For more information or to register online visit our website at www.cme.ucsf.edu. You may also reach us by calling the Office of CME at (415) 476-4251 or email info@ocme.ucsf.edu.

UPCOMING CME COURSES

JULY IN HAWAII
Essentials of Women’s Health: An Integrated Approach to Primary Care and Office Gynecology
Hapuna Beach Prince Hotel, Hawaii’s Big Island
June 28 - July 5, 2008

AUGUST AT LAKE TAHOE
Essentials of Primary Care: A Core Curriculum for Adult Ambulatory Practice
Resort at Squaw Creek, North Lake Tahoe
August 10-15, 2008

OCTOBER IN SAN FRANCISCO
Primary Care Medicine: Principles & Practice
Hotel Nikko, San Francisco
October 29-31, 2008

DECEMBER IN SAN FRANCISCO
Controversies in Women’s Health
Sir Francis Drake Hotel, San Francisco
December 4-5, 2008

COURSE DIRECTOR
Robert B. Baron, MD, MS
Professor of Medicine; Associate Dean for Graduate and Continuing Medical Education; Vice Chief, Division of General Internal Medicine

COURSE FACULTY
Mary S. Beattie, MD, MAS
Associate Professor of Medicine
Jeffrey Fox, MD, MPH
Assistant Clinical Professor of Medicine; Chief of Gastroenterology, Kaiser Permanente, San Rafael, CA
Rena K. Fox, MD
Assistant Professor Division of General Internal Medicine

COURSE DIRECTOR
Robert B. Baron, MD, MS
Professor of Medicine; Associate Dean for Graduate and Continuing Medical Education; Vice Chief, Division of General Internal Medicine

COURSE FACULTY
Andrew Bindman, MD
Professor of Medicine, Epidemiology & Biostatistics; Chief of Division of General Internal Medicine, San Francisco General Hospital
Ellen Hughes, MD, PhD
Professor, Department of Medicine, Director of Education, UCSF Osher Center for Integrative Medicine
Jeffrey Kohlwes, MD, MPH
Associate Professor of Medicine; Director, VAMC PRIME Program

COURSE FACULTY (CONT.)
Toby A. Maurer, MD
Associate Professor of Dermatology
Michael S. Policar, MD
Associate Professor of Obstetrics, Gynecology and Reproductive Science, Medical Director, CA Office of Family Planning
Rebecca Smith-Bindman, MD
Associate Professor; Radiology, Epidemiology and Biostatistics, Obstetrics, Gynecology and Reproductive Sciences
CONFERENCE LOCATION

Fiesta Americana Puerto Vallarta
Puerto Vallarta, Mexico

Nestled where the Sierra Madre Mountains meet the alluring beaches of the Pacific, Puerto Vallarta is green and alive with dense strands of palm trees, jungle foliage and an exotic variety of flowers. The Hotel Fiesta Americana offers all the comforts you have come to expect from Mexico’s finest hotel chain. All rooms include a balcony overlooking the breathtaking Pacific Ocean, direct-dial telephone, remote control satellite TV and mini-bar. Discover the real Puerto Vallarta – surrounded by mountains, colorful landscapes, hidden waterfalls and long stretches of pristine white sand beaches. You can shop in the open-air markets or visit the enchanting islands of Quiximoto, Yelapa, Aminas or Mismaloya. Sail down the Cuale River, sample some of Mexico's finest deep sea fishing, ride horseback on the beach or just lounge by the free form pool and bask in Puerto Vallarta’s sun. You can also enjoy two nearby 18-hole golf courses and various water sports, including parasailing, windsurfing and water-skiing. Mexican golf courses and various water sports, including parasailing, windsurfing and water-skiing. Mexican hospitality, small village charm, terra-cotta tiled rooftops, cobblestone streets, and lush jungle flowers are just a sampling of what awaits you.

CLUB FIESTA KIDS

The Hotel Fiesta Americana Puerto Vallarta offers a daily children's program free of charge for all children, ages 4-12, staying at the hotel. Various hourly activities run from 10:00 am to 5:00 pm. Activities include volleyball, building sand castles and fun craft projects.

A block of guestrooms has been reserved at the special UCSF conference rate of $205. You are urged to make your reservations early. The cut off date is January 16, 2008, or until the group room block is filled. After this date, rooms will be provided on a space-available basis only. If you prefer to phone in your reservation, please identify yourself as a member of this conference to receive the special rate.

Please visit the hotel at the following website: www.fiestaamerica.com. To make hotel reservations by telephone, call 800-FIESTA-1 or 52(322)226 21 00, please identify yourself as a member of the UCSF PRIMARY CARE MEDICINE conference, group code: GG2MC@FAPV to receive the special rate.

