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:

• implement new guidelines in office-based preventive medicine including new strategies for cancer screening, immunizations, prevention of coronary heart disease and stroke, prevention of serious allergic reactions, and detection of hepatitis C;

• manage common office problems including, lipid disorders, diabetes, coronary heart disease, valvular heart disease, heart failure, depression, hepatitis C, asthma, COPD, pneumonia, Parkinson’s Disease, stroke, gout, shoulder and knee pain, sexually transmitted infections, and substance abuse;

• manage common specialty problems in neurology, cardiology, rheumatology, dermatology, orthopedics and sports medicine, gynecology, psychiatry, geriatrics, palliative care, and perioperative care;

• diagnose and treat common problems in women’s health including cervical, breast and ovarian cancer, and osteoporosis;

• select the best diagnostic tests and enhance value in medical practice;

• use best evidence and optimize patient communication and shared-decision making;

• become a better health advocate with a deeper understanding of health disparities and the central role of primary care clinicians in providing equitable, patient-centered care;

• find satisfaction and joy in primary care 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.

Geriatric Credit

The approved credits shown above include 19.25 credits toward meeting the requirement under California Assembly Bill 1820, Geriatric Medicine.

Nurses

For the purpose of recertification, the American Nurses Credentialing Center accepts AMA PRA Category 1 Credits™ 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.

Pharmacotherapeutics CEUs for Nurses: For the purposes of recertification the American Nurses Credentialing Center accepts AMA PRA Category 1 Credits™, issued by organizations accredited by the ACCME. This activity is designated for a maximum of 15.25 pharmacotherapeutic credits towards meeting the requirement for nursing pharmacology continuing education.

Nurses should claim 0.1 CEUs for each contact hour of participation in designated pharmacotherapeutic continuing education.

Maintenance of Certification:

Successful completion of this CME activity, which includes participation in the evaluation component, enables the participant to earn up to 20.25 MOC points in the American Board of Internal Medicine’s (ABIM) Maintenance of Certification (MOC) program. Participants will earn MOC points equivalent to the amount of CME credits claimed for the activity. It is the CME activity provider’s responsibility to submit participant completion information to ACCME for the purpose of granting ABIM MOC credit.
WEDNESDAY, OCTOBER 11, 2017

7:30 am  Course Registration and Continental Breakfast
8:20  Welcome  

Robert B. Baron, MD, MS

KEYNOTE ADDRESS
8:30  G  The Present and Future of Primary Care: Optimizing Payment, Quality, Equity, and Joy
8:40  Discussion

Coleen Kivlahan, MD

PREVENTIVE MEDICINE
9:20  G  Cancer Screening 2017: Current Issues for Breast, Colon, Prostate, and Lung Cancer
9:40  Discussion

Judith M. E. Walsh, MD, MPH

10:00  Break

10:30  RxG  Vaccinations for Adults and Adolescents
11:10  Discussion

Lisa Winston, MD

11:20  Rx  Allergy and Immunology: Pearls and Prevention
12:00 pm  Discussion

Katherine Gundling, MD

12:10  Lunch on Your Own
1:30  G  Cancer Screening 2017: Current Issues for Cervical, Ovarian, and Endometrial Cancer
2:10  Discussion

Rebecca Jackson, MD

CLINICAL STRATEGIES IN PRIMARY CARE I
2:20  RxG  Gout: New Guidelines for an Old Disease
3:00  Discussion
3:10  Break

Jonathan Graf, MD

3:30  RxG  Parkinson’s Disease for the Primary Care Clinician
4:10  Discussion

Maya Katz, MD

4:20  RxG  Caring for Patients Who Need Surgery: Updates in Perioperative Medicine
5:00  Discussion

H. Quinny Cheng, MD

5:10 pm  Adjourn

THURSDAY, OCTOBER 12, 2017

7:30 am  Continental Breakfast

CLINICAL STRATEGIES IN PRIMARY CARE II
8:30  RxG  Advances in Prevention and Treatment of Stroke: What Every Primary Care Clinician Should Know
9:10  Discussion

S. Andrew Josephson, MD

9:20  RxG  Dermatology in Primary Care: Recognition and Treatment of Common Disorders of the Skin
10:00  Discussion
10:10  Break

Kanade Shinkai, MD

10:30  RxG  New Drugs for Diabetes: Which Ones, For Which Patients?
11:10  Discussion
11:20  RxG  Diagnosis and Treatment of Osteoporosis: What New in 2017
12:00 pm  Discussion
12:10  Lunch on Your Own

Robert Baron, MD

1:30  RxG  Clinical Dilemmas in Outpatient Psychiatry
2:10  Discussion

Erick Hung, MD

2:20  RxG  Advances in Heart Failure Management
3:00  Discussion
3:10  Break

Van Selby, MD

3:30  RxG  Sexually Transmitted Diseases: What’s New in the Guidelines and Beyond
4:10  Discussion
4:20  RxG  Management of Hyperlipidemia and Cardiovascular Risk: Balancing Benefits and Harms
5:10 pm  Adjourn

