but the neuropsychiatric symptoms as well. This session will showcase ways to manage these behavior changes non-pharmacologically, and how doing so is reimbursable under G0505 of the new care planning code. < **Karen Schelberg, LMSW**, Care Consultation Director, Alzheimer's Association - Greater Michigan Chapter (Southfield)

1:10 - 2:10 pm

Making the Connection: A Call to Action Against Undiagnosed Atrial Fibrillation—Improving Detection, Reducing Risks CME
[*Sponsored by PeerView Institute*]

Attending this session will help you learn to recognize the prevalence of undiagnosed symptoms of non-valvular atrial fibrillation (NVAf), discuss the need for opportunistic and systematic screening, implement various screening methods, and apply guideline recommendations as well as safety, efficacy, and real-world data on non-vitamin K antagonist oral anticoagulation (NOAC) for thromboembolic risk reduction with non-NVAf.

3 - 5 pm

Exhibitor Move-in

3 - 5 pm

The Allure of the Tour: Pfizer Kalamazoo Behind-the-Scenes T
[*Open only to conference registrants*]

During this exclusive two-hour tour, gain a behind-the-scenes perspective of how Pfizer Pharmaceuticals develops and manufactures treatments to help patients live healthier lives. The tour (including transportation) is complimentary for paid conference registrants. Space is limited. **Register early to reserve your spot!**

Pfizer
Pharmaceuticals

5:45 - 6:10 pm

New Member & First-time Conference Attendee Orientation
Learn how to best navigate the conference and earn CME, and meet other conference attendees. < **Leanne Swiderski, MD**, Beaumont Medical Center (Garden City); Chairman, Professional Development Committee, Family Medicine Foundation of Michigan



Agenda

THURSDAY July 12

continued

6 - 8 pm

Expo Hall Welcome Reception

[*Hors d'oeuvres & beverages included*]

Network with colleagues and supporters of Family Medicine while enjoying fun activities and the wonderful fare that Radisson Plaza Hotel has to offer.

8 - 10 pm



Brews for PAC



[*Hors d'oeuvres & beverages included*]

Join your Family Medicine colleagues and fellow PAC supporters for our annual Family Medicine Political Action Committee (FMPAC) fundraiser. This year we are headed to Bell's Brewery, just a short walk from the Radisson in downtown Kalamazoo, to sip some brews as a Bell's tour guide leads us through beer tasting. Discuss the latest legislative and political activity in Lansing, or simply enjoy the evening with a lively game of corn hole and the chance to win prizes!

Bell's
Brewery



Agenda

FRIDAY July 13

6:30 am - 5:45 pm

Conference Registration & Information Desk Open

6:45 - 7:45 am
EARLY-BIRD CME

Health Disparities & Community Health Needs Assessment CME

Social determinants and health disparities vary at the population and community levels, and significantly impact health. It is important that Family Physicians understand the trends of health inequity and how utilizing the Community Health Needs Assessment (CHNA) can help reduce disparities. During this session you will gain an understanding of possible solutions for reducing health inequity in different populations and how to integrate CHNA initiatives into your practice. < **Asha Shajahan, MD, MHSA**, Medical Director of Community Health, Beaumont Hospital (Grosse Pointe)

7:45 - 8:30 am

Expo Hall Strolling Breakfast & Activities

8:35 - 9:35 am

Welcome & AAFP Update CME

Hear from AAFP President Michael Munger, MD, FAAFP about your Academy's strategic priorities and latest efforts around advocacy, payment reform, practice advancement, and physician well-being. < **Michael Munger, MD, FAAFP**, St. Luke's Health System (Overland Park, KS); President, American Academy of Family Physicians (Leawood, KS)

9:40 - 10:40 am

2018 Update on Hypertensive Disease: Guidelines for Management CME

Based on the latest evidence and medical research, Family Medicine's comprehensive approach to treating hypertension has changed over the last year. During this session we will discuss up-to-date hypertension guidelines, lifestyle modifications for reducing blood pressure and increasing patient compliance, and how hypertension plans are affecting morbidity and mortality. < **Snigdha Reddy, MD**, Senior Staff Physician, Division of Nephrology and Hypertension, Henry Ford Hospital (Detroit); **Srikar Reddy, MD, FAAFP**, Medical Director, 4-Serv Family Medicine, Ascension Health (South Lyon)

