

“A unique opportunity for networking
with individuals in other professions
who share like-minded views or goals”
— 2006 Attendee

Moving into the future

conference on

PRACTICE IMPROVEMENT

health information and patient education

Clinical Focus: Infectious and Communicable Diseases



CO-SPONSORED BY



November 8 – 11, 2007
Newport Beach Marriott Hotel & Spa
Newport Beach, California

This conference offers you ...

The Future of Family Medicine project has changed the way we look at our practices. This applies to residency programs, multi-specialty practices, as well as the solo practice.

This conference will highlight:

- Collaborative teams and exemplary methods of patient empowerment;
- Importance of technology in practice to all;
- AAFP's annual clinical focus on infectious; and communicable diseases, specifically immunizations and the prevention of disease and practice approaches.

Target Audience

- physicians
- faculty
- residents
- medical students
- physician assistants
- nurse practitioners
- nurses
- pharmacists
- patient educators
- certified health education specialists
- dietitians

Conference Goals

The Conference on Practice Improvement: Health Information and Patient Education expanded upon the goals of the former Conference on Patient Education to include:

- increasing practical skills using health information and patient education to improve practice in all settings;
- enhancing interdisciplinary interaction and team; development that support practice improvement; and
- encouraging and assisting patients to achieve optimal self-management.

Attend this Conference for:

High-Impact Plenary Sessions

- **Building the Medical Home from the Ground Up**
Terry McGeeney, MD, TransforMED, Leawood, Kan.
Bruce Bagley, MD, Leawood, Kan.
- **Bringing Prevention Front and Center into Family Medicine**
Jane E. Brody, The New York Times
- **The Future of Family Medicine: Education and the Challenges of Infectious Disease**
Theodore Ganiats, MD, University of California San Diego

Original Seminars, Lectures, Papers, and Posters

Choose from many CME/CEU seminars, lectures, paper presentations, and more. Gain practical skills to increase patient satisfaction and assure high quality care. Take away team strategies for your practice, residency program, or primary care setting.

Hands-on, Skill-building Preconference Workshops

- **How to Make Money for Your Practice: Billing for Patient Education**
Priti Mody-Bailey, MD, MA, Community Medical Associates, The University Health System, Community First Health Plan, San Antonio, Tex.; Rebecca Jaffe, MD, Wilmington, Del.
- **Everything You Need To Know About EMRs and Becoming Productive In the Digital World**
John Bachman, MD, Mayo Medical School, Rochester, Minn.

Educational Poster Displays and Exhibits

View your colleagues' work and learn about new programs, products, and research. Visit the exhibits to pick up helpful materials and resources from a variety of companies, organizations, and programs involved in practice improvement and patient education. For complete exhibit information and application to exhibit, visit www.stfm.org/pec.

Unlimited Networking Opportunities

Share your ideas and strategies with fellow physicians, nurses, health educators, dietitians, physician assistants, nurse practitioners, and other primary care educators who share your interests.

Conference Schedule At a Glance

Thursday, November 8

- 1:30–5:00 p.m. Preconference Workshops
- How to Make Money for Your Practice: Billing for Patient Education**
Priti Mody-Bailey, MD, MA, Community Medical Associates, The University Health System, Community First Health Plan, San Antonio, Tex.; Rebecca Jaffe, MD, Wilmington, Del.
- Everything You Need To Know About EMRs and Becoming Productive In the Digital World**
John Bachman, MD, Mayo Medical School, Rochester, Minn.
- 5:30–6:00 p.m. First-time Attendees' Orientation
- 5:30–7:30 p.m. Opening Reception with Exhibits and Poster Session
- 6:00–6:30 p.m. Resident Scholars and First-time Presenters' Orientation

Friday, November 9

- 7:00 a.m.–5:00 p.m. Conference Registration
- 7:00–8:00 a.m. Continental Breakfast in Exhibit Hall
- 7:00 a.m.–4:00 p.m. Exhibits and Posters Open
- 8:30–10:00 a.m. **Building the Medical Home from the Ground Up**
Terry McGeeney, MD, TransforMED, Leawood, Kan., and Bruce Bagley, MD, AAFP, Leawood, Kan.
- 10:00–10:15 a.m. Refreshment Break in Exhibit Hall
- 10:15–11:45 a.m. Breakout Sessions
- 11:45 a.m.–1:00 p.m. Boxed Lunch in Exhibit Hall
- 1:00–2:50 p.m. Breakout Sessions
- 2:50–3:15 p.m. Refreshment Break: Last chance to visit exhibits
- 3:20–5:30 p.m. Breakout Sessions
- 6:30 p.m. Dine-out Groups: Sign-up sheets will be available on the announcement boards at conference registration. Space is limited. Each guest pays own bill.

Saturday, November 10

- 7:00 a.m.–5:00 p.m. Conference Registration
- 7:00–8:15 a.m. Continental Breakfast with Special Interest Roundtable Discussions
- 8:30–10:15 a.m. **Bringing Prevention Front and Center into Family Medicine**
Jane E. Brody, The New York Times
- 10:15–10:30 a.m. Refreshment Break
- 10:30 a.m.–12:00 p.m. Breakout Sessions
- 12:00–1:30 p.m. Luncheon With Special Presentation
- 1:30–3:10 p.m. Breakout Sessions
- 3:10–3:30 p.m. Refreshment Break
- 3:30–5:10 p.m. Breakout Sessions
- 5:15–6:30 p.m. National Advisory Committee Meeting (Closed Meeting)

Sunday, November 11

- 7:00–11:30 a.m. Conference Registration
- 7:30–8:00 a.m. Coffee Service: Common Interest Discussions and "Feedback Tables" with Conference Steering Committee Members
- 8:00–9:30 a.m. **The Future of Family Medicine: Education and the Challenges of Infectious Disease**
Theodore Ganiats, MD, Professor and Interim Chair, Department of Family and Preventive Medicine, University of California San Diego
- 9:30 a.m. Conference Adjourns

General Conference Information

Hotel and Conference Location

Newport Beach Marriott Hotel and Spa
900 Newport Center Drive
Newport Beach, CA 92660
Reservations: (866) 440-3375
Online reservations:
<http://www.newportstay.com/>

Make your reservations

Call the Newport Beach Marriott Hotel and Spa to request your special rate of \$149 (before tax). Make your reservations before October 17 to receive this special group rate. Rooms at this rate may sell out quickly, so book early.

