

Presented by the  
Division of General Internal Medicine  
Department of Medicine  
University of California, San Francisco



# PRIMARY CARE MEDICINE: PRINCIPLES AND PRACTICE

WEDNESDAY - FRIDAY  
**October 30-November 1, 2013**



**Hotel Nikko**  
San Francisco, CA

**PROGRAM CHAIR**

**Robert B. Baron, MD, MS**  
Professor of Medicine  
Associate Dean for Graduate and  
Continuing Medical Education

# PRIMARY CARE MEDICINE: PRINCIPLES AND PRACTICE

Hotel Nikko  
San Francisco, CA

October 30-November 1, 2013

Changing patterns of medical practice are placing greater emphasis on ambulatory medicine. Increasingly difficult management decisions must now be made in the outpatient setting. Greater emphasis is being placed on office-based preventive medicine, reduction of cardiovascular risk factors, care of elderly patients, special problems in women's health, application of behavioral medicine skills, and the rational use of diagnostic tests and new medications. Designed for practicing internists, family practitioners, and other primary care health professionals, this course will present a comprehensive review of new developments in outpatient medicine. Special attention will be paid to the day-to-day controversies of office practice. An audience response system will facilitate questions and discussion. An electronic course syllabus will be distributed to all participants prior to the meeting.

This course is presented by the Division of General Internal Medicine, Department of Medicine, and is sponsored by the University of California, San Francisco School of Medicine.

## TARGET AUDIENCE

Designed for practicing internists, family practitioners, and all other health professionals interested in providing high quality primary care, this course will present a comprehensive review of new developments in outpatient medicine.

## EDUCATIONAL OBJECTIVES

- The purpose of this course is to increase competence and improve clinician practice in primary care. We specifically anticipate improvements in skills and strategies:
- to discuss and implement new guidelines in office-based preventive medicine including new strategies for cancer screening, immunizations, coronary heart disease, hypertension, diabetes, hepatitis C screening, and nutrition;
  - to manage common office problems including hypertension, diabetes, obesity, chronic kidney disease, coronary heart disease, respiratory infections, fibromyalgia, and thyroid disorders;
  - to manage common specialty problems in dermatology, otolaryngology, orthopedics, ophthalmology, urology and neurology;
  - to diagnose and treat common problems in women's health including routine pelvic examinations, screening for cervical, breast and ovarian cancer, sexual transmitted infections, and incontinence;
  - for selecting the best diagnostic tests;
  - to better care for older patients and patients with serious medical illnesses;
  - to enhance communication with patients and policy makers about abortion;
  - to understand the current processes of the US Preventive Services Task Force and the implication of recommendations for insurance coverage;
  - to utilize optimal strategies to enhance value in medical practice.

## ACCREDITATION

The University of California, San Francisco School of Medicine (UCSF) is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

UCSF designates this live activity for a maximum of **20.25 AMA PRA Category 1 Credits™**. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

This CME activity meets the requirements under California Assembly Bill 1195, continuing education and cultural and linguistic competency.

## Nurses

For the purpose of recertification, the American Nurses Credentialing Center accepts *AMA PRA Category 1 Credit™* issued by organizations accredited by the ACCME.

## Physician Assistants

AAPA accepts category 1 credit from AOACCME, Prescribed credit from AAFP, and *AMA PRA Category 1 Credits™* from organizations accredited by the ACCME.

## Pharmacy

The California Board of Pharmacy accepts as continuing professional education those courses that meet the standard of relevance to pharmacy practice and have been approved for *AMA PRA Category 1 Credit™*.

## Family Physicians

Application for CME credit has been filed with the American Academy of Family Physicians.

**Determination of credit is pending.**

## Geriatric Medicine

The approved credits shown above include **15.75** Geriatric Credits toward meeting the requirement under California Assembly Bill 1820, Geriatric Medicine.