10:40 - 11:10 am

Expo Hall Refreshments & Activities

Agenda

FRIDAY July 13

continued



11:10 am - 12:10 pm

Evidence-Based, Fingertip-Ready Tools for Contraceptive Care CME

During this case-based discussion, learn about new contraceptive quality metrics that may become key practice performance measures in the future. Gain familiarity with the most recent CDC contraceptive guidelines and how to apply them in daily practice using web-based resources. A special focus will address the contraceptive needs of women with chronic medical conditions. < **Justine Wu, MD, MPH**, Assistant Professor, University of Michigan (Ann Arbor)

12:15 - 1:30 pm

Expo Hall Strolling Lunch & Activities

Break bread with colleagues and enjoy an array of food while thanking our exhibitors for their continued support of Michigan Family Medicine.

1:35 - 2:20 pm

What's New at ABFM: Changes Impacting Family Physicians CME

American Board of Family Medicine (ABFM) has implemented major changes and enhancements since 2016 to help streamline and provide practical options for certification programs—and there is more to come! Leave this session with a comprehensive understanding of the changes and how they impact you. < **Joseph W. Tollison, MD**, Senior Advisor to the President, American Board of Family Medicine (Evans, GA)

2:25 - 3:10 pm

Teaching When There is No Time to Teach CME

Family Physicians are key educators of medical students and residents, providing hands-on clinical and patient care experiences. A day in the life of a Family Physician is undoubtedly busy, however, leaving many to feel that there is no time to teach. Learn practical solutions for incorporating teaching into your daily routine without compromising quality or efficiency. < **Lisa Graves, MD**, Associate Dean of Faculty Affairs, Professor of Family and Community Medicine, Western Michigan University Homer Stryker M.D. School Of Medicine (Kalamazoo)

3:10 - 3:40 pm

Expo Hall Refreshments & Activities

Get an afternoon boost as we wrap up activities with conference sponsors and exhibitors.

3:45 - 4:30 pm

Legislative Town Hall CME

Engage with a panel of state lawmakers on legislative and policy issues impacting Family Medicine in Michigan. Access to primary care, prescription drug and opioid abuse, and *Healthy Michigan* are among the topics that will be discussed. Learn how to leverage resources while anticipating long-term changes in healthcare policy and law.

5:45 - 8:45 pm

Travel in Time Dinner: Gilmore Car Museum \$

Enjoy a memorable evening of delicious food, engaging company, and travel in time at the nationally-renowned Gilmore Car Museum—a top Michigan Destination and *USA Today* Reader's Choice Award Winner. Experience the vast collection of pristine classics that span MAFF's 70 years and beyond.

9:30 - 11 pm

Family Medicine Foundation of Michigan VIP Afterglow Atop Kalamazoo T \$

[*Minimum donation of \$250 (1 entry ticket) or \$500 (2 entry tickets)*]
See Kalamazoo like you've never seen it before! Hosted in Radisson's top floor, two-story Grand Loft Suite—which offers a panoramic view of downtown—this exclusive VIP event is designed to recognize and thank those who have contributed to FMFM at the \$250 level and above since August 2017. Not a donor yet? The opportunity to donate is available when you register for the conference. To learn more about FMFM, visit mafp.com/mafp-foundation.

Gilmore Car Museum



Zazio's at Radisson



6:30 am - 5:30 pm

Conference Registration & Information Desk Open

6:45 - 7:45 am
EARLY-BIRD CME



Chronic Opioid Therapy CME

Developing a protocol to identify patients for whom opioid prescription is considered appropriate—in accordance with the most recent CDC guidelines, and taking into account evidence surrounding risks associated with the concomitant use of opioids and benzodiazepines—is critically important. Being able to identify non-opioid pharmacologic and non-pharmacologic methods for providing pain control for patients with or at-risk of developing chronic pain will be discussed during this interactive session. You will also learn about the DEA registration process that is required to obtain prescribing privileges for buprenorphine/Medication-Assisted Therapy. < **David T. Walsworth, MD, FAAFP**, Associate Chair for Clinical Affairs, Associate Professor, Department of Family Medicine, Michigan State University College of Human Medicine (East Lansing)

7:45 - 8:10 am

Transition to Western Michigan University Homer Stryker M.D. School of Medicine
BREAKFAST & REMAINING MORNING SESSIONS HELD AT WMED

8:10 - 9:10 am
@WMed



Direct Primary Care: Barriers to Adoption and How to Overcome Them CME

[Breakfast sponsored by Western Michigan University Homer Stryker MD School of Medicine]

