3rd Annual
Innovations in Women’s Health Conference

November 4-5, 2011
Madison Marriott West
1313 John Q Hammons Drive
Middleton, Wisconsin
Overview

The University of Wisconsin School of Medicine and Public Health is pleased to invite you to attend our Annual Fall CME Conference. The conference is dedicated to bringing you the latest innovations in the field of women's reproductive and general health. Our host and guest faculty will provide discussions on state-of-the-art topics and techniques as well as cover age-old problems that are common for providers of primary women's health care with a focus on reproductive issues. The content is relevant to all providers in the field of Women's Health.

Planning Committee

Ellen Hartenbach, MD, Course Director
Gloria Frane, Administration
Danielle Hepting, Administration
Julie Fagan, MD
Sandra Galles, GNP-BC, MS, RN
Catherine Hubbard, APNP

Igor Iruretagoyena, MD
Mary Landry, MD
Jay Lick, DO
Kim Miller, MD
Lezli Redmond
Sarina Schrager, MD
Target Audience & Scope of Practice
The conference is ideal for care providers in the field of Women’s Health with particular interest in reproductive issues and overall well being. Obstetrician-gynecologists, family physicians, general interests, nurse practitioners, physician assistants, midwives, registered nurses, and other interested health professionals are encouraged to attend.

Elements of Competence
This activity has been designed to change learner competence and performance focusing on the American Board of Medical Specialties areas of medical knowledge, practice-based learning and improvement, interpersonal and communication skills.

Learning Objectives
At the conclusion of this activity, participants should be able to:

- Identify and discuss the unique issues associated with late preterm gestations
- Implement ways to improve teamwork for better obstetrical outcomes
- Outline strategies to reduce post-partum hemorrhage
- Effectively counsel women with gestational diabetes
- Identify key elements of first trimester screens
- List the key concerns in female sexual health
- Counsel pelvic pain patients with sexual dysfunction
- Describe the role of the Vaginal Renewal Program as a patient care option
- Recognize when to refer women for psychosexual counseling
- Outline strategies for ovarian cancer prevention
- Detail current breast cancer screening guidelines
- Review the data on preventive health for women
- Incorporate the latest guidelines for osteoporosis prevention
- Counsel women on herbal supplements and dietary modification
- Detail current breast cancer screening guidelines
- Review the data on preventive health for women
- Incorporate the latest guidelines for osteoporosis prevention
- Counsel women on herbal supplements and dietary modification
# Session One: Update in Obstetrics

**Friday, November 4, 2011**

**Moderator:** Kim Miller, MD

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Presenter/Institution</th>
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<tbody>
<tr>
<td>7:15-7:45</td>
<td>Registration and Continental Breakfast</td>
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<tr>
<td>7:45-7:55</td>
<td>Welcome and Introductions</td>
<td>Laurel Rice, MD, UW-Madison Department of Obstetrics &amp; Gynecology</td>
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<td>7:55-8:45</td>
<td><strong>Late Preterm Birth: When Almost Term is Not Enough</strong></td>
<td>Robert Goldenberg, MD, Drexel University College of Medicine</td>
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<td>8:45-9:15</td>
<td><strong>Quality Counts in Obstetrics: Team Steps</strong></td>
<td>Joel Henry, MD, UW-Madison Department of Obstetrics &amp; Gynecology</td>
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<td>9:15-9:45</td>
<td><strong>Management of Post-partum Hemorrhage</strong></td>
<td>Jen Krupp, MD, UW-Madison Department of Obstetrics &amp; Gynecology</td>
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<td>9:45-10:10</td>
<td>Coffee Break and Exhibits</td>
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<td>10:10-10:40</td>
<td><strong>Update on GDM: Glucose, Goals and Glyburide</strong></td>
<td>April Eddy, RN, CNS, CDE, APNP, Meriter Hospital</td>
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<td>10:40-11:10</td>
<td><strong>First Trimester Screen: Do It First, Do It All</strong></td>
<td>Igor Iruretagoyena, MD, UW-Madison Department of Obstetrics &amp; Gynecology</td>
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<td>11:10-11:50</td>
<td><strong>Speaker Panel: Illustrative Cases on Obstetrics Topics</strong></td>
<td>Robert Goldenberg, MD, Joel Henry, MD, Jen Krupp, MD, April Eddy, RN, CNS, CDE, APNP, Igor Iruretagoyena, MD</td>
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<tr>
<td>11:50-12:40</td>
<td>Lunch (provided)</td>
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Session Two: Issues in Gynecology

Friday, November 4, 2011

Moderator: Mary Landry, MD

12:40-1:20  Overview of Female Sexual Health
            Kathleen Walsh, DO, MS
            UW-Madison Department of Medicine

1:20-1:50  When Love Hurts: The Impact of Bowel and Bladder Pain on Sexual Function
            Cynthia Brincat, MD
            UW-Madison Department of Obstetrics & Gynecology