Child care

Contact the hotel concierge desk at (949) 729-3506.

Air travel

Need help booking your air travel? Call Passport Travel (STFM Travel Desk) at (800) 417-2902 from 9:00 a.m. to 5:00 p.m., Monday through Friday.

Ground Transportation

From John Wayne/Orange County Airport

The Newport Beach Marriott Hotel shuttle provides a complimentary shuttle available on the half-hour every hour (6:30 a.m. to 10:30 p.m.). Taxi service to the hotel is approximately \$20.

From all other area airports

Make your reservations before you fly on Super Shuttle at www.supershuttle.com.

From Los Angeles International Airport (LAX)

Cost: \$32 for the first passenger and \$9 for each additional passenger.
Travel time: 50 minutes to 2 hours

From Long Beach Airport (LGB):

Cost: \$39 for the first passenger and \$9 for each additional passenger.
Travel time: 35 minutes to 1 1/2 hours

From Ontario Airport (ONT)

Cost: \$65 for the first passenger and \$9 for each additional passenger. Travel time: 1 hour 10 minutes to 2 1/2 hours

Car rental

Book your rental car with this year's conference official rental car agency, Budget Rent A Car System, Inc. Conference rates begin at \$39 per day or \$146 per week. Special weekend rates begin at \$22 per day. Make your reservations at (800) 772-3773 or www.budget.com. Use the conference discount code during booking: U063655.

CME/CEU Credit

Physicians — Application for CME credit has been filed with the AAFP. Determination of credit is pending.

Others — Application for other continuing education credits will be made to appropriate organizations. Credit information will be confirmed in October.

Registration

Save! Register by October 8 for the lowest registration fee. (After October 8, registration is an additional \$75.) The registration fee covers: all education sessions (except preconference workshops), Thursday evening reception, breakfast and lunch on Friday, breakfast and lunch on Saturday, and breakfast on Sunday.

To register

Visit www.stfm.org/pec or www.aafp.org/pec.

Cancellation policy

All written cancellations received by October 8 will receive a full registration refund. Written cancellations received October 9-26 will be eligible for a 50% refund. No refunds will be made for cancellations received after October 26.

Disclaimer

In the unlikely event that this meeting is canceled, AAFP and STFM are not responsible for fees registrants may have spent on penalty or non-refundable airline tickets or hotel deposits.

Questions?

Contact Margaret Henry at (800) 274-2237, Ext. 5415 or mhenry@stfm.org.

Exhibitors

Interested in exhibiting? Contact Priscilla Noland, STFM Senior Meeting Planner at (800) 274-2237, Ext. 5410 or pnoland@stfm.org. Don't wait — space is limited! Call Priscilla today or visit www.stfm.org/pec and click on "View the Exhibitor Prospectus".

Conference City

Located on Southern California's sunny coast, the resort town of Newport Beach is famous for its warm ocean breezes and golden sand beaches. But it's not just its seaside charm that keeps conference attendees coming back:

Having both the ocean and the bay at your hotel doorstep means that off-hours can be spent roaming along nine miles of beaches, or taking part in dozens of unique adventures including sailing, kayaking, deep-sea fishing, whale-watching, and waterfront dining. Add the diverse selection of unique shopping districts and some of the world's most breathtaking golf courses, and you've got the ultimate Southern California experience.

For more information, or help planning your extracurricular conference activities, please contact the Newport Beach Conference and Visitors Bureau at www.visitnewportbeach.com or (800) 94-COAST.

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Pre-conference Workshops

Thursday, November 8
1:30 – 5:00 p.m.

**PR1: How to Make Money for Your Practice:
Billing for Patient Education**

*Priti Mody-Bailey, MD, MA, Community Medical Associates,
The University Health System, Community First Health Plan,
San Antonio, Tex., and Rebecca Jaffe, MD, Wilmington, Del.*

Patient education is valued by most in medicine but often difficult to justify and incorporate in practice due to financial constraints. Escalating health costs have forced a search for new ways to manage patient education. Through innovative thought and collaboration, several practices have successfully sought reimbursement for patient education services. Their strategies will be discussed in this session. Patient education, when it is discerned as “medically necessary,” is a reimbursable component of care and more importantly, can improve outcomes. Attendees will learn how to bill for patient education and make money for their practices.

Additional Fee: \$95; See page 15 to register.

Thursday, November 8
1:30 – 5:00 p.m.

**PR2: Everything You Need To Know About EMRs
and Becoming Productive In the Digital World**

*John Bachman, MD, Mayo Medical School,
Rochester, Minn.*

Take part in an interactive discussion on the implementation, strategies, and workload changes associated with electronic medical records. Learn how the digital world completely changes the way things are done. View pictures and videos from real-world practices. This session provides a solid foundation for making those changes successfully. References will be provided so that after you leave, you will be able to implement the changes necessary in your own practice. Ample opportunity will be provided for Q&A.