Direct Primary Care (DPC) is a dynamic and exciting practice model well-suited for Family Physicians. Its adoption in Michigan, however, has lagged behind other states, such as Florida, Colorado, and Kansas. This engaging session will begin by defining DPC and identifying successful practices in Michigan, as well as regionally and nationally. We will then identify barriers to starting a DPC practice and how to overcome them. < **Paul Thomas, MD, Plum Health Direct Primary Care (Detroit)**

9:15 - 10:15 am
@WMed

The Role of Service Dogs: Improving Independence of Persons with Disabilities CME

A miracle truly occurs when a person with physical challenges is appropriately matched with a service dog, and Family Physicians are poised to be integral in the process. During this interactive session, learn the difference between service and emotional support dogs, the capabilities of service dogs, and the process of qualifying for one. < **Glenn Dregansky, DO, FAAFP**, Assistant Professor, Department of Family and Community Medicine, Western Michigan University Homer Stryker M.D. School of Medicine (Kalamazoo); **Deb Davis**, Community Outreach Manager, Paws with a Cause (Wayland)

10:20 - 11:20 am
@WMed

Optimizing Safe Driving Among the Elderly CME

Seniors are a fast growing segment of the U.S. population, making the need to optimize safe driving in the golden years a top priority. Learn about applicable state laws that every Family Physician should be aware of, the Family Physician's obligations and limitations of discussing safe driving with elderly patients, and simple tools you can use for assessing seniors during regular office visits. < **Amal Othman, MD**, Clinical Lecturer, University of Michigan (Canton)

11:20 - 11:45 am

Transition to Radisson Plaza Hotel
AFTERNOON SESSIONS HELD AT RADISSON PLAZA HOTEL

11:45 - 1:45 pm

MAFP Annual Meeting & Lunch

This is your opportunity to help shape the future of your profession and have your voice heard! Lunch will be served while resolutions* are discussed, bylaws changes are voted on, new officers and directors are elected, the state of the Academy is discussed, and **AAFP President Michael Munger, MD, FAAFP** confers Michigan's newest AAFP Fellows.

*SUBMIT A RESOLUTION

For a "how-to" on submitting a resolution by **June 14**, visit mafp.com/membership/annual-meeting. All MAFP members in good standing are eligible to submit resolutions and vote during the meeting.

Agenda

SATURDAY July 14

continued

A portion of Saturday morning sessions will be held at WMU Homer Stryker M.D. School of Medicine.



2:05 - 3:05 pm

Medical Ethics in the Age of Burnout CME

The basic tenets of modern medical ethics guide the practice of clinical medicine and research. During this session, these principles will be applied to specific cases illuminating moral conflicts that often arise in the practice of Family Medicine. Discussion will focus on how ethical decision-making and conflict resolution is critical to mitigate the effects of burnout and compassion fatigue among physicians. Bring your questions and come prepared to take part in this robust discussion. < **Tyler S. Gibb, JD, PhD**, Assistant Professor, Program in Medical Ethics, Humanities, and Law, Western Michigan University Homer Stryker M.D. School of Medicine (Kalamazoo)



3:10 - 4:10 pm

Managing Early Pregnancy Loss CME

Early pregnancy loss is common—affecting one in four women in her lifetime—and can be safely managed by Family Physicians in an office setting. Discussion during this session will dispel common myths and focus on the types of miscarriage, three options for treatment, current evidence that allows for optimal patient management of early pregnancy loss, and the emotional landscape for women undergoing miscarriage and ways in which Family Physicians can use language and provide support. < **Erin Hendriks, MD**, Assistant Professor, University of Michigan (Ann Arbor)

5 - 6 pm

Cocktail Hour [Sponsored by ProAssurance]

Kick off this night of celebrating Michigan Family Medicine and MAFP's 70th anniversary with colleagues and friends.



6 - 8 pm

Michigan Family Medicine 70th Anniversary Celebration Dinner \$

Enjoy a special dinner as we recognize and celebrate Family Medicine in Michigan and MAFP's 70th anniversary. Congratulate the 2018 "Academy Awards" winners, recognize a host of member achievements, thank outgoing MAFP President **Loretta Leja, MD** and Family Medicine Foundation of Michigan President **Amy McKenzie, MD** for their leadership, and welcome **Mary Marshall, MD, RN** and **Tim Tobolic, MD** as they step into the MAFP and FMFM presidential seats, respectively.

