



**“Good fortune is what happens when opportunity meets with planning.”
Thomas Alva Edison**

The Fall CME Conference season has started and has met with great success! To name just a couple of examples: On August 31, doctors traveled across the country to attend the **Cancer-Associated Thrombosis conference** in Canandaigua to learn the latest on the pathophysiology, prevention, and treatment of cancer-associated thrombosis. **Activity Director Dr. Alok Khorana** orchestrated the very successful conference, the first of its type in the United States.

On September 14, **Dr. James Woods** led the second **Clinical Challenges of Women’s Health conference**. Over 140 attendees received critical information and updates on gender-specific etiology and mechanisms of disease progression and treatment in women. This CME activity was part of the Rochester Women’s Health Week.

As we gear up for a very busy October, we would like to remind you that if you’re planning on holding a continuing medical education activity in Spring 2011, **it’s time to contact our office** and start planning now! Getting started early increases the likelihood that your CME activity will be successful. We ask that **CME proposals be submitted to our office at least 120 days in advance** as this is the minimum amount of time needed to successfully market the conference and solicit commercial support.

In addition to bringing you information on upcoming continuing medical education activities, this issue of the CME-Update highlights the 2009 Medical Meetings’ Annual Physicians CME Preferences Survey. The article provides an interesting national perspective on the quality and independence of continuing medical education.

We would like to hear what you have to say about the survey or anything else CME-related! Please feel free to contact our office and let us know.

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PLEASE NOTE CME APPLICATION WINDOW

For LIVE ACTIVITIES taking place MARCH 1, 2011 – APRIL 1, 2011 completed CME applications need to be received by NOVEMBER 30, 2010

NEWS

2009 ANNUAL PHYSICIANS' CME PREFERENCES SURVEY

Two-thirds of physicians surveyed believe the quality of the continuing medical education they receive varies depending on the type of provider. The question is, whom do they trust?

Two major pharmaceutical companies — GlaxoSmithKline and Pfizer — recently changed their continuing medical education granting process to eliminate medical education and communication companies as prospective recipients of unrestricted grants. To many CME providers, this seems like a vote of no confidence in MECCs' ability to provide high-quality, independent, unbiased, and effective CME, compared to societies, academic centers, and others who provide accredited CME. What we wanted to know was if docs' beliefs about the quality and independence of the education offered by various provider types align with those of these major pharma players. Two-thirds of those surveyed said the quality does vary according to provider type. However, some of their conclusions on the how and why behind the variation might surprise you. [READ THE ARTICLE](#)

UPCOMING PROGRAMS OCTOBER– NOVEMBER 2010

October 2 | Targeting the Inflammatory Pathways for primary care physicians, internists and subspecialists. This course is designed to provide an update on the recent advances in recognition and modulation of inflammatory pathways in chronic inflammatory diseases. In the recent past, there was a shortage of Rheumatologists in the Greater Rochester Area, leading to delayed referrals. As a result, primary care physicians assumed the care of some patients with rheumatologic diseases. While this situation has improved, primary care physicians and other subspecialists would benefit from an update in the treatment of such diseases. Additionally, recent advances in the field have led to the use of several biologic agents which further highlights the need for education on the rationale for the use of these medications. [REGISTER HERE!](#) Or, call our office for more information: 585-275-4392

October 16 | 4th Annual Huntington Disease Clinical Research Symposium

Huntington disease (HD), a devastating disease that robs people of their mobility, intellect, and sanity, has resisted attempts at treatment since it was first recognized in 1872 as a distinct genetic ailment. Now, some 135 years later, clinical research into treatments that might alleviate symptoms and/or modify the disease are finally producing glimmers of hope for patients and families affected by the disease. The Department of Neurology is dedicated to 1.) Patient care, 2.) Research and 3.) Education. This symposium addresses all three of these missions, in that it directly considers the care of persons with Huntington disease, the

research into how to improve the performance of clinical trials for HD, and finally the education of professionals treating HD patients on recent developments. **Contact: Liz McCarthy, 585-273-2068**

October 21 | 17th Annual Rochester Cardiopulmonary Symposium for primary care providers, internists, cardiologists, physician assistants, nurse practitioners, and nurses. This symposium is designed to update health care professionals who are frequently called upon to manage and refer cardiologic problems. The goal of this activity is to improve their ability to handle the issues discussed through a combination of didactic lectures along with case studies in cardiovascular medicine. [REGISTER HERE!](#) Or, call our office for more information: 585-275-4392