By staying at the host hotel, you help UCSF meet its contractual obligations and keep registration fees reasonable. Please take this into consideration when making your accommodation decisions.

ADDITIONAL TRAVEL INFORMATION

For rental car and air transportation options please visit our website at www.cme.ucsf.edu.

CONFERENCE LOCATION

JW Marriott Ihilani Resort & Spa
92-1001 Olani Street
Ko Olina, Hawaii 96707

Tucked away on O'ahu’s sunny western shore, the JW Marriott Ihilani lies within the magnificent 640-acre Ko Olina Resort and is situated majestically beside one of the resort’s four pristine lagoons. Here you will discover the island’s most complete resort experience. A haven for rejuvenation and tranquility, the JW Marriott Ihilani exudes a true atmosphere of relaxed Hawaiian elegance.

KIDS PROGRAM

Ihilani celebrates the vibrant wonder of youth with the Keiki Beachcomber Club. This wonderful program hosts supervised international activities for guests between five and twelve years old. Offered in full- or half-day formats, parents can be assured that their children will enjoy experiences they’ll cherish the rest of their lives.

A block of guestrooms has been reserved at the following special UCSF conference rates (single or double occupancy):

<table>
<thead>
<tr>
<th>Room Category</th>
<th>Rate:</th>
<th>Group Code:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mountain Rooms</td>
<td>$230/night (Regularly $465)</td>
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</tr>
<tr>
<td>Ocean View Rooms</td>
<td>$255/night (Regularly $585)</td>
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<tr>
<td>Deluxe Ocean Room</td>
<td>$280/night (Regularly $625)</td>
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</table>

To make hotel reservations on-line, go to www.marriott.com, and use the Group Code for the appropriate room category as noted above.

If you prefer to telephone in your reservation, call (800) 626-4446 or (808) 679-0079, please identify yourself as a member of this UCSF conference to receive the special rate.

The cut off date is March 6, 2008, or until the group room block is filled, whichever comes first. After this date, rooms will be provided on a space-available basis only. The above room rates are available from Saturday, April 5th – Saturday, April 12th. These rates will be made available to attendees for three days before and after these dates on a space and rate-available basis only.

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ADDITIONAL TRAVEL INFORMATION

For rental car and air transportation options please visit our website at www.cme.ucsf.edu.
This course is designed for practicing internists, family physicians, nurse practitioners, physician assistants and specialists interested in expansion of their primary care knowledge and skills. The curriculum will feature a diverse selection of up-to-date, practical topics in primary care and specialty medicine including controversies in preventive medicine, management of cardiovascular risk factors, strategies in women’s health and office gynecology, diagnosis and treatment of common ambulatory problems, new developments in management of chronic disease, advances in gastrointestinal and liver disease, and current approaches to neurological dilemmas.

Our approach is to combine the best in evidence-based medicine with the day-to-day realities of patient care. Ample time will be provided for questions and discussion of clinical problems commonly encountered by course participants. A detailed syllabus will complement the lectures and discussion. 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
This course is designed for primary care clinicians including internists, family physicians, gynecologists, nurse practitioners, and physician assistants.

An attendee completing this course should be able to describe:

- Evidence-based approaches to office-based preventive medicine including cancer screening immunizations, pap testing, and genetic testing
- Current strategies for assessment and treatment of cardiovascular risk factors including lipid disorders and hypertension
- New developments in the diagnosis and treatment of common disorders such as diabetes, depression, hepatitis B and C, cirrhosis, NASH, obesity, irritable bowel disease, GERD, peptic ulcer disease, back pain, and osteoporosis
- New approaches to issues in women’s health such as cervical cancer, hormone replacement, menopause, and amenorrhea
- The use of diet therapy, exercise and drugs and surgical treatment of obesity
- Use of the history and physical exam to evaluate common symptoms and signs of neurological disorders

EDUCATIONAL OBJECTIVES

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 educational activity for a maximum of 18.50 AMA PRA Category 1 Credit(s)™. Physicians should only claim 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.