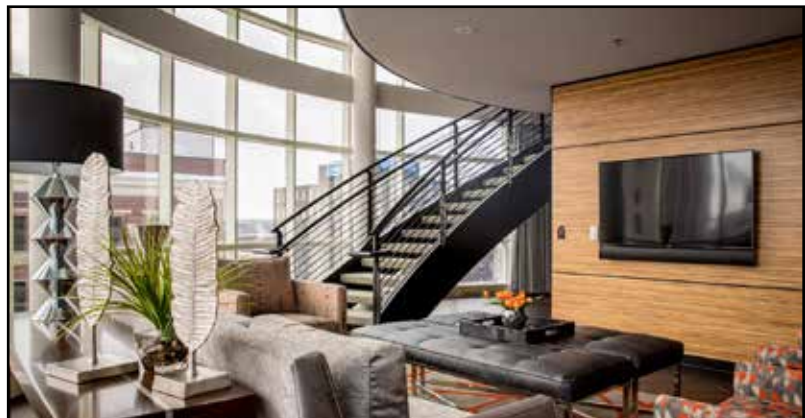
8 - 10:30 pm

Bust-A-Move DJ Dance Party & Lip Sync Contest

The energy of Kalamazoo DJ Scott Herriman is sure to get your fingers snapping, feet tapping, and hands clapping. Cheer on contestants of the first-ever "Family Doc Lip Sync Contest"—register yourself, a duo, or a group to compete for this prestigious claim-to-fame with 100% of the proceeds benefiting Family Medicine Foundation of Michigan.

Compete in the first-ever Family Doc Lip Sync Contest—visit mafp.com/events/18-annual-FM-conference for details.

Enjoy a panoramic view of downtown Kalamazoo from Radisson's premiere, two-story Grand Loft Suite, site of the FMFM VIP Afterglow on July 13.



6:30 am - 12:30 pm

Conference Registration & Information Desk Open

6:45 - 8:25 am

MAFP Leadership Breakfast [*By invitation only*] **T**

This serves as the formal orientation for MAFP's and Family Medicine Foundation of Michigan's boards and committees. Get acquainted with your leadership role and the members with whom you are serving. < **Mary Marshall, MD, RN**, MAFP President (*Grand Blanc*); **Tim Tobolic, MD**, FMFM President (*Byron Center*); and **Debra McGuire, MBA, IOM, CAE**, MAFP Chief Executive Officer

7:25 - 8:25 am
EARLY-BIRD CME



Beyond the Diagnosis: Managing Multiple Sclerosis in Primary Care **CME**
[*Breakfast included*]

[*Jointly provided by the North Carolina Academy of Family Physicians, Consortium of Multiple Sclerosis Centers, and Spire Learning, and is supported by an educational grant from Novartis.*] Multiple sclerosis (MS) is the most common progressive neurological disease of young adults, affecting nearly 400,000 in the U.S. and 2.3 million worldwide. The impact of MS on quality of life is wide ranging, affecting the psychological, physical, social, and economic well-being of patients and their families. This session will provide guidance for recognizing the presenting symptoms of MS and initiating referrals for diagnosis and management; differentiating between DMT-related adverse effects and symptoms due to other underlying causes in patients with MS; counseling patients with MS about family planning concerns; and providing appropriate preventive care services and wellness education to patients with MS.

8:30 - 9:15 am

Learning to Love the EHR **CME**

Electronic Health Records (EHR) are here to stay, despite recent studies showing physician satisfaction with them is low and that some say they are associated with burnout. Learn about the benefits of using EHRs in the outpatient setting, how to deal with their downsides, and strategies to make them work better for you. < **Jessica Heselschwerdt, MD**, Assistant Professor, Michigan State University College of Osteopathic Medicine (*East Lansing*)

9:20 - 10:05 am

Choosing Wisely: Engaging Patients in Effective Care **CME**

The goal of *Choosing Wisely*—an initiative supported by American Academy of Family Physicians and several other healthcare organizations—is to improve the health of individuals, and the healthcare system itself. During this session we will discuss the initiative's tenets—eliminating unnecessary and duplicative testing and embracing evidence-based care. < **Peter Ziemkowski, MD**, Associate Dean for Student Affairs, Western Michigan University Homer Stryker M.D. School of Medicine (*Kalamazoo*)

