Primary Care Medicine: Principles and Practice

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

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

Hotel Nikko
San Francisco, CA

Program Chair

WEDNESDAY - FRIDAY
October 27-29, 2010
PRIMARY CARE MEDICINE: PRINCIPLES AND PRACTICE

October 27-29, 2010

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. A complete course syllabus will be distributed to all participants at registration.

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. Special attention will be paid to the day-to-day controversies of office practice, emphasizing preventive medicine, diagnosis and treatment of common disorders, issues in women's health, and current approaches to management of chronic illness.

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, osteoporosis, and diabetes;
• for management for common office problems including CHF, hypertension, diabetes, depression, substance abuse, deep venous thrombosis and pulmonary embolus, thyroid disorders, red eyes, common rashes, common allergy symptoms, hepatitis B and C, and pigmented and non-pigmented skin lesions;
• to diagnosis and treat common problems in women’s health including osteoporosis, menopause, and to assist in shared decision-making in contraception;
• to better care for older patients presenting with dementia, syncope, back pain, adverse drug reactions, and common symptoms of end-of-life;
• to discuss ethical dilemmas with patients;
• to evaluate patients preoperatively;
• to discuss the implications of health care reform on primary care practice.

EDUCATIONAL OBJECTIVES

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 educational activity for a maximum of 20.25 AMA PRA Category 1 Credit(s)™. Physician 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.

AAFP: 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 6.00 credits toward meeting the requirement under California Assembly Bill 1820, Geriatric Medicine

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™.

Hotel Nikko
San Francisco, CA
WEDNESDAY, OCTOBER 27, 2010

7:30am Course Registration and Continental Breakfast
8:20 Welcome
8:30 KEYNOTE ADDRESS: Health Care Reform and Primary Care: Cause for Optimism?
Robert B. Baron, MD, MS
Kevin Grumbach, MD
9:10 Discussion

PREVENTIVE MEDICINE
9:20 G Cancer Screening 2010: Letting Evidence Guide our Practice
Judith M. E. Walsh, MD, MPH
10:00 Discussion
10:10 Break
10:30 G The Role of Novel Biomarkers in Disease Prevention: CRP, Cystatin C, CT Calcium and More
Michael Shlipak, MD
11:10 Discussion
Kirsten Bibbins-Domingo, MD, PhD
12:00pm Discussion
12:10 Lunch on Your Own
1:30 G Vaccine Preventable Diseases in Adults: Why Can’t We Do Better?
Eliseo J. Perez-Stable, MD
2:10 Discussion

GERIATRICS
2:20 New Advances in the Diagnosis and Treatment of Alzheimer’s Disease and Related Disorders
Bruce L. Miller, MD
3:00 Discussion
3:10 Break
3:30 G Current Controversies in Clinical Ethics
Bernard Lo, MD
4:10 Discussion
4:20 G Symptom Management at the End of Life
Michael Rabow, MD
5:00 Discussion
5:10pm Adjourn

THURSDAY, OCTOBER 28, 2010

7:30am Continental Breakfast

ISSUES IN WOMEN’S HEALTH
8:30 Cervical Cancer Prevention Update: 2010 and Beyond
George F. Sawaya, MD
9:10 Discussion
9:20 G New Developments in Osteoporosis
Douglas C. Bauer, MD
10:00 Discussion
10:10 Break
10:30 Using Best Evidence to Select the Best Contraceptive
Jody Steinauer, MD, MAS
11:10 Discussion
11:20 Management of Menopause in 2010: What is the Optimum Use of Hormone Therapy?
Mary S. Beattie, MD, MAS
12:00pm Discussion
12:10 Lunch on Your Own

CLINICAL STRATEGIES IN PRIMARY CARE I
1:30 Update on Thyroid Disorders
Umesh Masharani, MB, BS, MRCP
2:10 Discussion
2:20 Detection and Treatment of Substance Use Disorders in Primary Care
Steven Batki, MD
3:00 Discussion
3:10 Break
3:30 G Primary Care for Hepatitis B and C: Clinical Tools for Efficient Management
Rena K. Fox, MD
4:10 Discussion
4:20 Current Issues in Thrombembolic Disorders
Tracy Minichiello, MD
5:00 Discussion
5:10pm Adjourn

G - Geriatric Credit
FRIDAY, OCTOBER 29, 2010
7:30am  Continental Breakfast

FEATURED GUEST LECTURE II
8:30 G Advances in Evaluation and Treatment of Heart Failure  John R. Teerlink, MD
9:10 Discussion
9:20 G Mental Health in Primary Care: Updates in Diagnosis and Treatment  Mitchell D. Feldman, MD, MPhil
10:00 Discussion
10:10 Break
10:30 G Management of Diabetes: A Primary Care Perspective  Robert B. Baron MD, MS
11:10 Discussion
11:20 Advances in Geriatrics 2010  Louise Aronson, MD, MFA
12:00pm Discussion
12:10 Lunch on Your Own

CLINICAL STRATEGIES IN PRIMARY CARE III
1:30 Clinical Pearls in Allergy/Immunology  Kathryn Gundling, MD, MPH
2:10 Discussion
2:20 Common Problems in Dermatology  Lindy Fox, MD
3:00 Discussion
3:10 Break
3:30 Ophthalmology Topics for Primary Care  Todd P. Margolis, MD, PhD
4:10 Discussion
4:20 Understanding Preoperative Medical Evaluation  H. Quinny Cheng, MD
5:00 Discussion
5:10pm Adjourn

G - Geriatric Credit

GENERAL INFORMATION
Pre-registration is preferred to ensure that registrants receive a syllabus.