Additional Fee: \$95; See page 15 to register.

Session Formats

Seminars

Purpose: To give practical information and methods to enhance practice improvement through health information and patient education efforts. Seminars include a combination of presentation and active involvement of participants. 90 minutes.

Lectures

Purpose: To provide a forum for focused didactic presentation and discussion of a topic. These topics may include clinical, research, administrative, or education issues. 60 minutes.

Paper presentations

Purpose: To present research or programs for educating health professionals or patients. 30 minutes.

Posters

Purpose: To provide an opportunity for one-on-one discussion of a presenter’s innovative project or research in practice improvement through health information or patient education

Special interest discussions

Purpose: To share information, experiences, and ideas at Saturday’s breakfast roundtables. Leaders will briefly present the topics and then facilitate discussion. 60 minutes.

Conference Educational Tracks **New Tracks for 2007!**

Throughout the development of this program, the specific needs of a variety of attendees were considered. While you are the best judge of what meets your needs, please note sessions in the conference abstracts (denoted by the following codes that follow the session title) that may be especially valuable for you.

PSM = Patient Self-management

PRE = Practice Enhancement

BP/NM = Best Practices/New Model of Care

Plenary Sessions

Friday November 9
8:30 – 10:00 a.m.

Building the Medical Home from the Ground Up



Terry McGeeney, MD, TransforMED, Leawood, Kan.; Bruce Bagley, MD, AAFP, Leawood, Kan.

Learn the latest on TransforMED National Demonstration Project along with updates on METRIC and other AAFP efforts to help family physicians prepare for the future. Hear about tools and tactics for change in the practice and educational environment. Performance measurement, a systematic approach to care, team responsibility, information technology support, and other critical features of the medical home will be addressed.



Terry McGeeney, MD, has a solid understanding of the fundamentals of business management and health facilities organization and operation. With almost 30 years experience as a board-certified family physician, he holds a master's degree in health care administration from the University of Colorado.

Recently, Dr. McGeeney served as assistant medical director and then medical director of the McFarland Clinic PC, central Iowa's largest physician-owned, multi-specialty clinic. A forward-practicing, patient-focused clinic, McFarland has in place many of the new model concepts implemented under Dr. McGeeney's leadership.

As president and chief executive officer of TransforMED, Dr. McGeeney serves as the leader, visionary, and key spokesperson for the company. The initial focus of TransforMED is to develop, implement, and evaluate a "proof-of-concept" National Demonstration Project to pilot test a new model of care in 20 family medicine practices of varying sizes across the country. Future plans call for TransforMED to expand its service offerings to primary care physicians across the country, providing them with fully integrated and prepackaged products and services, including expertise and experience implementing the new model with ease.

Bruce Bagley, MD, is the Medical Director for Quality Improvement for the American Academy of Family Physicians (AAFP). The AAFP represents more than 93,000 family physicians, family practice residents, and medical students nationwide.

During his practice career, Dr. Bagley provided the full range of family medicine services in a single specialty group practice in Albany, New York. Under his leadership, the ten-person group was a pioneer in the community in adapting to the challenges of managed care, quality improvement, and informatics.

In his active leadership role with the AAFP, Dr. Bagley was elected president-elect in 1998, served as president in 1999-2000, and Chair of the Board in 2000-2001. He chaired several AAFP Task Forces and the AAFP Ad Hoc committee on electronic medical records. His current responsibilities with the AAFP include liaison work with other national organizations in the quality arena and active participation in the development, deployment, and implementation of performance measures. He provides clinical oversight for quality improvement programs and products.

Saturday, November 10
8:30 – 10:15 a.m.

Bringing Prevention Front and Center into Family Medicine



Jane E. Brody, The New York Times

This presentation will bring Ms. Brody's long-time passion, personal health, into focus in the family medicine setting. She has heard the message that family medicine is changing to meet the needs of future patients and families, and will share her perspective on how family medicine and personal health can work together for a better tomorrow.

Jane E. Brody received her B.S. degree in biochemistry from the New York State College of Agriculture and Life Sciences at Cornell University in 1962 and a masters degree in science writing from the University of Wisconsin School of Journalism the following year. In 1965 she joined *The New York Times* as a full-time specialist in medicine and biology. In 1976 she became *The Times's* Personal Health columnist. Her widely read and quoted column earned her the title of "High Priestess of Health" from *Time* magazine.

Ms. Brody has also written scores of magazine articles and lectures frequently on health and nutrition to audiences both lay and professional. She has appeared on hundreds of radio and television shows throughout the country and has received numerous prestigious awards for journalistic excellence. In 1987, she was awarded an honorary doctorate from Princeton University. She also has honorary doctorates from Hamline University in St. Paul, the State University of New York Health Sciences University and the University of Minnesota School of Public Health.

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Plenary Sessions, *continued*

Ms. Brody has written ten books including the best-sellers *Jane Brody's Nutrition Book* and *Jane Brody's Good Food Book*. She is co-author of *The New York Times Guide to Alternative Health*, published in 2001.

Sunday, November 11
8:00 – 9:30 a.m.

The Future of Family Medicine: Education and the Challenges of Infectious Disease



Theodore Ganiats, MD, Professor and Interim Chair, Department of Family and Preventive Medicine, University of California San Diego

Infectious diseases provide an important challenge to patients, students, teachers, and clinicians as we prepare for and implement the new model of family medicine. These diseases touch each element of our core values:

- they are acute, subacute, and chronic
- we can offer prevention, treatment, or palliation
- we do not always know how to best implement patient education and behavior change, though they can be critical to good outcomes
- they affect families and communities
- continuity can be critical

While current models of practice and practice improvement provide insights into approaches, further innovation will be needed to address the obstacles.