# PRIMARY CARE MEDICINE: PRINCIPLES

October 30-November 1, 2013

## WEDNESDAY, OCTOBER 30, 2013

|          |                            |                                                                                             |                                       |
|----------|----------------------------|---------------------------------------------------------------------------------------------|---------------------------------------|
| 7:30 am  |                            | <i>Course Registration and Continental Breakfast</i>                                        |                                       |
| 8:20     |                            | <b>Welcome</b>                                                                              | Robert B. Baron, MD, MS               |
|          | <b>KEYNOTE ADDRESSES</b>   |                                                                                             |                                       |
| 8:30     | <b>G</b>                   | <b>First, Do No (Financial) Harm</b>                                                        | Christopher Moriates, MD              |
|          | <b>PREVENTIVE MEDICINE</b> |                                                                                             |                                       |
| 9:20     | <b>G</b>                   | <b>Understanding Preventive Medicine: A View from the US Preventive Services Task Force</b> | Kirsten Bibbins-Domingo, PhD, MD, MAS |
| 10:00    |                            | <b>Discussion</b>                                                                           |                                       |
| 10:10    |                            | <i>Break</i>                                                                                |                                       |
| 10:30    | <b>G</b>                   | <b>Vaccinations for Adults and Adolescents</b>                                              | Lisa Winston, MD                      |
| 11:10    |                            | <b>Discussion</b>                                                                           |                                       |
| 11:20    |                            | <b>New Developments in Hypertension</b>                                                     | Eliseo J. Perez-Stable, MD            |
| 12:00 pm |                            | <b>Discussion</b>                                                                           |                                       |
| 12:10    |                            | <i>Lunch on Your Own</i>                                                                    |                                       |
| 1:30     | <b>G</b>                   | <b>Cancer Screening 2013: New Recommendations, New Controversies</b>                        | Judith M. E. Walsh, MD, MPH           |
| 2:10     |                            | <b>Discussion</b>                                                                           |                                       |
|          | <b>GERIATRICS</b>          |                                                                                             |                                       |
| 2:20     | <b>G</b>                   | <b>Updates in Geriatrics</b>                                                                | Kathryn Eubank, MD                    |
| 3:00     |                            | <b>Discussion</b>                                                                           |                                       |
| 3:10     |                            | <i>Break</i>                                                                                |                                       |
| 3:30     | <b>G</b>                   | <b>Palliative Care: Year in Review</b>                                                      | Eric Widera, MD                       |
| 4:10     |                            | <b>Discussion</b>                                                                           |                                       |
| 4:20     | <b>G</b>                   | <b>Common Problems in Ophthalmology</b>                                                     | Jacque Duncan, MD                     |
| 5:00     |                            | <b>Discussion</b>                                                                           |                                       |
| 5:10 pm  |                            | <i>Adjourn</i>                                                                              |                                       |