10:10 - 11:30 am

Diabetes Update 2018: What's New in an Old Disease **CME**

Driven by the increasing incidence of obesity, diabetes has grown to affect 29.1 million adult Americans (9.3% of the U.S. population), while an additional 86 million Americans (37%) demonstrate pre-diabetes. This growth has been paralleled by both an array of new diabetes drugs and profound changes in our understanding of diabetes pathophysiology. This session will explore our new understanding of diabetes and its causes, as well as implications for appropriate treatment, including drug combinations that may improve cardiovascular outcomes. < **Peter Ziemkowski, MD**, Associate Dean for Student Affairs, Western Michigan University Homer Stryker M.D. School of Medicine (*Kalamazoo*)

11:35 am - 12:35 pm



Improving the Diagnosis & Treatment of Lupus **CME**

[*Sponsored by MED*IQ North Carolina Academy of Family Physicians*]

This session presents a practical guidance for the primary care physician regarding non-pharmacologic measures and other medical interventions important in the comprehensive management of systemic lupus erythematosus (SLE). Learn about current approaches to drug therapy in SLE, and how to diagnose SLE and collaborate with SLE patients and other care providers to monitor disease activity and therapy, as well as improve treatment adherence, quality of life, and survival outcomes

Conference Information

4 WAYS TO REGISTER



① **ONLINE** at mafp.com/events



② **CALL** 517.347.0098, Monday through Friday, 8:30 am - 5 pm



③ **FAX** the form on pages 12-13 to 517.347.1289

④ **SCAN & EMAIL** the form on pages 12-13 to info@mafp.com

Register by
JUNE 9
to SAVE!

Early-bird Rates

Close June 9

Regular Rates

June 10 - July 11

On-site Rates

July 12-15

Pay by credit card, or make check payable to Family Medicine Foundation of Michigan and mail to FMFM, Annual Conference, 2164 Commons Parkway, Okemos, MI 48864.

Registration Rates The **Full Conference** registration rate (see page 12) for conference attendees includes:

- Access to all CME programs (with exception of the KSA, which is an additional charge)
- Admission to the Expo Hall
- The following meals:
 - **Thursday** - lunch; hors d'oeuvres, wine, beer, and non-alcoholic beverages at the Welcome Reception
 - **Friday** - breakfast, lunch, and refreshment breaks
 - **Saturday** - breakfast; lunch; refreshment breaks; hors d'oeuvres, wine, beer, and non-alcoholic beverages at the Cocktail Hour
 - **Sunday** - breakfast

Guest Registration Special optional events (see pages 5-10 and 16) have been planned to include families/guests. You may register your family/guests for these events, including meals, when you complete your registration. All family and guests must register to participate in any events (see pricing on pages 12-13).

Payment Payment is required to process your registration. Payment by MasterCard, Visa, American Express, or Discover, or by check (made payable to Family Medicine Foundation of Michigan) is accepted.

Registration Confirmation Once your registration has been processed, you will receive an email confirmation from info@mafp.com. If you do not receive confirmation within five business days after registering, contact MAFP at 517.347.0098. To help ensure you receive email from MAFP, add info@mafp.com to your safe sender's list.

Conference Cancellation/Refunds Cancellations and refund requests must be submitted in writing to info@mafp.com. An administrative fee of \$50 will be deducted from all cancellations and refunds. The final date for refunds is **June 20**. Substitutions are accepted in lieu of cancellation and will be charged the appropriate registration fee if different from original registration.

Conference Materials A hard copy syllabus will **not** be printed. A link to a password-protected webpage where you may access, download, and print conference presentations and handouts will be provided to attendees prior to the conference. You are encouraged to bring a laptop, tablet, or other mobile device to the conference.

Dietary & Accessibility Needs MAFP welcomes the participation of everyone. If you have special dietary requirements, food allergies, and/or accessibility needs, indicate these when you register or call 517.347.0098 by **June 20** so appropriate arrangements can be made.

Attire Conference attire is business casual. Cocktail or business formal attire is appropriate for the Michigan Family Medicine 70th Anniversary Celebration on Saturday evening.

Consent to Use Photos Registration and attendance at MAFP / Family Medicine Foundation of Michigan events constitutes an agreement by the attendee to MAFP's use and distribution (both now and in the future) of the attendee's image or voice in photographs, videotapes, electronic reproductions, and audio tapes of such events and activities.

Questions? Contact MAFP Director of Professional Development Denise Cook, MS at 517.664.9080 or dcook@mafp.com.