Theodore Ganiats, MD, is Professor and Interim Chair of the Department of Family & Preventive Medicine at the University of California San Diego (UCSD) School of Medicine and Executive Director of the UCSD Health Services Research Center.

Dr. Ganiats earned his medical degree from UCSD School of Medicine in 1978. He completed his family medicine residency at UCSD from 1978 to 1981, and served as Chief Resident. Dr. Ganiats' research interests involve outcomes research, focusing on quality of life assessment and cost-effectiveness analysis. He is a co-developer of the self-administered version of the Quality of Well-being scale (QWB-SA) and serves as the quality of life/outcomes consultant on numerous projects.

Due to his interest in clinical policy and evidence-based medicine, Dr. Ganiats has participated as a member or chair of more than 30 national guideline panels and quality improvement initiatives spanning multiple disciplines, usually as an AAFP representative. His interest in practice improvement is based on his own practice and research, but it has expanded to his teaching.

Concurrent Educational Sessions

Friday, November 9

10:15 – 11:45 a.m.

Seminars

S1: Registry Information Guiding Practice Improvement: Using Data to Direct Change [BP/NM]

David Graham, MD, University of Colorado

S2: Am I Hungry? An Innovative Approach to Weight Management [PSM]

Michelle May, MD, Am I Hungry?, Phoenix, Ariz.

S3: Health Care Online: The Impact of Revolution Health and eDocAmerica on Family Medicine [BP/NM]

Joseph Scherger, MD, MPH, University of California, San Diego

S4: Training To Work with Interpreters

Portia Jones, MD, MPH, Central Washington Family Medicine; Wilma Alvarado-Little, MA, Albany Medical College

S5: Pandemic Influenza: A Preparedness Exercise

Grace Alfonsi, MD, Denver Health, Colo.; Lauren DeAlleaume, MD, University of Colorado

S6: Clinical Preventive Services at Your Fingertips [BP/NM]

Kenneth Lin, MD, Agency for Healthcare Research and Quality, Washington, D.C.

S7: Creating Highly Effective Clinical Teams [BP/NM]

L. Gordon Moore, MD; Richard Botelho, MD, University of Rochester

S8: Are Patients Like Cars? The Toyota Way and Quality Improvement in Health Care [PRE]

Lee Erickson, MD, Gwen Breuer, DO, and Alok Trivedi, MD, Western Pennsylvania Hospital Family Medicine, Pittsburgh; Barbara Jennion, MEd; Margaret Priselac, RN; Tania Lyon, PhD, Pittsburgh Regional Health Initiative, Pa.

1:00 – 1:30 p.m.

Paper Sessions

PA1: Reducing Waste in Clinic Flow: Improving Efficiency in the Provider/Medical Assistant Dyad [PRE]

Lucy Loomis, MD, MSPH; Richard Kornfeld, MD, University of Colorado

PA2: CRAFFT Your Office's Adolescent Substance Use Screening [BP/NM]

Peggy Carey, MD, University of Vermont; Amy Danielson, MFA, Milton Family Medicine, Burlington, Vt.

PA3: Clinician Views on Follow-up of Cancer Patients

Donald Pine, MD; Mary Jo Nissen, PhD, Park Nicollet Clinic, Minnetonka, Minn.

PA4: The Relationship Between Depression and Patients' Stage of Change for Preventive Health Action

Susan Labuda-Schrop, MS; LuAnne Stockton; Gary McCord, MA, Northeastern Ohio Universities College of Medicine; Brian Pendleton, PhD, University of Akron; Christian Ritter, PhD, Kent State University

PA5: What is Health? [PSM]

Donald Woolever, MD, Central Maine Medical Center, Family Medicine Residency Program

PA6: Diabetes and the Chronic Care Model in a Community Health Setting [PSM]

Jay Lee, MD, University of Colorado Family Medicine Residency Program

PA7: Empowerment and Self-management of Type-2 Diabetes [PSM]

Sindhu Perumal, MD, Cook County-Loyola-Provident Family Medicine Residency Program, Chicago, Ill.

PA8: Practice-based Learning and Improvement: Development of Resident Competence Through Participation on CQI Teams [BP/NM]

Victoria Gorski, MD, FAAFP; David Herszenson, MD; Sean Misciagna, Montefiore Medical Center, Albert Einstein College

PA9: Enhancing Patient Communication by Adding a Human Touch to Practice Technological Enhancements [PSM]

Angelo Patsalis, MD; Dwight Encinas, MD; Peter Tate, MHA, Henry Ford Health Systems Family Medicine Residency Program, Hamtramck, Mich.

1:40 – 2:10 p.m.

Paper Sessions

PA10: Cardiorenal Outcomes of CKD Clinic Approach Among Patients with Diabetes

Vipin Jain, MD, Georgetown Medical Care, Carmel, Ind.

PA11: Transforming Our Practices Transformed Our Teaching: Meeting ACGME Competencies with New Models of Care

Katherine Miller, MD; John Nagle, MPA, University of Colorado

PA12: HPV: Miracle Vaccine or Pandora's Box

Beth Damitz, MD, Medical College of Wisconsin

PA13: An Office-based Program to Prevent Narcotic Problems in Patients Who Have Chronic Pain [PSM]

Norman Wetterau, MD, Tri-County Family Medicine, Dansville, NY

conference on

Concurrent Educational Sessions

1:40 – 2:40 p.m.