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

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 6.75 credits toward meeting the requirement under California Assembly Bill 1820, Geriatric Medicine.
Sunday, February 17, 2008
3-5:00 pm  Registration
5:00  Welcome  Robert B. Baron, MD, MS
5:00  Cancer Screening 2008: Setting Evidence-Based Priorities  Eliseo J. Perez-Stable, MD
6:00  Cervical Cancer Screening: How Did This Get So Complicated?  George F. Sawaya, MD
7:00  Adjourn

Monday, February 18, 2008
Moderator: Robert B. Baron, MD, MS
6:30 am  Continental Breakfast
7:00  ● Lipid Management 2008: Matching Treatment to Risk  Robert B. Baron, MD, MS
7:55  ● Current Issues in Hypertension  Eliseo J. Perez-Stable, MD
8:50  Break
9:10  ● Building Better Bones: New Developments in Osteoporosis  Mary S. Beattie, MD, MAS
10:05  Hepatitis B and C: What The Primary Care Provider Needs to Know  Rena K. Fox, MD
11:00  Adjourn

Tuesday, February 19, 2008
Moderator: Mary Beattie, MD, MAS
6:30 am  Continental Breakfast
7:00  Current Strategies for Prevention of Breast Cancer  Mary S. Beattie, MD, MAS
7:55  Hormone Replacement Therapy: Should the New Data Change Our Practice?  George F. Sawaya, MD
8:50  Break
9:10  Management of Irritable Bowel Disease  Jeffrey Fox, MD, MPH
10:05  Obesity 2008: New Developments in Diet, Exercise, Drugs and Surgery  Robert B. Baron, MD, MS
11:00  Adjourn

Wednesday, February 20, 2008
Moderator: Rena K. Fox, MD
5:00 pm  Clinical Strategies in Chronic Liver Disease  Rena K. Fox, MD
5:55  ● Evaluation of Weakness: Effective Use of the Neurological History and Exam  John W. Engstrom, MD
6:50  Adjourn

Thursday, February 21, 2008
Moderator: Rena K. Fox, MD
6:30 am  Continental Breakfast
7:00  ● Modern Management of Depression  Rena K. Fox, MD
7:55  New Developments in Diabetes Management  Robert B. Baron, MD, MS
8:50  Break
9:10  Spine Mythology and Evidence-Based Management of Back Pain  John W. Engstrom, MD
10:05  Diagnosis and Treatment of GERD and Peptic Ulcer Disease  Jeffrey Fox, MD, MPH
11:00  Adjourn

Friday, February 22, 2008
Moderator: Eliseo J. Perez-Stable, MD
6:30 am  Continental Breakfast
7:00  Genetic Testing for Disease Disposition  Mary S. Beattie, MD
7:55  ● Clinical Dilemmas in Neurology  John W. Engstrom, MD
8:50  Break
9:10  What’s New With Vaccines  Eliseo J. Perez-Stable, MD
10:05  Amenorrhea: You Will Never Be Confused Again  George F. Sawaya, MD
11:00  Adjourn

● Geriatric Credit
Changing patterns of medical practice are placing greater emphasis on ambulatory medicine, including office-based preventive medicine, reduction of cardiovascular risk factors, issues in women's health, management of chronic disease, application of behavioral medicine skills to ambulatory medical patients and the rational use of diagnostic tests and new medications.

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. Special attention will be paid to the day-to-day controversies of office practice. The course will feature a four-hour intensive update in dermatology and will include special topics in diagnostic imaging, office gynecology, and alternative medicine. An audience response system will facilitate questions and discussion. A complete course syllabus will be provided for all participants. The course is presented by the UCSF Division of General Internal Medicine of the Department of Medicine and is sponsored by the Office of Continuing Medical Education, University of California, San Francisco.

An attendee completing this course should be able to describe:

- Evidence-based approaches to office-based preventive medicine including cancer screening and prevention of stroke and coronary artery disease
- New developments in the diagnosis and treatment of common disorders such as high blood cholesterol, diabetes, renal insufficiency, obesity, and sleep disorders
- New approaches to issues in women's health such as well woman exam, hormone replacement, menopause, and STDs
- The treatment of obesity with diet, exercise, drugs and surgery
- The importance of new and emerging infectious diseases including influenza, SARS, West Nile Virus, and resistant bacterial infections
- Issues in diagnostic imaging including selection of the optimal tests and the potential risks of excess radiation
- Evidence supporting and not supporting common practices in complementary and alternative medicine
- Major articles in the last year that have changed the way we practice medicine
- Current approaches to redesigning primary care practice

EDUCATIONAL OBJECTIVES

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- Current approaches to redesigning primary care practice