Conference Registration

4 easy ways to register:

- ① **ONLINE** at mafp.com/events
- ② **CALL** 517.347.0098
- ③ **FAX** this form (pages 12 and 13) to 517.347.1289
- ④ **SCAN & EMAIL** this form (pages 12 and 13) to info@mafp.com

AAFP and/or MAFP Member	Early by 6/9	Regular 6/10 - 7/11	On-site 7/12-15	# Days	\$ Due
PHYSICIAN MEMBER					
Full Conference: Th. 7/12 - Sun. 7/15 BEST VALUE	\$475	\$550	\$600		
* By Day: ☐ Th - 7/12 ☐ Fri - 7/13 ☐ Sat - 7/14 ☐ Sun - 7/15	\$180/day \$95/Sun.	\$205/day \$110/Sun.	\$220/day \$120/Sun.	x _____ 1	
RESIDENT MEMBER					
Full Conference: Th. 7/12 - Sun. 7/15 BEST VALUE	\$250	\$290	\$315		
* By Day: ☐ Th - 7/12 ☐ Fri - 7/13 ☐ Sat - 7/14 ☐ Sun - 7/15	\$95/day \$55/Sun.	\$110/day \$65/Sun.	\$120/day \$70/Sun.	x _____ 1	
STUDENT MEMBER (AAFP / MAFP membership is FREE for all students—apply for membership at mafp.com/membership)					
Full Conference: Th. 7/12 - Sun. 7/15 BEST VALUE	\$125	\$200	\$250		
* By Day: ☐ Th - 7/12 ☐ Fri - 7/13 ☐ Sat - 7/14 ☐ Sun - 7/15	\$50/day \$30/Sun.	\$60/day \$35/Sun.	\$65/day \$40/Sun.	x _____ 1	
LIFE MEMBER (retired member status granted by AAFP and MAFP)					
Full Conference: Th. 7/12 - Sun. 7/15 BEST VALUE	\$400	\$475	\$525		
* By Day: ☐ Th - 7/12 ☐ Fri - 7/13 ☐ Sat - 7/14 ☐ Sun - 7/15	\$150/day \$80/Sun.	\$175/day \$95/Sun.	\$190/day \$105/Sun.	x _____ 1	
Non-Member					
PHYSICIAN, PHYSICIAN ASSISTANT, APRN, or OTHER HEALTH PROFESSIONAL					
Full Conference: Th. 7/12 - Sun. 7/15 BEST VALUE	\$575	\$665	\$725		
* By Day: ☐ Th - 7/12 ☐ Fri - 7/13 ☐ Sat - 7/14 ☐ Sun - 7/15	\$215/day \$115/Sun.	\$250/day \$135/Sun.	\$275/day \$150/Sun.	x _____ 1	
RESIDENT					
Full Conference: Th. 7/12 - Sun. 7/15 BEST VALUE	\$300	\$375	\$425		
* By Day: ☐ Th - 7/12 ☐ Fri - 7/13 ☐ Sat - 7/14 ☐ Sun - 7/15	\$115/day \$65/Sun.	\$135/day \$75/Sun.	\$150/day \$80/Sun.	x _____ 1	
GUEST (Not eligible for CME sessions; only includes Meals **, Expo Welcome Reception, Cocktail Hour, and Dance Party)					
Full Conference: Th. 7/12 - Sun. 7/15 BEST VALUE	\$225	\$260	\$280		
* By Day: ☐ Th - 7/12 ☐ Fri - 7/13 ☐ Sat - 7/14 ☐ Sun - 7/15	\$85/day \$20/Sun.	\$100/day \$25/Sun.	\$110/day \$30/Sun.	x _____ 1	
CHILD GUEST—6-12 years old; 5 and under free (Only includes Meals **, Expo Welcome Reception, and Dance Party)					
Full Conference: Th 7/12 - Sun 7/15 BEST VALUE	\$50	\$60	\$70		
* By Day: ☐ Th - 7/12 ☐ Fri - 7/13 ☐ Sat - 7/14 ☐ Sun - 7/15	\$20/day \$10/Sun.	\$25/day \$15/Sun.	\$30/day \$20/Sun.	x _____ 1	
TOTAL					

* If not registering for the Full Conference, you MUST indicate which day(s) you are attending and add the rate (s) to \$ Due column.

** Includes meals that are part of the conference for the day(s) registered. Optional special events, including the Michigan Family Medicine 70th Anniversary Celebration Dinner on July 14, are NOT included and must be purchased separately.

