

Conference

on Practice Improvement



December 1-4, 2011
The Island Hotel
Newport Beach, CA

To register, visit
www.stfm.org/cpi or
www.aafp.org/cpi



AMERICAN ACADEMY OF
FAMILY PHYSICIANS
STRONG MEDICINE FOR AMERICA



Attend the 2011 Conference on Practice Improvement

At the Conference on Practice Improvement, you'll learn to organize your practice around your patients, streamline processes, engage staff, increase revenue, and provide consistent, evidence-based care. You'll learn from those who know best – primary care providers, researchers, and practice staff who have redesigned their practices into Patient-centered Medical Homes.

A few of this year's hot topic sessions!

- Building PCMH Sustainability Through Training Internal Quality Improvement Leaders
- Hut, Hut, Hut! Huddling With Residents for Efficiency, Education, Happiness, and Maybe Even Extra \$\$\$
- Motivational Interviewing Strategies in Practice Team Care to Help Promote Patient Self-management
- Building a Solid Foundation for Coding and Documentation Principles for the Medical Home
- Renovation and Remodeling: Transforming the Traditional Residency-based Practice Into a Modern Medical Home
- Benefits of Integrating Mobile and Web Technology Into the Patient-centered Team
- Making "Meaningful Use" Truly Meaningful to Our Patient-centered Medical Home With a Quality Data Team
- Tales of the Construction Crew: How to Roll Out the Blueprints of Your Medical Home

Key topics will include accountable care organizations, group visits, advanced access, patient education, EHR readiness and selection, quality improvement, quality recognition, the idealized micro practice, and team care.



**Redesign your practice.
Improve patient care.
Sustain your changes.**

Conference lectures, seminars, papers and posters will offer best practices, lessons learned, and practical tools for:

- Practice organization
- Health information technology
- Using data to measure and improve quality
- Improving the patient experience

You'll go home with:

- Team development strategies to improve patient care and clinical results
- Efficient tactics for implementation of technology solutions
- Practical strategies to empower patients to change behaviors
- Advanced medical home concepts to re-energize your practice redesign journey





Experience Newport Beach

Known for its picturesque views of the Pacific Ocean and one of the largest yacht harbors in the world, Newport Beach is a chic seaside community on southern California's Orange County coastline. Newport Beach boasts year-round temperatures averaging 75 degrees.

Visit the beach

Newport Beach was named "one of the cleanest beaches" in the United States. Try Corona Del Mar State Beach or "The Wedge," Newport's most famous bodysurfing spot. Go for a stroll or drive down iconic Pacific Coast Highway.

Shop

Enjoy breathtaking views of the Pacific while you shop at Fashion Island, an outdoor retail center with more than 200 specialty shops, department stores, and restaurants and cafes. Or opt for vintage couture and specialty items from the quaint storefronts in Corona del Mar, one of Newport's most vibrant districts.

Experience Nature

Whether in the ocean, bay, or hills, Newport's majestic and sometimes rugged landscape afford you the opportunity to hike, bike, swim, sail, or just enjoy some of the most beautiful surroundings in California.

Eat!

Dining is a favorite pastime in Newport Beach! More than 300 restaurants offer a variety of food, including fresh Pacific Seafood, plus casual and upscale Italian, French, and American favorites.

Who should attend?

The Conference on Practice Improvement is for anyone who wants to learn about patient-centered care.

- Administrators
- Behavioral medicine professionals
- Dietitians
- Pharmacists
- Health educators
- Physicians
- Quality improvement managers
- Physician assistants
- Medical school and residency faculty
- Medical students
- Nurse practitioners
- Nurses
- Medical assistants
- Residents

Conference Goals and Objectives:

- 1) Offer practical skills, information, and resources for practice redesign and development of the Patient-centered Medical Home.
- 2) Enhance interdisciplinary education and team development for delivery of outstanding measurable clinical results.
- 3) Disseminate proven strategies for effective patient self-management.
- 4) Foster the expanding network of providers and educators committed to continuous practice improvement and redesign.