Lectures

L1: Teaching Communication Strategies to Promote Self-Management in Chronic Illness [PSM]

Susan Snyder, MD; Harriet Boxer, PhD, Harbor-UCLA Medical Center, Los Angeles, Calif.

L2: New and Future Modes of Interacting with Patients [PRE]

Timothy Dudley, MD, DTC Family Health and Walk-In, Denver, Colo.

L3: They've got Mail! Use Email in Your Clinic to Communicate, Educate, and Bring 'em In [BP/NM]

Richard Allen, MD, MPH, St. Mark's Family Medicine Residency Program, Salt Lake City, Utah

L4: Podcasting for Medical Professionals [PRE]

Peter Kim, MD, Family Care Centers, Costa Mesa, Calif.

2:20 – 2:50 p.m.

Paper Sessions

PA14: Improving Immunization Rates in Practice

Herbert Young, MD, MA; Bellinda Schoof, BSPH, MHA, American Academy of Family Physicians, Leawood, Kan.

PA15: The Latin Model for Effective Communication with Hispanic Patients

Fernando Davalos, MD; Nora Gimpel, MD, University of Texas, Southwestern Medical School

PA16: Applying the Chronic Care Model at a Wound Healing Center [PRE]

Anna Flattau, MD, MSc, Columbia University

PA17: Advanced Access Scheduling in a Residency Clinic: Lessons Learned [BP/NM]

Doug Dreffer, MD, New Hampshire-Dartmouth Family Medicine Residency Program, Concord

3:20 – 4:20 p.m.

Lectures

L5: METRIC: An Innovative Tool for Quality Improvement [PRE]

Kim Kruger, MD, Duluth Graduate Medical Education Council, Duluth, Minn.

L6: Centering Pregnancy: A New Paradigm in Prenatal Care [BP/NM]

Kathleen Kearns, MD, Stanislaus Family Medicine Residency Program, Turlock, Calif.

L7: Dance with the Devil: Using Direct-to-Consumer Advertising (DTCA) to Your Advantage

Richard Allen, MD, MPH, St. Mark's Family Medicine Residency Program, Salt Lake City, Utah

L8: Reshape Your Plate: A Three-tier Nutrition Literacy Plate Method Approach to Nutrition Education [PSM]

Susan Saffel-Shrier, MS, Matt McIlff, University of Utah; Bonnie Athas, BS, Utah State Health and Human Services

L9: New Health Partnerships: Improving Care by Engaging Patients [PSM]

Doriane Miller, MD, Rush Medical College; Berdi Safford, MD, Family Care Network, Ferndale, Wash.

L10: Achieving NCQA Recognition Through Practice Redesign and Integrated Systems in a Family Medicine Residency Practice [BP/NM]

Rhett Brown, MD; Janice Huff, MD; Eric Schneider, PharmD; Stefanie Austin-Allsop, Carolinas Medical Center Family Medicine Residency Program, Charlotte, N.C.; Stefanie Austin-Allsop, CMC-Eastland Family Medicine, Charlotte, N.C.

L11: Using the Chronic Care Model to Transform Clinic Meetings: Changing, Not Complaining [PRE]

Katherine Miller, MD; David Graham, MD, University of Colorado Family Medicine Residency Program

L12: Implementing a Planned Care Model for Ambulatory Asthma Management in a Residency Group Practice [BP/NM]

Ronald Adler, MD; Barbara Foley, RN; Jeanne McBride, RN, BSN, MM; Andrew Gara, University of Massachusetts

4:30 – 5:30 p.m.

Lectures

L13: Healthy Mixers: Helping Parents Talk with Kids About Alcohol

Jane White, PhD, RD, University of Tennessee-Knoxville; Monica Gourovitch, PhD, Distilled Spirits Council of the U.S., Washington, D.C.

L14: Motivate Healthy Habits: Learn How to Develop Personal Evidence About Change

Richard Botelho, MD, University of Rochester

L15: The Ideal Micro Practices Project [BP/NM]

L. Gordon Moore, MD; Eric Wilcox, DO, University of Rochester

L16: Care by Design: The University of Utah Model for Excellence in Primary Care [PRE]

Michael Magill, MD, Julie Day, MD, University of Utah; Robin Lloyd, MPA, Community Clinics, Salt Lake City, Utah

Concurrent Educational Sessions

Friday, November 9

4:30 – 5:30 p.m., continued

L17: Online Medical Visits: Expanding Patient Encounters with Reachable Aspects of FFM/IOM Recommendations [BP/NM]

Michelle Eads, MD, Pinnacle Family Medicine, PLLC, Woodland Park, Colo.

L18: Advanced Directives: Overcoming Completion Hurdles in a Family Medicine Residency Clinic [PSM]

Stephanie Cudjoe, MD; Mojdeh Zahedi, MD; Shashi Mittal, MD; Kathy Bennett, LSW, Baylor Family Medicine, Garland, Tex.

L19: Leading a Culture of Quality: The Craft Behind the Idea [PSM]

Charles Peek, PhD, University of Minnesota

L20: A Systems Change Collaborative to Improve Asthma Care [PSM]

Peter Harper, MD, MPH; Linda Zarns, BSN, University of Minnesota; Kristi Van Riper, MPH, American Lung Association, Minneapolis, Minn.

Saturday, November 10

10:30 a.m. – 12:00 p.m.

Seminars

S9: Teaching our Residents How to Code Properly by Learning How to Code Ourselves [PRE]

Todd Brinker, MD; Thomas Waller, MD, Mayo Family Medicine Residency, Jacksonville Beach, Fla.