## THURSDAY, OCTOBER 31, 2013

|          |                                              |                                                                                          |                             |
|----------|----------------------------------------------|------------------------------------------------------------------------------------------|-----------------------------|
| 7:30 am  |                                              | <i>Continental Breakfast</i>                                                             |                             |
|          | <b>ISSUES IN WOMEN'S HEALTH</b>              |                                                                                          |                             |
| 8:30     |                                              | <b>Current Guidelines for Detection and Treatment of Sexually Transmitted Infections</b> | Michael Policar, MD, MPH    |
| 9:10     |                                              | <b>Discussion</b>                                                                        |                             |
| 9:20     |                                              | <b>Abortion: Patient-centered Counseling and Evidence-based Care</b>                     | Jody Steinauer, MD, MAS     |
| 10:00    |                                              | <b>Discussion</b>                                                                        |                             |
| 10:10    |                                              | <i>Break</i>                                                                             |                             |
| 10:30    | <b>G</b>                                     | <b>Current and Emerging Strategies for Osteoporosis</b>                                  | Douglas Bauer, MD           |
| 11:10    |                                              | <b>Discussion</b>                                                                        |                             |
| 11:20    |                                              | <b>Abnormal Uterine Bleeding: Too Much, Too Little, Too Late</b>                         | Rebecca A. Jackson, MD      |
| 12:00 pm |                                              | <b>Discussion</b>                                                                        |                             |
| 12:10    |                                              | <i>Lunch on Your Own</i>                                                                 |                             |
|          | <b>CLINICAL STRATEGIES IN PRIMARY CARE I</b> |                                                                                          |                             |
| 1:30     | <b>G</b>                                     | <b>Evidence-based Management of Acute Respiratory Tract Infections</b>                   | Ralph Gonzales, MD, MSPH    |
| 2:10     |                                              | <b>Discussion</b>                                                                        |                             |
| 2:20     | <b>G</b>                                     | <b>Choosing the Right Cardiac Test</b>                                                   | Atif N. Qasim, MD, MSCE     |
| 3:00     |                                              | <b>Discussion</b>                                                                        |                             |
| 3:10     |                                              | <i>Break</i>                                                                             |                             |
| 3:30     | <b>G</b>                                     | <b>Management of Common Problems in Otolaryngology</b>                                   | Steven Pletcher, MD         |
| 4:10     |                                              | <b>Discussion</b>                                                                        |                             |
| 4:20     | <b>G</b>                                     | <b>Chronic Kidney Disease: What the Generalist Needs to Know</b>                         | Michael G. Shlipak, MD, MPH |
| 5:10 pm  |                                              | <i>Adjourn</i>                                                                           |                             |

## FRIDAY, NOVEMBER 1, 2013

7:30 am *Continental Breakfast*

### CLINICAL STRATEGIES IN PRIMARY CARE II

8:30 **Common Dermatologic Disorders:  
Tips for Diagnosis and Management** Lindy Fox, MD

9:10 **Discussion**

9:20 **G Common and Commonly Missed  
Orthopedic Problems** Paul Nadler, MD

10:00 **Discussion**

10:10 *Break*

10:30 **G Hot Topics in Nutrition** Robert B. Baron, MD, MS

11:10 **Discussion**

11:20 **G Common Problems in Urology** Kirsten Greene, MD

12:00 pm **Discussion**

12:10 *Lunch on Your Own*

### CLINICAL STRATEGIES IN PRIMARY CARE III

1:30 **G Approach to the Achy Patient** Andrew Gross, MD

2:10 **Discussion**

2:20 **G Management of Type 2 Diabetes:  
Should We Change Our Algorithm?** Robert Rushakoff, MD

3:00 **Discussion**

3:10 *Break*

3:30 **G Pesky Thyroid Problems** Elizabeth J. Murphy, MD

4:10 **Discussion**

4:20 **G Clinical Dilemmas in Neurology: Using the  
Neuro Exam to Sort Out Common Complaints** S. Andrew Josephson, MD

5:00 **Discussion**

5:10 pm *Adjourn*

**G** - Geriatric Credit

program

### GENERAL INFORMATION

Advanced registration closes one (1) business day prior to start of course.

### HOW TO ENROLL

Tuition: **\$625** Physicians  
**\$475** Nurses/Allied Health  
Professionals/Residents/Fellows  
**\$30** Printed Syllabus (optional)

Payment may be made by Visa, MasterCard, AmEx or check.

### REGISTER VIA:

**Online:** [www.cme.ucsf.edu](http://www.cme.ucsf.edu)

**Mail:** Complete course registration form and send with payment to:  
UCSF Office of CME  
P.O. Box 45368  
San Francisco, CA 94145-0368

**Fax:** Fax completed registration form to:  
(415) 502-1795  
(be sure to include your credit card number)

**Phone:** To register by phone or to inquire about registration status, please call UCSF's CME Registration Office at (415) 476-5808.

Please check our website for up-to-date information on the course: [www.cme.ucsf.edu](http://www.cme.ucsf.edu)

**On-Site Registration:** Generally we are able to accommodate on-site registration at our courses however pre-registration is preferred to ensure that we have adequate course materials.