OPTIONAL SPECIAL EVENTS Put a check mark in the boxes below for the events you are registering to attend.	Conference Registrant	Adult Guest (13 years and older)	Child Guest (6-12 years; 5 years and under free)	\$ Due
☐ KSA Study Group: Women's Health July 12 Only \$100 if also registered for the conference \$200 for KSA only	(see fees listed at the left)			\$
☐ Pfizer Kalamazoo Tour July 12	FREE			\$0
☐ Brews for PAC July 12 \$75: Pay online at mafp.com/advocacy/family-medicine-pac or on-site at the conference.				
☐ Travel in Time Dinner at Gilmore Car Museum July 13 (includes transportation)	\$80	\$80 x _____	\$30 x _____	\$
☐ Family Medicine Foundation of Michigan VIP Afterglow July 13 (one complimentary ticket for each \$250 donation since August 2017, OR DONATE NOW)	\$250	\$250 x _____		\$
☐ Michigan Family Medicine 70th Anniversary Celebration Dinner July 14	\$80	\$80 x _____	\$30 x _____	\$
TOTAL				\$

CONTACT INFORMATION

☐ Dr. ☐ Mr. ☐ Mrs. ☐ Ms. (First & Last Name) _____
☐ MD ☐ DO ☐ PhD ☐ MPH ☐ PA ☐ RN ☐ Other _____
☐ Resident ☐ Student ☐ I am interested in applying for a resident /student scholarship

Address, City, State, ZIP _____ AAFP ID Number (☐ check if non-member)
 (_____)

Email Address _____ Phone Number _____

Special Accessibility and/or Dietary Needs _____

GUEST INFORMATION [Not eligible for CME sessions; paid registration only includes meals**, Expo Welcome Reception, Cocktail Hour, and Dance Party]

☐ Dr. ☐ Mr. ☐ Mrs. ☐ Ms. _____
 First & Last Name (list names of all guests; use a separate form, if needed)
☐ Child _____ years old ☐ Child _____ years old ☐ Child _____ years old

Special Accessibility and/or Dietary Needs _____

PAYMENT INFORMATION

☐ MasterCard ☐ Visa ☐ American Express ☐ Discover
☐ Check payable to Family Medicine Foundation of Michigan
Mail to FMFM, Annual Conference, 2164 Commons Parkway, Okemos, MI 48864

Card Number _____ Expiration Date _____ CVV _____

Card Holder Name _____ Billing ZIP Code _____

Card Holder Signature _____

Conference Registration Total (see gold box on page 12): \$ _____

Optional Special Events Total (see gold box above): + \$ _____

Sponsor: ☐ Resident \$250 x _____ ☐ Student \$125 x _____ + \$ _____

GRAND TOTAL (please pay/charge this amount): = \$ _____





Expo Hall | July 12-13

While at the Conference, you will have **nearly 4.5 hours** to meet with exhibitors to learn about the products, services, and resources they have to offer. Representatives attend the Conference in support of Michigan Family Physicians and the specialty of Family Medicine. When you visit the Expo Hall on July 12 and 13, be sure to thank the exhibitors for their support.

Organizations are already committing to sponsor and/or exhibit at the 2018 Michigan Family Medicine Conference & Expo. Share conference sponsorship, exhibitor, and advertising opportunities with companies and organizations that you partner with and invite them to visit mafp.com/events/18-ac-sea-88 for information and rates, and for the most up-to-date list of sponsors and exhibitors, which will be continually updated between now and the conference.



As of March 14, 2018

Thank you SPONSORS



As of March 14, 2018

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100 West Michigan Avenue, Kalamazoo, Michigan

Online Reservations: <http://bit.ly/MiFMCE>

Phone Reservations: 1.800.333.3333

Promotional Code: **FMFM**

Radisson Plaza Hotel & Suites is conveniently located in downtown Kalamazoo within walking distance of restaurants, attractions, and Western Michigan University Homer Stryker MD School of Medicine. Outstanding hotel amenities include a heated indoor pool, on-site dining at four restaurants, fitness center, and a full-service salon and spa. Free airport shuttle is available by appointment to and from Kalamazoo/Battle Creek International Airport (AZO)—just four miles from the Radisson.

DISCOUNTED ROOM RATES

Discounted room rates are available through **June 20** OR until the Michigan Family Medicine Conference & Expo room block is full.