S10: Partnering for Quality Care: Improving Patient Care with Evidence-based Resources and Informed Patient Decision-making [PSM]

Daniel Friedland, MD, Friedland Consulting, San Diego, Calif.

S11: Preparing the Office Workflow for the Successful Implementation of the Electronic Health Record (EHR) [BP/NM]

Lynn Schwenzler, MHSA; David Swee, MD; Maria Ciminelli, MD; Kenneth Faistl, MD; Karen Foster, RN, UMDNJ-Robert Wood Johnson Family Medicine Residency Program

S12: Caring for Our Future - Answering Parents' Questions [PSM]

Alysia Herzog, MD; Teresa Holt, MD, Grant Medical Center, Columbus, Ohio

S13: Teaching Chronic Disease Self-management in Residency Education [PSM]

Maureen Gecht-Silver, OTR/L, MPH, University of Illinois, Chicago; Dana Bright, MSW, Rush Generations, Chicago, Ill.

S14: The Healthcare Provider as Coach: Teaching Patients How to Defuse Life Long Emotional Reactions [PSM]

Kathleen Occhipinti, PhD, St. Joseph Hospital Family Medicine Residency Program, Chicago, Ill.

S15: Use of Practice-based Registries in Practice Redesign, System-based Quality Improvement, and Patient Education [PRE]

Michael O'Dell, MD; James Taylor, PharmD; Heather Taylor, Edee Dull, North Mississippi Medical Center, Tupelo

S16: The Use of Collaborative Teams and Information Systems to Drive Group Care Development [BP/NM]

Carolyn Shepherd, MD; Amy Russell, MD, Clinica Campesina Family Health Services, Lafayette, Colo.

1:30 – 2:30 p.m.

Lectures

L21: Ask and Act: A New Model to Help Patients Quit Using Tobacco [PSM]

Thomas Houston, MD, McConnell Heart Health Center, Columbus, Ohio; Robert Kelly, MD, MS, Fairview Hospital, Cleveland Clinic, Cleveland, Ohio

L22: Implementing the New Model of Family Medicine at an Academic Program [PRE]

Randall Forsch, MD, MPH; Jean Malouin, MD, MPH, University of Michigan

L23: Contextual Care: A New Model to Improve Adherence, Outcomes, and Satisfaction [PSM]

Donald Woolever, MD; Roberta Scherr, MD, Central Maine Medical Center Family Medicine Residency Program, Lewiston

L24: CTC Redesign Project [BP/NM]

Peter Harper, MD, MPH; Sarah Carlson, CMA; Angela House, MD; Hez Obermark, University of Minnesota

L25: Improving Care of a Refugee Population Using Health Information and Targeted Process Improvements [PSM]

Sandra Sauereisen, MD, MPH; Drew Harris, University of Pittsburgh

L26: Health Care with CLAS (Culturally and Linguistically Appropriate Services)

Zori Rodríguez, MA, American Academy of Family Physicians, Leawood, Kan.

conference on

Concurrent Educational Sessions

L27: From Conception to Birth: Implementing Group Visits to Teach Transferable Skills to Residents and Patients

Angela McLeod, DO, Cynthia LaClair, BSN,MPH, New Hampshire-Dartmouth Family Medicine Residency Program, Concord

L28: Database Basics: The Foundation of Clinical Care [PRE]

Lawrence Dardick, MD, Santa Monica Bay Physicians, Santa Monica, Calif.

2:40 – 3:10 p.m.

Paper Sessions

PA18: Engaging Resistant Smokers in the Medical Office Setting [PSM]

Donald Pine, MD, Park Nicollet Clinic, Minnetonka, Minn.

PA19: Team Intervention to Improve Care of Frequent Attenders: Effect on Patient Satisfaction and Healthcare Utilization [PRE]

Patricia Adam, MD, MSPH; Dana Brandenburg, PsyD, University of Minnesota

PA20: Impact of EMR Demonstrations on Attitudes, Knowledge, Skills, and Needs of Physicians, Staff, and Patients [PRE]

Patrick Beiter, MD, Bethesda Family Medicine Residency Program, Cincinnati, Ohio

PA21: A Network Approach to Providing a Health Care System for the Uninsured

Michael Kobernick, MD, St. John Health, Department of Community Health, Detroit, Mich.

PA22: New Community, New Practice: Patient Centeredness in the New Model of Care

David Graham, MD, University of Colorado Family Medicine Residency Program

PA23: Divide and Conquer: A Painless Approach to Hosting A Diabetes Workshop

Miriam Chan, PharmD; Bethany Bylaw, MD; Marissa Mertz, MD; Sarah Schwartz, MD, Riverside Methodist Family Medicine, Columbus, Ohio

PA24: Implementing an Integrated Information Prescription Model in Family Medicine [BP/NM]

Francesca Frati, MLIS, Herzl Family Medicine Center, SMBD Jewish General Hospital, Montreal, QC, Canada

PA25: HPV Vaccine: Setting Standards of Care for GYN Patients in a Family Medicine Setting

Kimberley Dubravski, PAS, Touro College

PA26: After Hospital Care Plan (AHCP) Improves Readiness for Discharge and PCP Follow-up, and Reduces Re-hospitalizations

Brian Jack, MD, Boston University

3:30 – 4:30 p.m.

Lectures

L29: Exercise in the Treatment of Obesity and Chronic Disease [PSM]

Ayaz Virji, MD, 6-Step Weight Loss Center, Seminole, Fla.