ACCREDITATION

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<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event</th>
<th>Speaker</th>
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<tbody>
<tr>
<td><strong>SUNDAY, APRIL 6, 2008</strong></td>
<td></td>
<td><strong>Registration</strong></td>
<td>Robert B. Baron, MD, MS</td>
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<tr>
<td></td>
<td>5:00</td>
<td><strong>Welcome</strong></td>
<td>Andrew Bindman, MD</td>
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<td><strong>OPENING ADDRESS</strong></td>
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<td><strong>Re-engineering Primary Care: Innovations and Cross Cultural Comparisons</strong></td>
<td>Michael S. Policar, MD MPH</td>
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<td>6:00</td>
<td><strong>The Well Woman Visit: Changing Our “Routines”</strong></td>
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<td>7:00</td>
<td><strong>Adjourn</strong></td>
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<td><strong>MONDAY, APRIL 7, 2008</strong></td>
<td>6:30am</td>
<td><strong>Continental Breakfast</strong></td>
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<td>7:00</td>
<td><strong>Lipid Management 2008: Matching Treatment to Risk</strong></td>
<td>Robert B. Baron, MD, MS</td>
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<td></td>
<td>7:55</td>
<td><strong>Current Strategies for Prevention of Stroke</strong></td>
<td>Jeffrey Kohlwes, MD, MPH</td>
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<td>8:50</td>
<td><strong>Break</strong></td>
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<td>9:10</td>
<td><strong>Assessment and Treatment of Chronic Renal Insufficiency</strong></td>
<td>Andrew Bindman, MD</td>
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<td>10:05</td>
<td><strong>Management of Common Dermatologic Disorders</strong></td>
<td>Toby A. Maurer, MD</td>
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<td>11:00</td>
<td><strong>Adjourn</strong></td>
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<td><strong>TUESDAY, APRIL 8, 2008</strong></td>
<td>6:30am</td>
<td><strong>Continental Breakfast</strong></td>
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<td>7:00</td>
<td><strong>Prevention and Treatment of Emerging Infections</strong></td>
<td>Jeffrey Kohlwes, MD, MPH</td>
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<td>7:55</td>
<td><strong>Sexually Transmitted Infections: New Answers for Old Questions</strong></td>
<td>Michael S. Policar, MD MPH</td>
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<td><strong>Break</strong></td>
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<td>9:10</td>
<td><strong>Detection and Treatment of Skin Cancer</strong></td>
<td>Toby A. Maurer, MD</td>
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<td>10:05</td>
<td><strong>Modern Management of Sleep Disorders</strong></td>
<td>Ellen Hughes, MD, PhD</td>
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<td>11:00</td>
<td><strong>Adjourn</strong></td>
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<tr>
<td><strong>WEDNESDAY, APRIL 9, 2008</strong></td>
<td>5:00pm</td>
<td><strong>Dermatologic Procedures in Primary Care</strong></td>
<td>Toby A. Maurer, MD</td>
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<td><strong>Adjourn</strong></td>
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<tr>
<td><strong>THURSDAY, APRIL 10, 2008</strong></td>
<td>6:30am</td>
<td><strong>Continental Breakfast</strong></td>
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<td>7:00</td>
<td><strong>Diabetes Management 2008</strong></td>
<td>Robert B. Baron, MD, MS</td>
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<td>7:55</td>
<td><strong>Diagnostic Imaging in Women’s Health</strong></td>
<td>Rebecca-Smith Bindman, MD</td>
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<td>8:50</td>
<td><strong>Break</strong></td>
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<td>9:10</td>
<td><strong>Back to the Future? Applying New Evidence in Menopause Management</strong></td>
<td>Michael S, Policar, MD MPH</td>
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<td>10:05</td>
<td><strong>Current Evidence in Complementary and Alternative Medicine</strong></td>
<td>Ellen Hughes MD, PhD</td>
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<td><strong>Adjourn</strong></td>
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<tr>
<td><strong>FRIDAY, APRIL 11, 2008</strong></td>
<td>6:30am</td>
<td><strong>Continental Breakfast</strong></td>
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<td>7:00</td>
<td><strong>Obesity 2008: New Developments in Diet, Drugs, and Surgery</strong></td>
<td>Robert B. Baron MD, MS</td>
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<td>7:55</td>
<td><strong>Exercise and Health: Getting From Here to There</strong></td>
<td>Ellen Hughes MD, PhD</td>
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<td><strong>Break</strong></td>
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<td>9:10</td>
<td><strong>Advances in Primary Care: Year in Review</strong></td>
<td>Jeffrey Kohlwes, MD, MPH</td>
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<td>10:05</td>
<td><strong>CLOSING ADDRESS</strong></td>
<td>Rebecca-Smith Bindman, MD</td>
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<td><strong>Radiation from Medical Imaging: A Silent Epidemic</strong></td>
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<td>11:00</td>
<td><strong>Adjourn</strong></td>
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</tbody>
</table>

- **Geriatric Credit**
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
Would you like to be on our priority fax list? □ Yes □ No

Date of birth to be used as OCME registrant number: ___ ___ / ___ ___ / X X

Please indicate if you have any special needs:

REGISTRATION FEES (Receipt/Confirmation will be mailed within two to four weeks):

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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 at www.cme.ucsf.edu