Availability is limited and offered on a first-come, first-served basis, so **reserve your room early!**

Should you wish to extend your stay, discounted rates will be honored three days before and three days after the conference, based on availability.

Single & Double:

\$135/night + applicable taxes and fees

Triple:

\$145/night + applicable taxes and fees

Quad:

\$155/night + applicable taxes and fees

Check-in after 4 pm

Check-out before 11 am

MAKE YOUR ROOM RESERVATION

To receive the discounted rates, reserve your room at bit.ly/MiFMCE or call Radisson Reservations at **1.800.333.3333** and use the promotional code **FMFM**.

HOTEL RESERVATION CANCELLATION

Guests have 24 hours before the arrival date to cancel without penalty. Within 24 hours of the arrival date, the full rate of the guest room will be charged.

PARKING

Radisson Plaza Hotel has an attached self-parking garage.

Self-parking for overnight guests:

\$10/day (\$15 per day savings over regular rate) or \$1.50/hourly

Valet parking:

\$25/day

Optional Special Events

You may choose to register for these optional events when you register for the conference at mafp.com/events, or using the form on pages 12-13.



Knowledge Self-Assessment Study Group: Women's Health

[July 12, 10 am - 2 pm; lunch included | Only \$100 if also registered for conference]

Complete the 60-question KSA with your colleagues in a distraction-free, facilitated group discussion. At the conclusion, MAFP will report your answers directly to American Board of Family medicine (ABFM), and then ABFM will report your earned CME credits to AAFP.



The Lure of the Tour: Pfizer Kalamazoo Behind-the-Scenes

[July 12, 3 - 5 pm | Open only to conference registrants; complimentary]

Get an exclusive, behind-the-scenes tour of the pharmaceutical development and manufacturing at Pfizer's Kalamazoo facility. Complimentary round-trip transportation from/to Radisson Hotel is included. Space is limited, so register early to reserve your seat! Visit mafp.com/events for a special invitation from Pfizer.



Expo Hall Welcome Reception

[July 12, 6 - 8 pm | Complimentary for conference registrants; included in full conference or one-day/July 12 guest registration]

Reacquaint yourself with colleagues, meet new friends, and introduce yourself to supporters of Family Medicine while enjoying Radisson Plaza Hotel's wonderful fare.



Brews for PAC Hosted by Family Medicine Political Action Committee

[July 12, 8 - 10 pm | \$75 per adult]

Downtown Kalamazoo is home to the iconic Bell's Brewery, where beers like Amber and Oberon were first brewed. One-hundred percent family owned, Bell's Brewery boasts more than 40 different beers on tap and a full-service restaurant and general store. Enjoy an exclusive tour that includes beer tasting, followed by light hors d'oeuvres, a corn hole contest, and an opportunity to network and talk with your Family Medicine colleagues about the latest legislative and political activity in Lansing.



Travel in Time Dinner at Gilmore Car Museum

[July 13, 5:45 - 8:45 pm | \$80 per adult, \$30 per 6-12 year-old, children 5 and under free]

With nearly 400 vehicles on display and over 189,00 square feet of exhibit space, Gilmore Car Museum in Hickory Corners—just 15 miles from Radisson Hotel—is North America's largest auto museum. Enjoy dinner and explore the vast collection and historic campus featuring a fully-functioning 1941 diner, recreated 1930s Shell gas station, and more vintage structures.



Family Medicine Foundation of Michigan VIP Afterglow Atop Kalamazoo

[July 13, 9:30 - 11 pm | Minimum donation of \$250 per ticket entry]

This Family Medicine Foundation of Michigan VIP donor event is a "thank you" to supporters for contributions they have made between August 1, 2017, and July 13, 2018, to help advance Family Medicine in Michigan. Cocktails and hors d'oeuvres will be served in Radisson's Grand Loft suite, providing panoramic views of downtown Kalamazoo.



Michigan Family Medicine Celebration / Bust-a-Move Dance Party

[July 14, 6 - 8 pm / 8 - 10:30 pm]

This jubilee celebration of MAFP's 70th anniversary includes dinner, our 2018 "Academy Awards" ceremony, and an opportunity to thank your outgoing MAFP President and FMFM President and welcome incoming leaders who will guide your Academy and Foundation in the year ahead. Then, keep the celebration going with a DJ dance party and first-ever Family Doc Lip Sync Contest—solo, duo, or group acts are invited to enter the contest for just \$50, with 100% of the proceeds benefiting the Foundation.