### REFUND POLICY

Cancellations received in writing before the first day of the course will be refunded, less a \$75 administrative fee. No refunds will be made on cancellations received after that date.

### CONFERENCE LOCATION

Enjoy San Francisco's renowned attractions such as the historic cable cars, shopping in Union Square, or visit San Francisco's culinary hub at the Ferry Building.

**Hotel Nikko** is just steps from Union Square and the Theatre District.

A block of guestrooms has been reserved at the special UCSF conference rate of **\$251/night**. You are urged to make your reservations early. The cut-off date is **October 8, 2013**, or until the group room block is filled. After this date, rooms will be provided on a space-available basis only. To make hotel reservations on-line, go to [www.cme.ucsf.edu](http://www.cme.ucsf.edu) and click on the hotel link in the Travel & Lodging section of the course webpage.

If you prefer to telephone in your reservation, call 415-394-1111, please identify yourself as a member of this UCSF conference to receive the special rate.

By staying at the host hotel, you help UCSF meet its contractual obligations and keep registration fees reasonable.

### RENTAL CAR

Hertz is offering special rates for participants of this conference; simply call 800-654-2240 and refer to convention number # 03BW0132 or call your travel agent. You may also make reservations at [www.Hertz.com](http://www.Hertz.com). Advance reservations are recommended.

### AIR TRANSPORTATION

UCSF has negotiated special fares with American and United Airlines for our course attendees. You may use the following tour codes to book on your own:

American (800) 433-1790 code: A34H3AA

United - [www.united.com](http://www.united.com) code: ZPMR732995

PRIMARY CARE MEDICINE: PRINCIPLES AND PRACTICE

MDM14M04

October 30-November 1, 2013

Hotel Nikko • San Francisco, California

Mail to : UCSF Office of CME  
P.O. Box 45368  
San Francisco, CA 94145-0368  
Fax: (415) 502-1795

Online registration: [www.cme.ucsf.edu](http://www.cme.ucsf.edu)  
Registration Information: (415) 476-5808  
Course Information: (415) 476-4251

☐ Dr.   ☐ Mr.   ☐ Mrs.   ☐ Ms.

|               |       |           |
|---------------|-------|-----------|
| Last Name     | First | M.I.      |
| Degree        |       | Specialty |
| Address       |       |           |
| City          | State | Zip       |
| Daytime Phone |       | Fax       |
| Email         |       |           |

Address Label Code Letter (see address label: example, A, B, C, D, etc.) \_\_\_\_\_

Would you like to be on our priority email list?      ☐ Yes    ☐ No

Date of birth to be used as OCME registrant number: \_\_\_\_\_ / \_\_\_\_\_ / **XX**  
Month                                  Day

 Please indicate if you have any special needs: \_\_\_\_\_

**Tuition:**

- ☐ **\$625**    Physicians
- ☐ **\$475**    Nurses/Allied Health Professionals/Residents/Fellows
- ☐ **\$30**     Printed Syllabus (Optional)

Make checks payable to *UC Regents*.

Please charge my credit card:   ☐ Visa   ☐ MasterCard   ☐ AmEx for \$ \_\_\_\_\_

|        |                 |
|--------|-----------------|
| Card # | Expiration date |
|--------|-----------------|

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|-----------------------------|----------------------|
| Name on Card (Please Print) | Authorized Signature |
|-----------------------------|----------------------|

Refund Policy: Cancellations received in writing before the first day of the course will be refunded, less a \$75 administrative fee. No refunds will be made on cancellations received after that date.