L30: Introduction to Medical Acupuncture

Robert Kelly, MD, MS, Fairview Hospital, Cleveland Clinic, Ohio

L31: Constructing a 21st Century Practice: From Kansas to Oz in Six Steps [BP/NM]

Jean Antonucci, MD, Farmington, Maine; Nancy Guinn MD, LLC, Albuquerque, N.M.

L32: A Comprehensive Approach to Caring for Refugee Populations

Donald Woolever, MD; Reginald Albert, MBA, Central Maine Medical Center Family Medicine Residency Program, Lewiston, Maine

L33: New Approach to Chronic Care Model: Group Visits [BP/NM]

Alok Trivedi, MD; Lee Erickson, MD, Western Pennsylvania Family Medicine Residency Program, Pittsburgh

L34: Fitness for Your Office and Your Community! [PSM]

Michelle May, MD, Am I Hungry?, Phoenix, Ariz.; Sarah McMullen, MEd, CHES, ICCE, American Academy of Family Physicians, Leawood, Kan.

L35: Continuous Quality Improvement: Implementing a Rapid Cycle Improvement Project Curriculum in Residency Training [PRE]

Rajasree Nair, MD; Shannon Moss, PhD; Tim Lambert, MD; Leslie Tingle, MD, Baylor Family Medicine, Garland, Tex.

L36: How to Monitor the Prescribing of Controlled Substances

Emily Zaragoza Lao, MD, St. Joseph Hospital Medical Center, Phoenix, Ariz.

L37: Point of Care Patient Education and Evidence Based Medicine [BP/NM]

Derek Hubbard, MD, University of Wisconsin, Madison

Concurrent Educational Sessions

Saturday, November 10

4:40 – 5:10 p.m., continued

Paper Sessions

PA27: Successful Implementation of a Required Health Promotion Rotation [BP/NM]

Fred Jorgensen, MD; Robert Kelly, MD, MS, Fairview Hospital, Cleveland Clinic, Ohio

PA28: Interdisciplinary Lunch and Learn Modules Facilitate Knowledge Transfer and Team Building

Tracy Hussey, RD, MSc; Susan Bird, RD, MAsc, Hamilton Family Health Team, Hamilton, ON, Canada

PA29: Using New Facilities to Propel Office Practice Redesign and Teamwork

Jennifer Welsh, MD; Timothy Ramer, MD, University of Minnesota

PA30: A New Model of Prospective Care Delivery Using a Patient Wellness Portal in OKPRN [PRE]

Zsolt Nagykalai, PhD; James Mold, MD, MPH, University of Oklahoma

PA31: Improving Colorectal Cancer Screening in Primary Care and the Community

Geoffrey Goldsmith, MD, MPH; Marcia Bias, RN, BSN, University of Arkansas

PA32: Developing Individualized Programs in Mindfulness-based Stress Reduction (MBSR) [PSM]

Kathleen Occhipinti, PhD, St. Joseph Hospital Family Medicine, Chicago, Ill.

PA33: Developing a Chronic Illness Care Model for Diabetes in a Family Medicine Residency Program [PRE]

Grace Yu, MD, San Jose Medical Center Family Medicine Residency Program, San Jose, Calif.

PA34: Office Interventions in Adolescent High-risk Behaviors Incorporating Them Into Your Practice [PSM]

Norman Wetterau, MD, Tri-County Family Medicine, Dansville, N.Y.

PA35: Multi-level Approaches to Improve Colon Cancer Screening

Marcia Bias, RN, BSN; Geoffrey Goldsmith, MD, MPH, University of Arkansas

Poster Presentations

Poster presenters will be available to discuss their presentations during Thursday evening's Welcoming Reception in the Exhibit Hall, and during breakfast, refreshment breaks, and lunch on Friday.

Thursday, November 8
5:30 - 7:30 p.m.

Friday, November 9
7:00 a.m. - 3:15 p.m.

P1: Development and Validation of a Low-Literacy Opioid Contract

Lorraine Wallace, PhD; Amy Keenum, DO, PharmD; Steven Roskos, MD; Kelly McDaniel, MPH, University of Tennessee, Knoxville

P2: METRIC (Measuring, Evaluating, Translating Research into Care): A Systematic Approach to Patient Care

Bruce Bagley, MD; Sandy Schoenemann, American Academy of Family Physicians, Leawood, Kan.

P3: Improving Point of Care Patient Education: Creative Strategies for Improving Implementation of Patient Education Resources

Peg Harmon, RN; Robin Molella, MD, MPH; Rita Jones, MEd, RD; Tammy Adams, BSN; Debra McCauley, FNP; Rachel Carroll, BAS, Mayo Medical School

P4: Who Will Decide for You? Health Care Proxy Completion in an Urban Practice

David Herszenson, MD; Victoria Gorski, MD, Albert Einstein College of Medicine, Montefiore Medical Center, Bronx, N.Y.

P5: How One Clinic Leveraged Nursing Resources to Increase Community Access to Prenatal Care

Mary Hartwig, PhD, APN; Doshia Cummins, PharmD; Elaine Gillespie, MD; Joe Stallings, MD; Michael Mackey, MD; Ron Cole, MBA, CMPE; Scott Dickson, MD; Scott Laffoon, MD, AHEC Northeast Family Practice Residency, Jonesboro, Ariz.

P6: Project Understanding: Patient Education Resources for Improved Health Literacy

Susan Labuda-Schrop, MS; LuAnne Stockton, BA, BS; Ellen Whiting, MEd, Northeastern Ohio Universities College of Medicine; Brian Pendleton, PhD, The University of Akron

P7: Communicating and Implementing Patient Education Resources

Tammy Adams, BSN; Julie Hathaway, MS; Kristin Vickers, PhD, Mayo Medical School

P8: Using an Electronic Medical Record Template to Improve Documentation and Patient Care

Karen Hughes, MD, North Mississippi Medical Center, Tupelo, Miss.