Douglas Bauer, MD

Susan S. Philip, MD, MPH

Robert Baron, MD, MS
FRIDAY, OCTOBER 13, 2017

7:30 am  Continental Breakfast

CLINICAL STRATEGIES IN PRIMARY CARE IV

8:30  RxG  Updates on Asthma and COPD  Michael Peters, MD
9:10  Discussion
9:20  RxG  Preventing, Recognizing, and Managing Opiate Use Disorders  Kathy Julian, MD
10:00  Discussion
10:10  Break
10:30  RxG  Interventional Cardiology for the Non-Cardiologist: New Innovations and New Guidelines  Krishan Soni, MD, MBA
11:10  Discussion
11:20  G  Hot Topics and Challenges in Patient Communication  Ryan Laponis, MD
12:00 pm  Discussion
12:10  Lunch on Your Own

CLINICAL STRATEGIES IN PRIMARY CARE V

1:30  G  Palliative Care Pearls and Pitfalls  Brook Calton, MD
2:10  Discussion
2:20  RxG  Hepatitis C: New Medications, New Hope, and New Opportunities for Primary Care  Rena Fox, MD
3:00  Discussion
3:10  Break
3:30  RxG  Update in Hospital Medicine  Bradley A. Sharpe, MD
4:10  Discussion
4:20  G  Common Sports Injuries of the Knee and Shoulder  Carlin Senter, MD
5:00  Discussion
5:10 pm  Adjourn

G - Geriatric Credit  Rx - Meets Requirements for Pharmacotherapeutics
CEUs for NPs/Nurses

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

HOW TO ENROLL
Tuition:  $765  Physicians
         $625  Nurses/Allied Health Professionals/Residents/Fellows

GREENER MEETING (optional)
We’re saving paper! The syllabus will be available on our website one week prior to the course. Optional purchase of a printed syllabus is available for an additional $35.

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

REGISTER VIA:
Online:  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:  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 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. The 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 $299/night. You are urged to make your reservations early. The cut off date is September 12, 2017, 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 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 800-248-3308, and 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 # 03BW0136, 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 United Airlines for our course attendees. You may enter your Offer Code ZY6G767022 in the Offer Code box when searching for your flights.
PRIMARY CARE MEDICINE: PRINCIPLES AND PRACTICE  
October 11-13, 2017  
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: cme.ucsf.edu  
Registration Information: (415) 476-5808  
Course Information: (415) 476-4251

Last Name  
First  
M.I.

Degree  
Specialty

Address

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Daytime Phone  
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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:

Registration Fees:

☐ $765  Physicians
☐ $625  Nurses/Allied Health Professionals/Residents/Fellows
☐ $35  Optional Printed Syllabus

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: cme.ucsf.edu

On-Site Registration

Date:  Wednesday, October 11, 2017  
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
Upcoming CME Courses

Controversies in Women's Health
December 7-8, 2017
San Francisco, California

Primary Care Medicine: Update 2018
April 1-6, 2018
Maui, Hawaii

Upcoming CME Courses

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

Douglas Bauer, MD
Professor of Medicine and of Epidemiology and Biostatistics
Director, UCSF K Scholars Program

Brook Calton, MD
Assistant Professor of Medicine, Division of Geriatrics; Director, Bridges Home-Based Palliative Care Program

H. Quinny Cheng, MD
Professor of Medicine

Rena Fox, MD
Professor of Medicine

Jonathan Graf, MD
Professor of Medicine

Erick Hung, MD
Chair for Education and Psychiatry Residency Training
Director, UCSF Weill Institute for Neurosciences

Rebecca Jackson, MD
Professor of Obstetrics
Gynecology & Reproductive Sciences and of Epidemiology and Biostatistics

Chief, Obstetrics, Gynecology & Reproductive Sciences

Zuckerberg San Francisco General
S. Andrew Josephson, MD
Chair, Department of Neurology

Carmen Castro Franceschi and Gladyme K. Mitchell Neurohospitalist

Distinguished Professor

Katherine Julian, MD
Professor of Medicine
Director, Primary Care Internal Medicine Residency

Director Innovations and Outcomes Graduate Medical Education

Maya Katz, MD
Assistant Professor of Neurology

Coleen Kivlahan, MD, MSPH
Professor of Family and Community Medicine; Executive Director, Primary Care Services UCSF Health

Ryan Laponis, MD
Assistant Professor of Medicine
Associate Program Director, Primary Care Internal Medicine Residency

Michael Peters, MD
Assistant Professor of Medicine

Susan Philip, MD, MPH
Assistant Professor of Medicine

Disease Prevention and Control Branch, San Francisco Department of Public Health

Van Selby, MD
Assistant Professor of Medicine
Division of Cardiology

Carlin Senter, MD
Associate Professor of Medicine and of Orthopaedics
Primary Care Sports Medicine

Bradley A. Sharpe, MD
Associate Professor of Dermatology Associate Chief, Medical Service Associate Program Director, Internal Medicine Residency Program

Interim Chief, Division of Hospital Medicine

Kanade Shinkai, MD, PhD
Associate Professor of Dermatology Program Director, Dermatology Residency Program

Krishan Soni, MD, MBA
Assistant Professor of Medicine Division of Cardiology

Director of Value Improvement for Department of Medicine-UCSF Health Subspecialty Services

Judith M. E. Walsh, MD, MPH
Professor of Medicine and of Epidemiology and Biostatistics Associate Medical Director, UCSF Women's Health Primary Care Practice

Lisa Winston, MD
Professor of Medicine, UCSF
Vice Chief, Inpatient Medical Services and Hospital Epidemiologist

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