Please check our website for up to date information on the course: [www.cme.ucsf.edu](http://www.cme.ucsf.edu)

**On-Site Registration**

Date:      Wednesday, October 30, 2013  
Time:     7:30 - 8:20 am  
Location: **Hotel Nikko San Francisco**  
222 Mason Street  
San Francisco, CA 94102  
415-394-1111  
1-800-NIKKO-SF (248-3308)  
[www.hotelnikkosf.com](http://www.hotelnikkosf.com)



## Upcoming CME Courses

### Controversies in Women's Health

December 12-13, 2013  
San Francisco, California

### Primary Care Medicine: Update 2014

April 6-11, 2014  
Maui, Hawaii

### Essentials of Women's Health: An Integrated Approach to Primary Care and Office Gynecology

July 6-11, 2014  
Hawaii's Big Island

### Essentials of Primary Care: A Core Curriculum for Ambulatory Practice

August 3 - August 8, 2014  
Lake Tahoe, CA



0569  
University of California,  
San Francisco  
Office of Continuing  
Medical Education  
UCSF Box 0742  
San Francisco, CA  
94143-0742

For more information,  
visit our website at

[www.cme.ucsf.edu](http://www.cme.ucsf.edu).

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(415) 476-4251 or

emailing

[info@ocme.ucsf.edu](mailto:info@ocme.ucsf.edu).



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#### COURSE CHAIR

#### Robert B. Baron, MD, MS

Professor of Medicine  
Associate Dean for Graduate and  
Continuing Medical Education

#### COURSE FACULTY

(University of California, San Francisco)

#### Douglas Bauer, MD

Professor of Medicine and of  
Epidemiology and Biostatistics

#### Kirsten Bibbins-Domingo, PhD, MD, MAS

Associate Professor of Medicine

#### Jacque Duncan, MD

Professor of Ophthalmology

#### Kathryn Eubank, MD

Associate Professor of Medicine

#### Lindy Fox, MD

Associate Professor of Dermatology

#### Ralph Gonzales, MD, MPH

Professor of Medicine and of  
Epidemiology & Biostatistics  
Associate Chair, Ambulatory Care  
and Clinical Innovation

#### Kirsten Greene, MD

Assistant Professor of Urology

#### Andrew Gross, MD

Associate Professor of Medicine  
Rheumatology Clinic Director

#### COURSE FACULTY (CONT'D)

#### Rebecca A. Jackson, MD

Chief, SFGH Division  
Associate Professor, Department of  
Obstetrics, Gynecology &  
Reproductive Sciences, and of  
Epidemiology & Biostatistics

#### S. Andrew Josephson, MD

Vice Chair and Associate Professor  
of Neurology

#### Christopher Moriates, MD

Assistant Professor of Medicine

#### Elizabeth Murphy, MD, DPhil

Professor of Clinical Medicine  
Chief, Division of Endocrinology  
SFGH

#### Paul L. Nadler, MD

Professor of Medicine  
Director, UCSF Screening and  
Acute Care Clinic

#### Eliseo J. Perez-Stable, MD

Professor of Medicine; Chief,  
Division of General Internal  
Medicine

#### Steven Pletcher, MD

Associate Professor, Department of  
Otolaryngology - Head and Neck  
Surgery, Otolaryngology Residency  
Program Director

#### COURSE FACULTY (CONT'D)

#### Michael Policar, MD, MPH

Professor of Obstetrics,  
Gynecology, and Reproductive  
Services

#### Atif N. Qasim, MD, MSCE

Assistant Professor of Medicine

#### Robert Rushakoff, MD, MS

Professor of Medicine

#### Michael G. Shlipak, MD, MPH

Professor of Medicine

#### Jody Steinauer, MD, MAS

Associate Professor of Obstetrics,  
Gynecology, and Reproductive  
Sciences

#### Judith M.E. Walsh, MD, MPH

Professor of Medicine

#### Eric Widera, MD

Associate Professor of Medicine,  
Division of Geriatrics, UCSF  
Program Director, Geriatrics  
Fellowship, UCSF  
Director, Hospice & Palliative Care,  
SFVAMC

#### Lisa Winston, MD

Associate Professor of Medicine

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