1:50-2:30  Vaginal Renewal Program
            Ellen Barnard, MSSW
            Owner, A Woman’s Touch Sexuality Resource Center
            and
            Lori Seaborne, PA
            UW-Madison Department of Obstetrics & Gynecology

2:30-2:50  Snack Break and Exhibits

2:50-3:20  Vulvodynia and Dyspareunia
            Hope Haefner, MD
            University of Michigan

3:20-4:10  Psychosocial Aspects of Sexual Health
            Pat Patterson, LCSW
            Midwest Center for Psychotherapy and Sex Therapy

4:10-4:50  Panel Discussion: Audience Q & A
            Ellen Barnard, MSSW
            Cynthia Brincat, MD
            Hope Haefner, MD
            Pat Paterson, LCSW
            Lori Seaborne, PA
            Kathleen Walsh, DO, MS

4:50-5:00  Closing Remarks
            Laurel Rice, MD
Session Three: Preventive Health for Women

Saturday, November 5, 2011

Moderator: Julie Fagan, MD

7:15-7:35  Continental Breakfast

7:35-7:45  Welcome and Introductions
          Ellen Hartenbach, MD
          Vice-Chair
          UW-Madison Department of Obstetrics & Gynecology

7:45-8:35  Ovarian Cancer: Screening and Prevention???
          Diane Bodurka, MD
          University of Texas MD Anderson Cancer Center

8:35-9:05  Trials and Tribulations of Breast Cancer Screening
          Lee Wilke, MD
          UW-Madison Department of General Surgery

9:05-9:35  Update on Preventive Health for Women
          Juanita Halls, MD
          UW-Madison Department of Internal Medicine

9:35-10:05 What’s New in Osteoporosis Diagnosis, Prevention and Treatment?
           Neil Binkley, MD
           UW-Madison Department of Medicine

10:05-10:20 Refreshment Break

10:20-10:50 Keeping Women Heart Healthy
           Annie Kelly, MD
           UW-Madison Department of Cardiovascular Medicine

10:50-11:20 Herbal Supplements
           Adam Rindfleisch, MD
           UW-Madison Department of Family Medicine

11:20-12:05 Fighting Gynecology and Breast Cancer with Beans, Broccoli and Chocolate Too!
           Donna Weihofen, RD, MS, CD
           UW-Madison Hospital and Clinics

12:05-12:15 Closing Remarks
           Ellen Hartenbach, MD
Course Director
Ellen Hartenbach, MD
Vice-Chair
Department of Obstetrics & Gynecology

Visiting Faculty
Diane Bodurka, MD
University of Texas MD Anderson Cancer Center
Ellen Barnard, MSSW
Owner
A Woman’s Touch Sexuality Resource Center
Robert Goldenberg, MD
Drexel University College of Medicine
Hope Haefner, MD
University of Michigan
Pat Patterson, LCSW
Midwest Center for Psychotherapy and Sex Therapy

University of Wisconsin Faculty
Neil Binkley, MD
Department of Medicine
Cynthia Brincat, MD
Department of Obstetrics & Gynecology
April Eddy, RN, CNS, CDE, APNP
Meriter Hospital
Julie Fagan, MD*
Department of Medicine
Sandra Galles, GNP-BC, MS, RN*
UW-Madison School of Nursing
Juanita Halls, MD
Department of Internal Medicine
Ellen Hartenbach, MD*
Department of Obstetrics & Gynecology
Joel Henry, MD
Department Obstetrics & Gynecology
Catherine Hubbard, APNP*
Department Obstetrics & Gynecology
Igor Iruretagoyena, MD*
Department of Obstetrics & Gynecology
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Department of Cardiovascular Medicine

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Kim Miller, MD*
Department of Obstetrics & Gynecology
Laurel Rice, MD
Department of Obstetrics & Gynecology
Adam Rindfleisch, MD
Department of Family Medicine
Sarina Schrager, MD*
Department of Family Medicine
Lori Seaborne, PA
UW Carbone Cancer Center
Kathleen Walsh, DO, MS
Department of Medicine
Donna Weihofen, RD, MS, CD
UW-Madison Hospital and Clinics
Lee Wilke, MD
Department of General Surgery
*Planning Committee member
Policy on Faculty and Sponsor Disclosure

It is the policy of the University of Wisconsin School of Medicine and Public Health that the faculty, authors, planners, and other persons who may influence content of this CME activity disclose all relevant financial relationships with commercial interests in order to allow CME staff to identify and resolve any potential conflicts of interest. Faculty must also disclose any planned discussion of unlabeled/unapproved uses of drugs or devices during their presentation(s). Detailed disclosures will be made in the activity handout materials.

Exhibits

Representatives from pharmaceutical and equipment companies will be available on Friday, November 4th.

Activity Changes

Emergency situations occasionally occur and may necessitate topic or speaker change. The University of Wisconsin School of Medicine and Public Health reserves the right to alter or substitute a topic or speaker without prior notification.

Conference Attire

To ensure your comfort in the conference room, please bring a sweater or jacket to accommodate temperature variations.