Conference Schedule

Thursday, December 1

11 am – 6:30 pm	Conference Registration
Noon – 5 pm	Preconference Workshops: (Additional fees apply)
	Navigating the Health Care Maze: Care Transitions From the Patients' Perspective
	Staffing the Medical Home: Creating Functional Job Descriptions and Giving Effective Feedback
5 – 5:30 pm	First-time Attendees' Orientation
5:30 – 6:30 pm	Welcoming Reception and Networking With our Conference Partners

Friday, December 2

7 am – 4:30 pm	Conference Registration
7 am – 8 am	Continental Breakfast
8:15 – 9:45 am	Conference Announcements AAFP Greetings <i>Carrie Nelson, MD, MS, FAAFP, Conference Chair and Moderator</i>
	Opening General Session: The Patient-centered Medical Home: The Foundation for ACOs <i>Leonard Michael Fromer, MD, FAAFP</i>
9:45 – 10:15 am	Refreshment Break in Poster Hall
10:15 – 11:15 am	Lectures
11:15 – 11:30 am	Transition Break
11:30 am – Noon	Papers
Noon – 1:15 pm	Networking Luncheon
1:15 – 2:45 pm	Seminars
2:45 – 3:15 pm	Refreshment Break in Poster Hall
3:15 – 4:15 pm	Lectures
5 – 6:30 pm	National Research Network Reception (Conference attendees invited!)
6:30 pm	Dine-out Groups

Saturday, December 3

7 am – 5 pm	Conference Registration
7 am – 8 am	Continental Breakfast With Special Interest Roundtables
8:15 – 9:45 am	STFM Greetings General Session: Engaging Patients and Families in Care: The Key to the Triple Aim <i>Susan Edgman-Levitan, PA Moderator: Rebecca Malouin, PhD, MPH</i>
9:45 – 10:15 am	Refreshment Break in Poster Hall
10:15 – 11:15 am	Lectures
11:15 – 11:30 am	Transition Break
11:30 am – Noon	Papers
Noon – 1 pm	Lunch "On Your Own"
1 – 2:30 pm	Seminars
2:30 – 3 pm	Refreshment Break in Poster Hall - Last Chance to Visit with Poster Presenters
3 – 4 pm	Lectures

Sunday, December 4

7:30 – 10 am	Conference Registration
7:30 – 8 am	Coffee Service
8 – 9:30 am	Seminars
9:30 – 9:45 am	Refreshment Break
9:45 – 10:45 am	Closing General Session: Of Sheep, Battleships, and Thinking Outside the Box <i>John Bachman, MD Moderator: Elisabeth Righter, MD, FAAFP</i>
10:45 am	Conference Adjourns

1 – 5 pm

PRECONFERENCE WORKSHOPS

PR1: Navigating the Health Care Maze: Care Transitions From the Patients' Perspective

Diane Cardwell, MPA, ARNP, PA-C; Noelle King-Whitlow, RN, MS, MHSA; Jettie Eddleman, BSN, RNC, TransforMED, Leawood, KS

In this session, you'll learn to empower patients and improve team communication, and how the efficient flow of information among team members and physicians creates a high performing Patient-centered Medical Home (PCMH). Effectively managing patients across health care settings can be a daunting task for primary care practices. Increasing awareness about how transitions of care affect patients and their overall experience is critical.

During the workshop, you'll hear from patients, providers, and care teams who've experienced frustrations with critical gaps in fragmented care. Then you'll participate in the development of tools and the sharing of practical examples that can be implemented in your practice. The discussions and group interactions will help you enhance patient engagement, and will provide you with skills to empower your practice team to master the "health care maze."

At the end of this workshop, you will be able to:

- 1) Identify specific skills you can use in your practice today to improve patient engagement through enhanced communication techniques.
- 2) Develop tools for your patients to improve their ability to navigate the PCMH neighborhood maze.
- 3) Recognize the core concepts of team-based care as the foundation of a Patient-centered Medical Home.

PR2: Staffing the Medical Home: Creating Functional Job Descriptions and Giving Effective Feedback

Lynn Schwenzer, MHSA, David Swee, MD, Martha Lansing, MD, UMDNJ-Robert Wood Johnson Medical School

A primary goal of the Medical Home is to create a comfortable environment for both patients and staff. While staff greatly influences a patient's reaction to the office experience, family physicians are not usually taught to manage human resources. Family physicians need to successfully hire the appropriate people and then work with them to become effective ambassadors of good will and caring. Through discussion, practice writing, and role play, you will hone skills in writing appropriate job descriptions, giving clear and concise direction, supervising and giving feedback, and giving performance-based evaluations to create a positive Medical Home environment.

At the end of this workshop, you will be able to :

- 1) Write a cogent job description.
- 2) Recognize the role the job description plays as the foundation for everything one does in the human resource arena.
- 3) Utilize feedback to direct, supervise, and help employees as they become effective ambassadors of health care.

