7TH ANNUAL Rock n’ Roll for the Best Outcomes Conference August 26-28, 2010
Program Information
This is a two-and-one-half day symposium targeting primary care physicians and nurse practitioners. The focus is to provide the learner with proven treatment options for disease states most frequently seen in our region. We have asked specialists to address not only individual disease states but the effects of having more than one disease and the variation of treatments required to properly maintain the patient’s health. The content is supported by evidence-based therapies with some examples of proven outcomes data within the NMMC system. The learner will be provided with lectures and discussion times with the presenters.

Program Accreditation
North Mississippi Medical Center is accredited by the MSMA to provide CME for physicians. NMMC designates this educational activity for a maximum of 12.75 AMA PRA Category I Credit(s)™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

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

Other Information
NMMC fully complies with the legal requirements of the ADA and the rules and regulations thereof. If any participant of the educational activity presented by NMMC is in need of special accommodation, please do not hesitate to call (662) 377-3900 at least two days prior to the activity.

Location
This conference will be held at Pickwick Landing State Park, Hwy 57 in Counce, Tenn. From Tupelo, take the Natchez Trace Parkway to Iuka, Miss. Follow Hwy 25 West (turns into Tenn. Hwy 57) to the park. From Florence, Ala., take U.S. Hwy 72 West to Iuka then follow Tupelo route to park. From Jackson, Tenn., take U.S. Hwy 45 South to Tenn. Hwy 57 East.

Although participant lodging will not be provided, a block of rooms has been reserved under Code #4642 “NMMC Conference Attendee” for those interested in overnight lodging. Please confirm lodging arrangements by July 9, 2010 by calling the Pickwick Landing Lodge at (731) 689-3135.

Sponsors
This conference is sponsored in part through financial support from multiple pharmaceutical companies. At the time of print, financial support had been sought from the following companies: AstraZeneca, Boehringer Ingelheim, Bristol-Myers Squibb, Premier (Care Science), Eli Lilly, Gilead, Glaxo SmithKline, Merck, Novartis, Novo Nordisk, Pfizer, Sanofi Aventis, Schering Plough, Sepracor and St. Jude Medical.

Planning Committee
- Michael O’Dell, M.D., Director, NMMC FMRC, Co-Chairman
- Janet Bethay, MSN, FNP-BC, Cardiology Associates of North Mississippi
- Jeff Bonds, RN, BSN, NMMC Continuing Education Instructor
- Glenda Brinkley, RN, Director of Clinical Quality/PF, NMMC-West Point
- Holly Cale, RN, Director of Clinical Quality Outcomes, NMMC-Hamilton
- Pat Chosich, RN, BSE, Outcomes Manager, NMMC Patient Focused Improvement Department
- Wanda Dodson, RN, Outcomes Manager, NMMC Patient Focused Improvement Department
- Cynthia Edwards, LMSW, OSW-C, NMMC Cancer Center Social Work
- Tina Felks, RN, MSN, Operations Manager, NMMC Medicine Service Line
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- Stephanie Galloway, RN, Director of Clinical Quality, NMMC-Eupora
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- Robin Hicks, RAC/Clinical Audit Coordinator, Clinical Audit Management Department
- Vicki Jones, RN, Outcomes Manager, NMMC Patient Focused Improvement Department
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- Kathy Lee, RN, MSN, Outcomes Manager, NMMC Patient Focused Improvement Department
- Donna Lewis, RN, MSN, FNP-BC, Administrator, NMMC Medicine Service Line
- Brad Lindsey, RN, BSN, Outcomes Manager, NMMC Emergency Services
- Lisa Nunnery, RN, Outcomes Manager, North Mississippi Medical Clinics
- Tracie Maxey-Conwill, NMMC CME Coordinator
- Laura McClung, RN, Director of Clinical Quality, NMMC-Iuka
- Leigh Anne Puckett, RN, MSN, Outcomes Manager, NMMC Patient Focused Improvement Department
- Judy Roberson, Data Analyst, NMMC Patient Focused Improvement Department
- Linda Roof, RN, OCN, Patient Safety, NMMC Patient Focused Improvement Department
- Rhonda Saunders, RN, MSN, Administrator, Baldwyn Nursing Facility
- Dianne Scruggs, RN, Patient Safety, NMMC Patient Focused Improvement Department
- Jan Starling, RN, BSN, Outcomes Manager, NMMC Home Health
- Triana Stephens, Data Analyst, NMMC1
- Kim Wade, Coordinator, NMMC Outpatient Rehabilitation Services
- Cathy Waldrop, NP, Director of Clinical Quality, NMMC-Pontotoc
Agenda

Thursday, August 26
6:30 p.m.  I Found My Thrill (Pills) on Blueberry Hill: Treating the Chronic Pain Patient
           Todd Sitzman, M.D.

Friday, August 27
8:00 a.m.  Welcome
           Moderator

8:15 a.m.  Good Golly Miss Molly: What’s Going on in Health Care
           Speaker TBA

9:00 a.m.  Don’t Do the Jailhouse Rock: Know the Government Regulations and Their Impact on Your Practice
           Mark Williams, M.D.

9:45 a.m.  Break • Exhibits

10:15 a.m. Puttin’ on the Ritz: New Horizons in Ambulatory Care
           Lee Greer, M.D.

11:00 a.m. Smoke Gets in Your Eyes: Studying the Studies
           Jay Dey, M.D.

11:45 a.m. Yackity Yack: Can We Talk? Top 10 Ways to Treat Patients with Chronic Renal Failure
           Martin Lee, M.D.

