

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 commonly encountered by providers of primary women's health care. The content is relevant to all providers in the field of Women's Health.

Planning Committee

Ellen Hartenbach, MD; Sarina Schragar, MD, MS; Jessica Dalby, MD; Julie Fagan, MD; Gloria Frane, Administration; Sandra Galles, MS, RN, GNP-BC; Danielle Hepting, Administration; Laura Kwitek, MSN, APNP, WHNP-BC; Mary Landry, MD; Kim Miller, MD; Lori Seaborne, PA-C.

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 internists, 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, and interpersonal and communication skills.

Learning Objectives

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

- Discuss the latest advances in medical genetics
- Define the role of cancer genetics in primary care
- Describe the ethical considerations in genetic testing
- Outline strategies to manage heart failure in women
- Effectively identify and communicate with difficult patients
- List the key elements of the latest pap smear guidelines
- Counsel patients on infertility evaluation
- Appropriately refer patients to a heart failure clinic
- Explore techniques to improve management of chronic vaginitis
- Examine the role of motivational interviewing in health care
- Identify appropriate breast cancer screening for women age 40-50

Policy on Faculty and Sponsor Disclosure

It is the policy of the University of Wisconsin School of Medicine and Public Health and the School of Nursing that the faculty, authors, planners, and other persons who may influence content of this CME/CNE activity disclose all relevant financial relationships with commercial interests in order to allow CME/CNE 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.

Non-Profit Organization
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 School of Medicine
and Public Health
UNIVERSITY OF WISCONSIN-MADISON
OFFICE OF CONTINUING PROFESSIONAL
DEVELOPMENT
IN MEDICINE AND PUBLIC HEALTH
2701 INTERNATIONAL LANE, #208
MADISON, WI 53704-3126

5th Annual
Innovations in
Women's Health
Interprofessional
Conference
November 8, 2013

Multiple brochures?
We use multiple mailing
lists and cannot always
eliminate duplications.
Please post or share any
extras with colleagues.



5th Annual Innovations in Women's Health Interprofessional Conference

November 8, 2013

Radisson Hotel
517 Grand Canyon Drive
Madison, Wisconsin

Jointly Sponsored by

University of Wisconsin School of Medicine and Public Health
Department of Obstetrics and Gynecology
Department of Family Medicine
Office of Continuing Professional Development
and
University of Wisconsin - Madison School of Nursing Center for
Professional Development and Outreach

Schedule

Morning Session

Moderator:

Laura Kwitek, MSN, APNP, WHNP-BC

7:15 Registration & Continental Breakfast

7:45 Welcome & Introductions
Ellen Hartenbach, MD

7:55 Future of Genetics in Medicine
Elizabeth Petty, MD

8:45 Ethical Issues in Medical Genetics
Pilar Ossorio, JD, PhD

9:15 Update in Perinatal Genetics
Laura Birkeland, PhD

9:45 Update in Cancer Genetics
Amy Stettner, MD

10:15 Coffee Break and Exhibits

10:40 Fertility Update
Christina Broadwell, MD

11:10 Mammograms 40-50:
Pro/Con Debate
Lee Wilke, MD & Beth Potter, MD

12:00 Lunch (provided)

Afternoon Session

Moderator:

Sandra Galles, MS, RN, GNP-BC

12:50 ASCCP Guideline Update
Warner Huh, MD, FACOG, FACS

1:40 Chronic Vaginitis
Theresa Reller, PA-C

2:10 The Difficult Patient
Jennifer Edgoose, MD, MPH

2:40 Break and Exhibits

3:00 Motivational Interviewing
Melody Cole, MS

3:30 Heart Failure: Does Gender Matter?
Nancy Sweitzer, MD, PhD, FACC
Lisa Bratzke, PhD, RN, ANP-BC
Patrick McBride, MD, MPH, FACC
Orly Vardeny, PharmD, MS
Nola Endres, MS, RD, CD

4:45 Closing Remarks
Sarina Schragger, MD, MS

5:00 Adjourn

Course Directors

Ellen Hartenbach, MD*
Associate Professor & Vice-Chair,
Department of Obstetrics & Gynecology

Sarina Schragger, MD, MS*
Professor of Family Medicine

Visiting Faculty

Warner Huh, MD, FACOG, FACS
Associate Professor, Division of Gynecologic Oncology,
University of Alabama at Birmingham, Birmingham, AL