Additional Fees: \$100 each. Includes training materials and refreshments. Workshops are included in the application for Physician's CME hours and Nurse's CEU units.

[Mark the appropriate box on the Conference Registration Form on page 18.]



8:15 – 9:45 am

OPENING SESSION

The Patient-centered Medical Home: The Foundation for ACOs

*Leonard Michael Fromer, MD, FAAFP,
University of California, Los Angeles*

The American health system is rapidly moving from volume to value in measurement and reward for care processes and outcomes. Fundamental change brings a need for moving primary care to the central core of practice redesign and the collaborative team-based chronic care models. The Patient-centered Medical Home (PCMH) advanced primary care practice is the foundation that pulls together the principles of the culture change necessary to achieve this paradigm shift.

This session will focus on why the medical home is critical as the building block upon which we can create accountable care organizations (ACOs). It will cover the structural elements of PCMH practices and ACOs, as well as address the critical how-to pieces of moving from where we are now to where we need to be.

At the end of this session, you will be able to:

- 1) Summarize the structural and cultural elements of the PCMH and ACOs.
- 2) Determine the PCMH is a necessary foundation for building a successful accountable care delivery process.
- 3) Describe how to transition from a volume of care based practice to a value delivery advanced primary care model.



Leonard Fromer, MD, FAAFP, is assistant clinical professor, Department of Family Medicine, University of California at Los Angeles. Dr Fromer is also a member of the board of TransforMED, LLC, and acts as a consultant to TransforMED in the area of clinical integration:

center of excellence quality improvement, in the chronic diseases area, and with successful practice transformation to the PCMH and the ACO. As executive medical director of the Group Practice Forum, Dr Fromer leads a team engaged in national projects with group practices that deliver education, tools, and services to achieve success in clinical integration efforts.

Dr Fromer lectures extensively on the topics of health-system reform, the PCMH and the ACO. He has been featured on CBS News, ABC News, and in the New York Times. He is a fellow of the American Academy of Family Physicians, and a diplomat of both the American Board of Family Practice and the National Board of Medical Examiners. He has been in private practice in Santa Monica, California, with Prairie Medical Group for 28 years. Dr Fromer has served on the group's Board of Directors and has been its managing director as well as its chief financial officer.

Dr Fromer is a past president of the California Academy of Family Physicians and has served more than ten years as a member and chair of the American Academy of Family Physicians Commission on Health Care Services. He has also been a member of the AAFP Commission on Quality and Practice. He has served on the Physicians Capital Source Project Steering Committee for the American Medical Association, the Advisory Board of Directors for the American Medical Informatics Association, and the Advisory Board for the World Foundation for Studies of Female Health.

Search for sessions on your mobile phone at <http://www.stfm.org/mobile>.

Concurrent Educational Sessions

This preliminary brochure is for planning purposes, and does not include all session content. Abstracts for all concurrent educational sessions are available at www.stfm.org/cpi.

Session Formats:

Seminar – Provides 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.

Lecture – Provides a forum for focused didactic presentation and discussion of a topic. These topics may include clinical, research, administrative or education issues. 60 minutes.

Paper – Provides research or programs for educating health professionals or patients. 30 minutes.

Poster – Provides an opportunity for one-on-one discussion of a presenter's innovative project or research in practice improvement through health information or patient education. Presentation time includes reception and refreshment breaks.

Special Interest Roundtable Discussion – Provides a special learning venue to share information, experiences, and ideas at Saturday's breakfast roundtables. Leaders will briefly present the topics and then facilitate discussion. 60 minutes.

10:15 – 11:15 am

LECTURES

L1: Why Should I Add Social Media to My Busy Day?

Mark Ryan, MD, Virginia Commonwealth University;
Benjamin Miller, PsyD, University of Colorado

L2: Integrated Behavioral Health Model in Primary Care: From Collaborative Care Management for Depression to Implementation

Kurt Angstman, MD, Jay Mitchell, MD, Kristin Somers, MD,
Mayo Family Medicine Program, Rochester, MN

L3: Improving Developmental Screening with a Pediatric Clinical Coordinator in a Patient-centered Medical Home Model

Stacey Neu, MD, Julie Burkle, Iowa Lutheran Hospital
Family Medicine Residency, Des Moines, IA

L4: Evidence-based, Hassle-free Controlled Substance Prescribing: Making This Work at Your Family Medicine Center