October 28 | 12th Annual Health Care Compliance Conference A major focus of the 12th Annual Health Care Compliance Conference presented by the University of Rochester Medical Center Compliance Office is the analysis of new government regulations and initiatives and their effect on health care entities and compliance programs. We are pleased to welcome James Sheehan, Esq., Medicaid Inspector General for New York State, Robert Trusiak, Esq., Assistant U.S. Attorney for the Western District of New York, Robert Hussar, Esq., First Deputy Medicaid Inspector General for New York State and Paul Deutsch, M.D., Medical Director of National Government Services (NGS), as featured speakers. [REGISTER HERE!](#) Or, call our office for more information: 585-275-4392

October 28-30 | Promoting Mindful Practice in Medical Education for all health care professionals. In response to the increasing pace and complexity of medical practice, physicians (and those in training) are experiencing unprecedented levels of job dissatisfaction and burnout, affecting their sense of well-being and the quality of care they provide. A powerful but under-recognized approach to these challenges is to enhance physicians' capacity for mindfulness. Mindfulness in medicine refers to the ability to be aware, in the present moment, on purpose, with the intention of providing better care to patients and to take better care of ourselves. Mindfulness is at the core of clinical competence. The proposed program will give faculty the skills and tools to teach students and residents to become more mindful during daily clinical practice. [REGISTER HERE!](#) Or, call our office for more information: 585-275-4392

November 6 | TeamSTEPPS Fundamentals for all health care professionals.

The Institute of Medicine (IOM) has called for "interdisciplinary team training programs that incorporate proven methods for team management" to prevent medical errors. Stress, poor communication, and a culture of blame lead to decreased morale and increased risk of errors among medical professionals. The Agency for Healthcare Research and Quality (AHRQ) and the Department of Defense's military health system have dealt with similar issues and have developed a toolkit of techniques of effective communication and other teamwork skills. In this unique interactive course, team members will learn evidence-based, field-tested approaches to produce highly effective medical teams. This will improve communications and other teamwork skills among healthcare professionals to produce the best clinical outcomes for their patients. This activity will qualify Medical Staff with malpractice insurance through URMCMCIC for the premium differential program - which includes a reduction next year for those completing certain risk management education programs this year. **Contact: Judy Hughes, 585-275-7712**

December 2 | Neurology for the Primary Care Provider for primary care practitioners, residents, medical students, nurses, nurse practitioners, and physician assistants.

This full-day, case-based conference is designed to increase the competence in neurology and update attendees on diagnosis and treatment of patients with Acute Stroke Treatment, Parkinsons Disease, and Multiple Sclerosis. [REGISTER HERE!](#) Or, call our office for more information: 585-275-4392

MONTHLY

September 1 – May 31, 2011 | 2010-2011 Introduction to Medical Center Leadership

This monthly leadership series will focus on junior to mid-level faculty (basic science and clinical) who are beginning or envisioning a long term leadership role with the Medical Center. This seminar series is intended to provide an introduction to leadership throughout the academic medical center. Selected readings will be used in conjunction with lectures and discussions by current leaders to build an understanding of the characteristics and functions of good leaders and leadership. The topics were chosen because they encompass all aspects of leadership within our academic medical center. **Contact: Andria Mutrie, 585-275-3782**

SAVE THE DATE!

February 17-22, 2011 | MEDICAL AND SURGICAL ASPECTS OF ESOPHAGEAL AND FOREGUT DISORDERS

March 18-19, 2011 | 56th ANNUAL OPHTHALMOLOGY CONFERENCE

April 9, 2011 | ADVANCES IN PAIN MANAGEMENT

April 28-May 1, 2011 | ROCHESTER VASCULAR 2011

April 28, 2011 | ANNUAL ASTHMA, ALLERGY AND PULMONARY UPDATE

April 30, 2011 | CARDIOLOGY FOR CLINICIANS

May 26, 2011 | 24TH ANNUAL ROCHESTER CONFERENCE IN PERINATAL MEDICINE

THE OFFICE OF CONTINUING PROFESSIONAL EDUCATION

Please visit our website, www.urmc.rochester.edu/cpe, for the most current information on the many CME offerings certified through our office. Also available on the site are applications to obtain CME credit for your activity, guidelines, and other useful tools.

In addition to awarding *AMA PRA Category 1 Credit*[™], our office offers a wide range of fully-coordinated conference services for both on- and off- campus events. Our professional activity planners can assist with every aspect of your planning needs to help you meet your goals for hosting a successful educational activity. Plus, we waive our CME certification fee for activities fully-coordinated by our office!

Contact our office at 585-275-4392 or CMEOffice@URMC.rochester.edu.

We'd be happy to assist with your CME questions! We look forward to continuing to help meet your ongoing educational goals.