PRIMARY CARE MEDICINE: PRINCIPLES AND PRACTICE

Hotel Nikko
San Francisco, CA

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

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.
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 am</td>
<td>Course Registration and Continental Breakfast</td>
<td>Robert B. Baron, MD, MS</td>
</tr>
<tr>
<td>8:20</td>
<td>Welcome</td>
<td>Christopher Moriates, MD</td>
</tr>
<tr>
<td>8:30</td>
<td>G KEYNOTE ADDRESSES</td>
<td>Kirsten Bibbins-Domingo, PhD, MD, MAS</td>
</tr>
<tr>
<td>9:00</td>
<td>G PREVENTIVE MEDICINE</td>
<td>Lisa Winston, MD</td>
</tr>
<tr>
<td>10:00</td>
<td>G Understanding Preventive Medicine: A View from the US Preventive Services Task Force</td>
<td>Eliseo J. Perez-Stable, MD</td>
</tr>
<tr>
<td>10:10</td>
<td>G Vaccinations for Adults and Adolescents</td>
<td>Judith M. E. Walsh, MD</td>
</tr>
<tr>
<td>11:00</td>
<td>G Discussion</td>
<td>Kathryn Eubank, MD</td>
</tr>
<tr>
<td>11:10</td>
<td>G Updates in Geriatrics</td>
<td>Eric Widera, MD</td>
</tr>
<tr>
<td>11:20</td>
<td>G Palliative Care: Year in Review</td>
<td>Jacque Duncan, MD</td>
</tr>
<tr>
<td>12:00</td>
<td>G Evidence-based Management of Acute Respiratory Tract Infections</td>
<td>Michael Policar, MD</td>
</tr>
<tr>
<td>12:10</td>
<td>G Current Guidelines for Detection and Treatment of Sexually Transmitted Infections</td>
<td>Jody Steinauer, MD</td>
</tr>
<tr>
<td>12:20</td>
<td>G Gastrointestinal Issues in Primary Care</td>
<td>Atif N. Qasim, MD</td>
</tr>
<tr>
<td>12:30</td>
<td>G Choosing the Right Cardiac Test</td>
<td>Michael G. Shlipak, MD</td>
</tr>
<tr>
<td>1:30</td>
<td>G Management of Common Problems in Otolaryngology</td>
<td>Ralph Gonzales, MD</td>
</tr>
<tr>
<td>1:40</td>
<td>G Chronic Kidney Disease: What the Generalist Needs to Know</td>
<td>Steven Pletcher, MD</td>
</tr>
<tr>
<td>2:00</td>
<td>G Current and Emerging Strategies for Osteoporosis</td>
<td>Michael Policar, MD</td>
</tr>
<tr>
<td>2:10</td>
<td>G Abnormal Uterine Bleeding: Too Much, Too Little, Too Late</td>
<td>Jody Steinauer, MD</td>
</tr>
<tr>
<td>2:20</td>
<td>G Choosing the Right Cardiac Test</td>
<td>Atif N. Qasim, MD</td>
</tr>
<tr>
<td>3:00</td>
<td>G Management of Common Problems in Otolaryngology</td>
<td>Michael G. Shlipak, MD</td>
</tr>
<tr>
<td>3:10</td>
<td>G Palliative Care: Year in Review</td>
<td>Kathryn Eubank, MD</td>
</tr>
<tr>
<td>4:10</td>
<td>G Choosing the Right Cardiac Test</td>
<td>Atif N. Qasim, MD</td>
</tr>
<tr>
<td>4:20</td>
<td>G Science and Practice Integration: Data and Evidence-Based Care</td>
<td>Michael G. Shlipak, MD</td>
</tr>
<tr>
<td>5:10 pm</td>
<td>Adjourn</td>
<td></td>
</tr>
</tbody>
</table>
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

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
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

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 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 # 03BW 0132 or call your travel agent. You may also make reservations at 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 code: ZPMR732995
Course Registration Form

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

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

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 ________ / ________

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

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
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
Pneumology 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
Associate 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