

University of Rochester  
 School of Medicine and Dentistry  
 601 Elmwood Avenue, Box 677  
 Rochester, NY 14642-8677

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 UNIVERSITY OF  
 ROCHESTER

**ACTIVITY DIRECTOR**

**STEVE GEORAS, MD**

Professor of Medicine

Director, Division of Pulmonary & Critical Care Medicine

Mary Parkes Center for Asthma, Allergy & Pulmonary Care

University of Rochester School of Medicine & Dentistry

**ACTIVITY COORDINATOR**

**MAUREEN L. PRINCE, RN, CAE**

Nurse Manager/Certified Asthma Educator

Mary Parkes Center for Asthma, Allergy & Pulmonary Care

**GUEST SPEAKERS**

**Peg Collins**

Sr. Director of Coalitions &

Professional Education

American Lung Association -NYS

**Mary Younge, RN**

Outreach Services Coordinator

Tuberculosis Control Program

Monroe County

Dept. of Public Health

**UNIVERSITY OF ROCHESTER FACULTY**

**Anatole Kleiner, MD**

Fellow

Allergy, Immunology &

Rheumatology Program

**Mike Larj, MD**

Assistant Professor of Medicine

Division of Pulmonary &

Critical Care Medicine

**Laurie Lerner, MD**

Fellow, Division of Pulmonary &

Critical Care Medicine

**Gary Dudek, MD, FCCP**

Assistant Professor of Medicine

Division of Pulmonary &

Critical Care Medicine

**Jennifer Huggins, MD**

Assistant Professor

Pediatrics Immunology/

Allergy/Rheumatology

**Hyekyun Rhee, PhD, RN**

Associate Professor

School of Nursing

**LOCATION:**

This conference will take place at the RIT Inn and Conference Center, located at 5257 West Henrietta Rd. in Rochester, New York. Driving instructions will be mailed with the registration acknowledgement.

**REGISTRATION:**

Persons wishing to register should complete and return the Registration form by Thursday, November 1, 2007 to:

University of Rochester

Office of Continuing Professional Education

601 Elmwood Ave., Box 677

Rochester, NY 14642-8677

Fax: 585.275.3721

www.ummc.rochester.edu/cpe

**FEES:**

On or Before	Thursday, November 1, 2007	After
\$95	-Practicing Physicians -	\$110
\$75	- All Others -	\$90

Fee includes attendance at all activity sessions, materials, beverages and lunch. The registration fee must accompany the registration form. Please make checks payable to Continuing Professional Education. If you are paying by credit card, you may fax your registration form to 585.275.3721.

Receipts will be issued at the conference.

For all cancellations, an administrative fee of \$30 will be deducted from all refunds. No refunds will be issued after November 1, 2007.

**UNIVERSITY OF ROCHESTER CME VOUCHER AWARD PROGRAM:**

The CME Voucher Award Program has been developed to recognize the efforts of the Medical School's community based preceptors, to encourage their continued involvement, and to acknowledge the importance of their contributions.

Vouchers can be redeemed ONLY for activities registering through the University of Rochester Office of Continuing Professional Education. Instructions for use are on the Vouchers. A limited number of 'Voucher' registrations will be available for any given activity. Vouchers are redeemed on a first come-first served basis.

**U OF R NURSING CONTACT HOUR COUPON AWARD PROGRAM:**

This program has been developed to recognize the efforts of the School of Nursing's preceptors, to encourage their continued involvement, and to acknowledge the importance of their contributions.

Coupons can be redeemed for activities registering through the University of Rochester Office of Continuing Professional Education, the School of Nursing and the Center for Lifelong Learning at the Community Nursing Center at the School of Nursing.

**LUNCHEON:**

Please indicate on the registration form your preference of a regular or vegetarian entree and if you have any food allergies.

**ACCOMMODATIONS:**

Attendees requiring overnight accommodations should call the RIT Inn and Conference Center at 585.359.1800. When making reservations, please indicate that you will be attending the UR Asthma Conference.

**ADA SERVICES\* / INFORMATION:**

For more information or to make accommodations for learners with disabilities, contact the Office of Continuing Professional Education at 585.275.4392. Office hours are Monday - Friday, 8:00 am - 4:30 pm.

\* Please call at least TEN days in advance of the conference for ADA accommodations.

University of Rochester School of Medicine & Dentistry  
 The Mary Parkes Center for Asthma,  
 Allergy & Pulmonary Care

presents

2007

**13th ANNUAL  
 ASTHMA, ALLERGY &  
 PULMONARY UPDATE:**

**THURSDAY  
 NOVEMBER 15, 2007**

**RIT Inn & Conference Center  
 ROCHESTER, NY**

Sponsored by:



# 13TH ANNUAL ASTHMA, ALLERGY & PULMONARY UPDATE: NOVEMBER 15, 2007

## ACTIVITY DESCRIPTION:

On behalf of the Mary Parkes Center for Asthma, Allergy & Pulmonary Care as well as the Parkes family, you are invited to attend our 13th year of offering exciting and new program topics in the field of asthma, allergy and lung disease. Our understanding of the pathophysiology and treatment of asthma is evolving at a rapid pace. The goal of this activity is to provide health care practitioners with an up-to-date assessment of new knowledge and new initiatives in this regard. Through the dedicated efforts of the planning committee we have organized a program that has something for everyone and this is a day that will offer new insights to all who attend.