HOW TO ENROLL
Tuition: $595 Physicians
$450 Nurses/ Pharmacists/Allied Health Professionals/Trainees
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 or check our website for up-to-date information on the course: www.cme.ucsf.edu

Although, we are usually able to accommodate on-site registration, pre-registration is preferred to ensure receipt of a syllabus.

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 (CONT’D)
guestrooms has been reserved at the special UCSF conference rate of $219 per night. You are urged to make your reservations early. The cut off date is October 5, 2010, 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. To make hotel reservations on-line, go to www.hotelnikkosf.com, use the booking code: SUCPCA. If you prefer to telephone in your reservation, 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.

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RENTAL CAR
Hertz is offering special rates for participants of this conference; simply call 800-654-2240 and refer to identification number #03BW0129, or call your travel agent. You may also make reservations at www.Hertz.com. Advance reservations are recommended.

AIR TRANSPORTATION
Special arrangements have been made with Montgomery Travel for discounted airfares on major carriers. Simply call (800) 391-2287 or complete the form on the UCSF web page at www.montgomerytravel.com. In addition to offering lower rates than published airfares, ticketed passengers may take advantage of the 24 hour emergency service. There is a $40 service fee.

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: 1310SS
United (800) 521-4041 code: 510CF

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5:00 Discussion
5:10pm Adjourn

G - Geriatric Credit
## Upcoming CME Courses

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Date</th>
<th>Location</th>
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<tbody>
<tr>
<td>Controversies in Women's Health</td>
<td>December 9 - 10, 2010</td>
<td>San Francisco, California</td>
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<tr>
<td>Primary Care Medicine: Concepts and Controversies</td>
<td>February 20 - 25, 2011</td>
<td>Puerto Vallarta, Mexico</td>
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<tr>
<td>Primary Care Medicine: Update 2011</td>
<td>April 3 - 8, 2011</td>
<td>Maui, Hawaii</td>
</tr>
<tr>
<td>Essentials of Women's Health: An Integrated Approach to Primary Care and Office Gynecology</td>
<td>July 3 - 8, 2011</td>
<td>Big Island, Hawaii</td>
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### COURSE CHAIR

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

### COURSE FACULTY

#### (University of California, San Francisco unless otherwise indicated)

Louise Aronson, MD, MFA  
Associate Professor of Medicine; Director, Northern California Geriatrics Education Center

Steven L. Batki, MD  
Professor, Department of Psychiatry; Director, Addiction Research Program, San Francisco VA Medical Center

Douglas C. Bauer, MD  
Professor of Medicine, Epidemiology and Biostatistics

Mary S. Beattie, MD, MAS  
Associate Professor of Medicine, Epidemiology, and Biostatistics, UCSF Women’s Health Director of Clinical Research, UCSF Cancer Risk Program

Kristen Bibbins-Domingo, MD, PhD  
Associate Professor of Medicine and of Epidemiology

H. Quinny Cheng, MD  
Associate Professor of Medicine, University of California, San Francisco

#### (CONT'D)

Mitchell D. Feldman, MD, MPhil  
Professor of Medicine; UCSF Director of Faculty Mentoring

Lindy Fox, MD  
Assistant Professor of Dermatology; Director, Dermatology Consultation Service

Rena K. Fox, MD  
Associate Professor of Clinical Medicine, Division of General Internal Medicine

Kevin Grumbach, MD  
Professor and Chair, Department of Family and Community Medicine

Kathryn Gundling, MD, MPH  
Associate Clinical Professor, Division of Allergy and Immunology

Bernard Lo, MD  
Professor of Medicine; Director, Program in Medical Ethics

Todd P. Margolis, MD, PhD  
Professor, Department of Ophthalmology; Director, F.I. Proctor Foundation

Umesh Masharani, MB, BS, MRCP  
Professor of Medicine; Associate Director, UCSF Diabetes Clinic

Bruce L. Miller, MD  
Professor of Neurology, Director of Memory and Aging Center

Tracy Minichelli, MD  
Associate Professor of Medicine; Director, Thrombosis Program, San Francisco VA Medical Center

Eliseo J. Perez-Stable, MD  
Professor of Medicine; Chief, Division of General Internal Medicine; Director, Medical Effectiveness Research Center for Diverse Populations

Michael Rabow, MD  
Professor of Medicine; Director, Symptom Management Service, Helen Diller Family Comprehensive Cancer Center

George F. Sawaya, MD  
Professor, Department of Obstetrics, Gynecology and Reproductive Sciences and Department of Epidemiology and Biostatistics

Jody Steinauer, MD, MAS  
Associate Professor of Obstetrics, Gynecology and Reproductive Sciences; Associate Director, Family Planning Fellowship

Michael Shlipak, MD  
Professor of Medicine, Epidemiology & Biostatistics Division; Chief, General Internal Medicine, San Francisco VA Medical Center

John R. Teerlink, MD  
Professor of Medicine; Director, Heart Failure Clinic, SF VA Medical Center

Judith M. E. Walsh, MD, MPH  
Professor of Medicine, Division of General Internal Medicine; Women’s Health Clinical Research Center

For more information, visit our website at [www.cme.ucsf.edu](http://www.cme.ucsf.edu). You may also reach us by calling the Office of CME at (415) 476-4251 or emailing info@ocme.ucsf.edu.
PRINCIPLES AND PRACTICE
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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: ___ ___ / ___ ___ / X X

Please indicate if you have any special needs: _______________________________________

Tuition:
☐ $595 Physicians
☐ $450 Nurses/Pharmacists/Allied Health Professionals/Trainees

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 (if space allows)
Date: Wednesday, October 27, 2010
Time: 6:30 am – 7:30 am
Location: Hotel Nikko San Francisco
222 Mason Street
San Francisco, CA 94102
415-394-1111
1-800-NIKKO-SF (248-3308)