12:15 p.m. Lunch • Exhibits

1:15 p.m.  It’s (Not) Only Make Believe: Preventive Medicine
           Chad Rhoden, M.D.

2:00 p.m.  Don’t Let Your Patients Live in the Sugar Shack: Diabetes in the Primary Care Setting
           Christy Oswalt, M.D.

2:30 p.m.  See Ya Later Alligator: Common Skin Disorders Seen in the Primary Care Clinic
           Jeff Houin, M.D.

3:00 p.m.  Take Good Care of My Baby: Childhood Asthma
           Matthew Oswalt, M.D.

3:45 p.m.  Evaluations & Adjourn

6:30 p.m.  Rockin’ Around the Clock with Jeff Houin and the Jam Band

Saturday, August 28
8:25 a.m.  Welcome
           Moderator

8:30 a.m.  Great Balls of Fire: How Do I Treat Allergic Rhinitis & Sinusitis
           Brian Bagwell, D.O.

9:15 a.m.  Love Potion #9: Appropriate Antibiotic Use
           Max Taylor, M.D.

10:00 a.m. Break • Exhibits

10:30 a.m.  Rock Around the Clock: Stroke Does Not Stop with the Neurologist
           Sam Newell, M.D.

11:00 a.m. Ain’t That a Shame: DVT/PTE Can Be Prevented
           Jaime Ungo, M.D.

11:45 a.m. Whole Lotta Shakin Going On: Let’s Rock to a Healthy Lifestyle & Avoid Obesity
           Pami Taylor, M.D.

12:15 p.m. Lunch • Exhibits

1:15 p.m.  Suspicious Minds: When to Refer for the Neurological Consult
           R. Hunt Bobo, M.D.

2:00 p.m.  Heartaches by the Number: Model MI Systems of Care
           Amit Gupta, M.D.

2:45 p.m.  Evaluations • Adjourn

Faculty

• Brian Bagwell, D.O., Family Practice Specialist, Iuka Medical Clinic
• R. Hunt Bobo, M.D., Neurosurgeon, North Mississippi Neurosurgical Services, PA.
• Jay Dey, M.D., Endocrinologist, Metabolic Disorders Institute, PLLC
• Lee Greer, M.D., Gerontologist, IMA-Tupelo
• Jay Dey, M.D., Endocrinologist, Metabolic Disorders Institute, PLLC
• Martin Lee, M.D., Nephrologist, Nephrology & Hypertension Associates, Ltd.
• Sam Newell, M.D., Neurologist, T tupelo Neurology Clinic, P.A.
• Christy Oswalt, M.D., Endocrinologist, North Mississippi Endocrine Center, PLLC
• Matthew Oswalt, M.D., North Mississippi Allergy & Asthma Center, PLC
• Chad Rhoden, M.D., Ph.D., Medical Director Family & Preventable Medicine, Rush Health Systems-Morton
• Todd Sitzman, M.D., Medical Director, Advanced Pain Therapy, Forrest General/Board Member, American Pain Foundation
• Max Taylor, M.D., Infectious Disease Specialist, NMCC
• Pami Taylor, M.D., Internal Medicine Specialist, Tupelo Medical Group
• Jaime Ungo, M.D., Pulmonologist, Pulmonary Consultants
• Mark Williams, M.D., V.P./Chief Medical Officer, NMCC

Faculty Disclosure

NMCC policy states that all speakers and planners of a CME approved activity must disclose to the audience any real or apparent conflict(s) of interest related to the content of their presentation. Faculty are also expected to inform the audience whether or not the presentations will include discussion of an unlabeled or investigational use of a product or device not yet approved by the FDA for the use being presented. All disclosures will be available to the attendees in the activity syllabus which will be distributed prior to the beginning of the conference.
Rock n’ Roll for the Best Outcomes Conference Registration

$25 – Thursday only; $100 – 1 day only; $150 – Full conference (if registered by August 1)
Conference registration includes conference fees, tickets to events, and a conference packet.

Physicians and nurse practitioners may register on-line via the NMMC Internet site, www.nmhs.net. Click on “Physician portal,” then “Continuing Medical Education” and click the link that offers on-line registration.

Mail to: NMMC CME, 830 South Gloster St., Tupelo, MS 38801 • Fax to: (662) 377-7239 • Call: (662) 377-3881

Name: ______________________________________________________________________________________________
Title: ______________________________________________________________________________________________
Organization: ________________________________________________________________________________________
Mailing Address: ______________________________________________________________________________________
Work Phone: _________________ Home Phone: _________________ E-mail Address: ____________________________

T-shirts are available for $10 each. Please indicate the quantity of each size desired:
___S  ___M  ___L  ___XL  ___XXL  ___XXXL

“Rockin’ Around the Clock” with “Jeff Houin and The Jam Band”
Friday, August 27 • 6:30 p.m. Sock Hop Style Dinner • 8-10 p.m. Rockin’ Around the Clock
Pickwick Conference Center Room A
Please indicate if you will be attending Friday evening and the total number from your party:
☐ Yes I will attend _____ Total number in your party

Payment
Early Registration – $150; After August 1, 2010 – $200
Check: Make check payable to NMMC CME Program
Credit Card: ☐ Visa  ☐ Discover  ☐ Mastercard  ☐ American Express
Name on card ___________________________ Account # ___________________________
Expiration Date ___________________ Signature _____________________________________________

If paying by check, please mail check and copy of this registration form to: Tracie Conwill, NMMC CME Program, 830 South Gloster Street, Tupelo, MS 38801. If paying by credit card, you may fax or e-mail this form to the NMMC CME Office at (662) 377-7239 or tmaxey@nmhs.net. If you have any questions, please call (662) 377-3826.