*Steve Georas, MD*  
Activity Director

*Maureen L. Prince, RN*  
Activity Coordinator

## SCHEDULE

- 8:00     **Registration/Continental Breakfast & Exhibits**
- 8:30     **Welcome & Introductions**  
          Maureen Prince, RN
- 8:45     **The Mary Parkes Center's New Asthma Program**  
          Steve Georas, MD
- 9:15     **Shifting Concepts in the treatment of Asthma:**  
**Highlights of the Revised National Asthma Guidelines**  
          Laurie Lerner, MD
- 10:00    **Break & Exhibits**
- 10:30    **Chronic Urticaria; Is This a True Allergy?**  
          Jennifer Huggins, MD
- 11:00    **Asthma & Pregnancy**  
          Anatole Kleiner, MD
- 11:30    **TAP: Teen Asthma Program**  
          Hyekyun Rhee, PhD, RN
- 12:00    **Lunch**
- 1:15     **Non-Tuberculosis Mycobacterium**  
          Gary Dudek, MD, FCCP
- 1:45     **Proper PPD Placement & Read**  
          Mary Younge, RN
- 2:15     **Break**
- 2:30     **New Campaign for COPD**  
**Learn More Breathe Better**  
          Mike Larj, MD
- 3:15     **American Lung Association of NY**  
**COPD Initiative**  
          Peg Collins
- 3:45     **Closing Remarks**
- 4:00     **Wine & Cheese Reception**

Scholarships are available in cooperation with



Please call Cindy Trubisky at 585.442.4260 for scholarship information.

## ACTIVITY OBJECTIVES:

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

- Recognize the shifting concepts in the treatment of Asthma
- Define the new campaign for the identification and treatment of COPD
- Identify the practice standard for the treatment of urticaria, and asthma and pregnancy
- Discuss useful clinical guidelines in the application and reading of PPD

## ACCREDITATION STATEMENT

The University of Rochester School of Medicine & Dentistry is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

## CERTIFICATION STATEMENT:

The University of Rochester School of Medicine & Dentistry designates this educational activity for a maximum of 5.0 *AMA PRA Category 1 Credits™*. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Application for CME credit has been filed with the American Academy of Family Physicians. **Determination of credit is pending.**

This continuing nursing education activity has been submitted to the New York State Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Application has been made to the American Association for Respiratory Care (AARC) for continuing education contact hours for respiratory therapists.

## 13TH ANNUAL ASTHMA, ALLERGY & PULMONARY UPDATE Thursday, November 15, 2007 RIT Inn & Conference Center REGISTRATION FORM

### Please Print

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Name for Name Badge (if different from above) \_\_\_\_\_  
 Last 4 Digits of SSN \_\_\_\_\_ (for record keeping only)  
 Address \_\_\_\_\_  
 City/State \_\_\_\_\_ Zip+4 \_\_\_\_\_  
 Institution or Affiliation: \_\_\_\_\_  
 Practice Specialty: \_\_\_\_\_  
 Office Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail address: \_\_\_\_\_

### REGISTRATION FEES

On/before November 1, 2007:	After November 1, 2007
<input type="checkbox"/> \$95 Physician	<input type="checkbox"/> \$110 Physician
<input type="checkbox"/> \$75 NP/PA	<input type="checkbox"/> \$90 NP/PA
<input type="checkbox"/> \$75 RN	<input type="checkbox"/> \$90 RN
<input type="checkbox"/> \$75 RRT/CRTT	<input type="checkbox"/> \$90 RRT/CRTT
<input type="checkbox"/> \$75 Others (specify) _____	<input type="checkbox"/> \$90 Others (specify) _____

Luncheon:    Regular        Vegetarian        I will not be attending lunch  
 Food Allergies \_\_\_\_\_

### METHOD OF PAYMENT

CHECK PAYABLE TO: CONTINUING PROFESSIONAL EDUCATION  
 CREDIT CARD:    VISA    MASTERCARD    DISCOVER

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Signature \_\_\_\_\_  
 CME Voucher +\$ \_\_\_\_\_ (if applicable)  
 Nursing Coupon +\$ \_\_\_\_\_ (if applicable)  
 312 Requisition \_\_\_\_\_

### PLEASE RETURN THIS FORM WITH PAYMENT TO:

UNIVERSITY OF ROCHESTER  
 CONTINUING PROFESSIONAL EDUCATION  
 601 ELMWOOD AVENUE, BOX 677  
 ROCHESTER, NY 14642-8677  
 FAX: 585.275.3721

If paying by credit card you may fax your registration to our office.  
 Copies of this form are acceptable. Please do not reduce this form.