Albert Meyer, MD, Bonzo Reddick, MD, Terry Gentry, BS, Jennifer Willis, RN, Jessica Knapp, DO, New Hanover Regional Medical Center Program, Wilmington, NC

L5: Adopting Secure Patient Messaging to Meet the Standards of the PCMH

Rachel Franklin, MD, Laine McCarthy, MLIS, Oklahoma University Family Medicine Residency

L6: Manage What You Measure and Transformation Will Happen

Linda Patchett, RN, MBA, Catherine Pipas, MD, Dartmouth Medical School

L7: The Nuts and Bolts of a Medical Home: How to Make It Work

Amy Mullins, MD, Trinity Mother Francis Health System, Whitehouse, TX

L8: Patient Engagement: How a Patient Advisory Board Keeps the Patient in the Center of PCMH

Jean Hanks, LPN, Westfield Family Physicians, Westfield, NY;
Donald Brautigam, MD, State University of New York at Buffalo;
Ryan Burrows, BS, Westfield Family Physicians Westfield, NY

L9: Training Tomorrow's Family Physicians in an Accountable Care Organization

Mary Elizabeth Roth, MD, Geisinger Health System Program, Wilkes Barre, PA

L10: Enhancing a Practice's Health Literacy Environment by Implementing the Universal Precautions Health Literacy Toolkit

James Galliher, PhD, American Academy of Family Physicians, Leawood, KS

11:30 am – Noon

PAPERS

PA1: Implementation of a Medication Reconciliation Process Utilizing Nonphysician Staff

William Jih, MD, Loma Linda University

PA2: How to Engage the Physician Group Workforce in Quality Improvement: The Science Fair Approach

Frank Lawler, MD, Julie Tolman, RN, University of Oklahoma

11:30 am – Noon

PAPERS**PA3: Improving the Referral Process at the Mercy Family Medicine Residency Program**

Connie Mitchell, LSSW, MHA, Mercy Family Medicine Residency, Des Moines, IA

PA4: Maximizing EMR Utilization and Management of High-risk Patient Populations

Matthew Huspeni, BS, Jonathan Zonca, MD, Peak Family Medicine, Denver, CO

PA5: Improvement of Adolescent Immunization Rates in a Family Medicine Office

Stacey Hinderliter, MD, Marissa Mercado, MD, Lynchburg Family Medicine Residency, Lynchburg, VA

PA6: Barriers to Cancer Screening in an Urban Family Medicine Residency Clinic

Kirsten Rindfleisch, MD, Bonnie Kwok, MPH, University of Wisconsin

PA7: Patient-centered Anticoagulation Care: Improving Patient Safety and Resident Competence in Anticoagulation Management

Miriam Chan, PharmD, Kristen Rundell, MD, Riverside Methodist Family Medicine Residency, Columbus, OH

PA8: Health Information Technology as a Core Element of Behavioral Health Integration in the Medical Home

Rodger Kessler, PhD, ABPP, Timothy Burdick, MD, University of Vermont

PA9: Establishing a Foundation for Quality Improvement in Practice: Using the AAFP's METRIC and PEF Programs

Brian Manning, MPH, Angela Meers-Lanigan, MPA, American Academy of Family Physicians, Leawood, KS; Caroline Emsermann, MS, University of Colorado; James Galliher, PhD, American Academy of Family Physicians, Leawood, KS; Wilson Pace, MD, University of Colorado

1:15 pm – 2:45 pm

SEMINARS**S1: The Patient Journey: A Systems and Patient-centric Approach to Practice**

Leonard Fromer, MD, University of California-Los Angeles; Tracy Duberman, PhD, WJM Associates, New York, NY; Diane Cardwell, MPA, ARNP, PA-C, TransforMED, Leawood, KS

S2: The Efficient and Effective Office Practice: Learn Lean Tools to Use in Your Office

Deanna Willis, MD, MBA, Indiana University

**S3: Building PCMH Sustainability Through Training Internal Quality Improvement Leaders**

Bonnie Jortberg, MS, RD, CDE, University of Colorado; Nicole Deaner, MSW, Colorado Clinical Guidelines Collaborative, Lakewood, CO; Caitlin O'Neill, MS, RD, Perry Dickinson, MD, University of Colorado

S4: Healthy Communities Collaborative: Team-based Cardiovascular Care Through Longitudinal, Shared Learning

Elizabeth Stewart, PhD, Sherry Fernandez, BS, American Academy of Family Physicians, Leawood, KS; Patricia Fitzgibbons, MD, University of Kansas Medical Center

S5: Easing the Transition Toward PCMH — Setting Up for Success: What They Forgot to Tell You!