Course Materials

All registered participants will receive an electronic copy of the syllabus at registration. Please bring your laptop to view the presentations. If there are any concerns regarding the electronic syllabus, please contact Gloria Frane prior to the symposium at 608.287.2320.
ACCREDITATION STATEMENT: This activity has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of the University of Wisconsin School of Medicine and Public Health; Office of Continuing Professional Development, and Department of Obstetrics and Gynecology, University of Wisconsin-Madison Center for Women’s Health Research and University of Wisconsin-Madison School of Nursing, Continuing Education in Nursing. The University of Wisconsin School of Medicine and Public Health is accredited by the ACCME to provide continuing medical education for physicians.

CREDIT DESIGNATION STATEMENT: The University of Wisconsin School of Medicine and Public Health designates this live activity for a maximum of 11.75 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

CONTINUING EDUCATION UNITS: The University of Wisconsin-Madison, as a member of the University Continuing Education Association (UCEA), authorizes this program for 1.175 continuing education units (CEUs) or 11.75 hours.

AMERICAN ACADEMY OF FAMILY PHYSICIANS (AAFP): Application for CME credit has been filed with the American Academy of Family Physicians. Determination of credit is pending.

NURSING CONTINUING EDUCATION: The University of Wisconsin-Madison Continuing Education in Nursing is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center’s Commission on Accreditation.

Iowa Provider Number: 350

This activity has been planned and implemented using the educational design criteria of the American Nurses Credentialing Center’s Commission on Accreditation through the joint sponsorship of the University of Wisconsin-Madison School of Nursing, Continuing Education in Nursing and the University of Wisconsin School of Medicine and Public Health. 11.4 ANCC Contact Hours (13.7 Iowa Contact Hours) will be awarded for successful completion of this activity based on full attendance and satisfactory completion of all evaluative materials.

The University of Wisconsin provides equal opportunities in employment and programming, including Title IX requirements. The University of Wisconsin School of Medicine and Public Health fully complies with the legal requirements of the ADA and the rules and regulations thereof. If any participant in this educational activity is in need of accommodations, please notify Gloria Frane in order to receive service. Please call 608.287.2320 or fax 608.287.2426.
Registration Fees and Information

Fees

$350 MD, DO

$250 PA, NP, CNM, Other

$100 RN, LPN, CMA, Resident, Fellow, Student

The conference fee includes the cost of tuition, materials, continental breakfasts, refreshment breaks, lunch and a non-refundable registration fee of $50. Should you cancel your registration up to 72 hours prior to the conference, you will be refunded the entire conference fee except the $50 non-refundable portion. No refunds will be made after that time.

Confirmations

All registrations are confirmed in writing. If you do not receive a confirmation, please call 608.262.1397

If you have any questions about the content of the conference or the University of Wisconsin School of Medicine and Public Health, please contact: Gloria Frane, 1 South Park Street, Suite 555, Madison, WI 53715

phone: 608.287.2320
email: gfrane@obgyn.wisc.edu

View conference information and register online at www.ocpd.wisc.edu/course_catalog

Lodging

A block of rooms has been reserved at the conference site, the Madison Marriott West located at 1313 John Q Hammons Drive in Middleton, WI.

Please call the hotel directly at 1.888.745.2032 to make your arrangements. To receive the special rate of $119 (plus tax) for a single or double occupancy room, please mention “UW Dept. of Ob/Gyn” to the hotel staff when making your reservation. Rooms will be available at this rate for reservation made before Tuesday, October 4, 2011. After this date, the rate and availability cannot be guaranteed.

Check-in time is 4:00 pm and check-out time is NOON (12:00 pm).

Parking onsite is complimentary.
Registration Form

Innovations in Women’s Health • November 4-5, 2011 • Register Online: www.ocpd.wisc.edu/course_catalog

STEP 1. PARTICIPANT INFORMATION

Name:

Title: □ MD □ DO □ PA □ NP □ CNM □ RN □ LPN □ CMA □ Other

Medical Institution/Organization:

Work Address: City, State, Zip:

Telephone: Fax: ( ) ( )

E-mail: UWSMPH Faculty: □ No □ Yes

STEP 2. CONFIRMATION

□ Work Address (as provided in Step 1) or

□ Home Address: City, State, Zip:

STEP 3. REGISTRATION FEES (CHECK ONE)

□ $350 MD, DO □ $250 PA, NP, CNM, Other □ $100 RN, LPN, CMA, Resident, Fellow, Student

□ PO or check enclosed (payable to University of Wisconsin)

□ Please bill my company

□ Credit Card: □ MasterCard; □ VISA

Cardholder’s Name: Expiration Date:

Card Number:

STEP 4. PLEASE RETURN YOUR PAYMENT WITH THIS FORM TO

CME Specialist • Department 101 • 702 Langdon Street • Madison, WI 53706 • Phone: 608.262.1397 • Fax: 1.800.741.7416 or local 608.265.3163