P9: Quality Improvement Initiative to Recognize and Diagnose Obesity; BMI the 6th Vital Sign

Jennifer Naticchia, MD; Cathryn Savoca, MD, JD; David Simpson, MD; Jennifer Roth, MD; Joseph Straight, MD, Christiana Care, Medical Center of Delaware, Wilmington, Del.

P10: Practice Improvement – Diabetes Mellitus

Nandhini Veeraraghavan, MD; Vasu Singh, MD; David Skillinge, DO, St Luke's Hospital Family Practice, Bethlehem, Pa.

P11: Practice Improvement in Diabetes Care: "How Do Senior Residents Differ from Juniors in Learning Curves?"

Yar Pye, MD; Claudia Lyon, DO; Randy Wang, BA; Myint Tin; Win Myint, MD, Lutheran Family Practice, Brooklyn, N.Y.

P12: Using a Clinical Decision Support Tool for Achieving Adult Inpatient Glycemic Control

Sareh Beladi, MD, University of South Carolina

P13: Practice Enhancement Forum – Engaging Family Medicine Teams in Practice Improvement

Sherry Fernandez, BA, American Academy of Family Physicians, Leawood, Kan.

P14: Development of Written Education Materials for Patients with Chronic Wounds

Anna Flattau, MD, MSc; Lisa Martinez, BA, Columbia University

P15: Our Journey to ADA Recognition: Successes and Challenges

Cathryn Savoca, MD, JD; Jennifer Naticchia, MD; Janet Little, MD, Christiana Care, Medical Center of Delaware, Wilmington

P16: Culturally Sensitive Key-message Translations of Patient Education Material

Rebecca Smith, RN, MA; Celia Kamath, PhD, Mayo Clinic, Rochester, Minn.

P17: Transitioning to Adulthood - Patient Education Needs

Shari Frueh, RN, BSN; Peg Harmon, RN, BSN; Kathy Ihrke, RN; Debra McCauley, FNP; Tammy Schmit, RN, BSN, Mayo Medical School

P18: Guarding Against Cervical Cancer: An Individualized Patient Education Program

Bethany Bylaw, MD; Miriam Chan, PharmD, Riverside Methodist Family Practice, Columbus, Ohio

P19: Does Adapting Type 2 Diabetes Patient Education to Patient Literacy Level Affect HbA1c?

Shannon Bolon, MD; Vikram Arora, MD; Stephen Wilson, MD, MPH, UPMC St Margaret Family Practice, Pittsburgh, Pa.

P20: Integrated Care Management – A Better Way

Doug Dreffer, MD, NH-Dartmouth Family Practice Residency Program, Concord

P21: Learning from Past Mistakes: New Efforts to Utilize Patient Time for Patient Education

Joanne Williams, MD, MPH, Emory University

Breakfast Roundtables

Special Interest Discussion Breakfast Roundtables

The following roundtable discussions will be presented during the continental breakfast on Saturday morning. Other “common interest” discussion topics may be added at the conference.

Saturday, November 10 7:00 – 8:15 a.m.

B1: Helping Adolescents with SA and Other Problems

Norman Wetterau, MD, Tri County Family Medicine, Dansville, N.Y.

B2: Facing Illness Together: An Online Discussion Group

Gloria Saylor, MSS, Group Health Cooperative Family Practice Residency, Seattle, Wash.

B3: How to Advise Vaccine-wary Parents about the Risk/Benefit of Childhood Immunizations

Scott Voelpel, PA, University of Washington

B4: Integrating Literacy Education Throughout the Medical Education Continuum

LuAnne Stockton, BA, BS; Susan Labuda-Schrop, MS, Northeastern Ohio Universities College of Medicine; Brian Pendleton, PhD, University of Akron

B5: Clinical Practice Restructuring Using Organizational Analysis from an MBA Program

Kathryn Larsen, MD; Catherine Cummins, MD; Mary Knudtson, DrNSc; Jason Phillips, MD, MBA, University of California, Irvine

B6: Think Positive – A Model for Immigrant TB Education Through Immigrant ESOL Instructors.

Prachee Pathak, MA; Jill Uhlenhake, MS, Weill Medical College

B7: QI Models from the Business World: Application in the Practice Setting

William Elder, PhD; Michael King, MD, University of Kentucky

B8: Physicians, Physician Assistants, and Pharmacists: The 3 Ps of an Interdisciplinary Model of Primary Care

Jeany Jun, PharmD, MPH; Eunice Chung, PharmD; Alan Cundari, DO, Pacific College of Osteopathic Medicine

B9: Addiction Medicine – Management of a Chronic Disease in a Primary Care Setting

Paul Donaher, MD, Chestertown Family Medicine, Galena, MD

B10: When the Health Care Provider Gets Sick: How to Approach the Medically-Knowledgeable Patient

Sarah Parrott, DO; Deborah Clements, MD; Hannah Maxfield, MD, University of Kansas Medical Center

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The conference extends a special thank you to the members of the National Advisory Committee and cooperating organizations for ongoing support and assistance in planning this year’s conference.

The 2007 National Advisory Planning Committee

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The conference extends a special thank you to the following cooperating organizations for their ongoing support and assistance in planning this year’s conference.

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Registration

	By Oct. 8	Oct. 9 & After	Registration Fee
Physician registration	\$450	\$525	\$ _____
Non-physician registration	\$400	\$475	\$ _____
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Work Setting (Please check one.)

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