Theresa Reller, PA-C
Obstetrics in Gynecology
Dean Medical Center, Madison, WI

University of Wisconsin Faculty

Lisa Bratzke, PhD, RN, ANP-BC
Assistant Professor of Nursing

Laura Birkeland, PhD
Clinical Genetics Counselor of Pediatrics

Christina Broadwell, MD
Assistant Professor of Obstetrics &
Gynecology

Melody Cole, MS
Nutritionist, UW Health

Jennifer Edgoose, MD, MPH
Assistant Professor of Family Medicine

Nola Endres, MS, RD, CD
Clinical Nutritionist, UW Health

Sandra Galles, MS, RN, GNP-BC*
Outreach Specialist of Nursing

Laura Kwitek, MSN, APNP, WHNP-BC*
Department of Obstetrics & Gynecology

Patrick McBride, MD, MPH, FACC
Professor of Medicine

Pilar Ossorio, JD, PhD
Associate Professor of Law and Bioethics

Elizabeth Petty, MD
Senior Associate Dean for Academic Affairs

Beth Potter, MD
Associate Professor of Family Medicine

Amy Stettner, MD
Senior Genetics Counselor, UW Health

Nancy Sweitzer, MD, PhD, FACC
Associate Professor of Medicine

Orly Vardeny, PharmD, MS
Associate Professor of Pharmacy

Lee Wilke, MD
Associate Professor of Surgery

*=Planning Committee Member

General Information

Conference Fees

\$300 MD, DO

\$200 PA, NP, CNM

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

The conference fee includes the cost of tuition, materials, continental breakfast, 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 via email. If you do not receive a confirmation, please call 608-262-1397.

Lodging

A block of rooms has been reserved at the conference site, the Radisson, 517 Grand Canyon Drive, Madison, Wisconsin.

Credit Information

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, Department of Obstetrics and Gynecology, Department of Family Medicine and the University of Wisconsin-Madison School of Nursing Center for Professional Development and Outreach. 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 7.25 *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 0.725 continuing education units (CEUs) or 7.25 hours.

Please call the hotel directly at 1-608-833-0100 to make your arrangements. To receive the special rate of \$99 (plus tax) for a single or double occupancy room, please mention 'Innovations in Women's Health' to the hotel staff when making your reservation. **Rooms will be available at this rate for reservation made before October 11, 2013.** After this date, the rate and availability cannot be guaranteed.

Check-in time is 3:00 pm and check-out time is 11:00 am.

Parking onsite is complimentary.

Course Materials

A printed course syllabus is not provided at the symposium. Upon registration confirmation, you will receive information allowing access to a secure website with the course materials available as PDF files. Presentations can only be posted if permission is granted by the presenter.

Presentations will be available beginning November 1st.

American Academy of Family Physicians

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 School of Nursing Center for Professional Development and Outreach is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

The University of Wisconsin-Madison School of Nursing Center for Professional Development and Outreach is Iowa Board of Nursing 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, Center for Professional Development and Outreach and the University of Wisconsin School of Medicine and Public Health.

A maximum of 7.25 ANCC contact hours and 8.70 Iowa nursing contact hours will be awarded for full attendance and completion of all course and evaluation materials.

Registration Form

#4000

5th Annual Innovations in Women's Health Interprofessional Conference

November 8, 2013

Register Online: www.ocpd.wisc.edu/course_catalog

Please COMPLETE Steps 1-3 below in BLOCK letters

STEP 1. PARTICIPANT INFORMATION:

Name: _____
First MI Last

Academic Degree (for Credit & Name Badge): MD; DO; PA; NP; CNM; RN; LPN; CMA;
 Other: _____

Medical Institution/Organization: _____

Work Address: _____

City, State, Zip: _____

Daytime Phone: (_____) _____

E-mail address (Print clearly): _____

STEP 2. REGISTRATION FEES (Check One):

\$300 MD, DO

\$200 PA, NP, CNM

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

PO or Check Enclosed (Payable to University of Wisconsin)

Please Bill My Company

Credit Card: __ MasterCard; __ VISA; __ American Express

Card Number: _____ Expiration Date: _____

Cardholder's Name: _____

STEP 3. 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.

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 608-417-4212 or fax 608-417-4269.

We are no longer able to accept credit card payment on the day of the activity.