Nanette Bartkowiak, RN, Westfield Family Physicians, Westfield, NY; Donald Brautigam, MD, State University of New York at Buffalo; Jean Hanks, LPN, Ryan Burrows, BS, Westfield Family Physicians, Westfield, NY

S6: So You Think We Can Dance? The Developing Relationship of the PCMH and the ACO

Greg Kirschner, MD, MPH, Mary Jo Cipolla, RN, Sharon Rudnick, Advocate Lutheran General Hospital Family Medicine Residency, Park Ridge, IL

S7: Integrating Chronic Care and Community Health Worker Models Into Family Medicine: Our 2-year Journey

Loredana Ladogana, MD, Romelia Rodriguez, BA, Bronx Lebanon Hospital Center Family Medicine Residency, Bronx, NY

S8: The WellMed Care Companion Program: Selecting and Training Peer Mentors to Empower Patients With Diabetes

Margie Gomez, RN, BSN, CCM, CDMS, CDE, Cynthia Henderson, RN, CCM, WellMed Medical Management, San Antonio, TX

S9: When Enough Is Enough: Recognizing and Dealing With Change Fatigue

Ana-Elena Jensen, PhD, American Academy of Family Physicians, Leawood, KS

S10: Developing a Collaborative, Interdisciplinary Point-of-care Patient Education Initiative Using Social Media Technologies

Linda Oberst-Walsh, MD, Kimberly Crosby, PharmD, Karen Sanders, RN, MS, Dany Mamou, MD, Velisa Davis, BS, Michelle Farabough, MSKM, University of Oklahoma

3:15 – 4:15 pm
LECTURES

L11: Improving Patient Communication: Transforming Traditional Clinic Messaging Into a Patient-centered Communication Center

John Cawley, MD, Miriam Choate, MD, Austin Bailey, MD, Kristen Bene, MS, Fort Collins Family Medicine Residency, Fort Collins, CO

L12: Transitioning to a Patient-centered Medical Home: Key Steps to Change and Lessons From the Field

Cari Miller, MSM, New Jersey Academy of Family Physicians, Trenton, NJ

L13: Hut, Hut, Hut! Huddling With Residents for Efficiency, Education, Happiness, and Maybe Even Extra \$\$\$

William Lewis, MD, David Baltierra, MD, Adrienne Zavala, MD, David Roelkey, MD, Cheryl Shaw, DO, West Virginia University

L14: Chronic Disease Management: Diabetes Group Visits for Improving Patient Self-efficacy and Quality of Life

Christopher Allen, MD, Dominic Geffken, MD, MPH, Aimee Valeras, MSW, PhD, New Hampshire Dartmouth Family Medicine Residency

L15: Improved Care for Chronic Kidney Disease: Assisting Practices With Clinical Decision Support and Virtual Facilitation

Chester Fox, MD, State University of New York at Buffalo; Elizabeth Stewart, PhD, American Academy of Family Physicians, Leawood, KS

L16: Enhancing Patient Safety and Culturally Responsive Care: A Call for Action and Resources for Success

Jeffrey Ring, PhD, White Memorial Medical Center Family Medicine Residency, Los Angeles, CA; Julie Nyquist, PhD, University of Southern California

L17: Implementing the PCMH in a FMRP Using the Adkar Model for Change

Marci Moore-Connelley, MD, Penelope Tippy, MD, Southern Illinois University Family Medicine Center

L18: Alternatives to Open Access: Creating a Co-located Walk-in Clinic

Mark Schifferns, CPA, Marcia Snook, RN, BSN, Sheila Cooper, RN, Michelle Hilaire, PharmD, Fort Collins Family Medicine Residency, Collins, CO

L19: Evidence-based Behavioral Screening in the Patient-centered Medical Home: A Practical Strategy for Implementation

Daniel Mullin, PsyD, University of Massachusetts-Worcester Family Medicine Residency; Courtney Jarvis, PharmD, Massachusetts College of Pharmacy, Worcester, MA



8:15 – 9:45 am

GENERAL SESSION

**Engaging Patients and Families in Care:
The Key to the Triple Aim***Susan Edgman-Levitan, PA, John D. Stoeckle Center
for Primary Care Innovation, Boston, MA*

The Joint Principles of the Patient-centered Medical Home (PCMH) describe the medical home as “a health care setting that facilitates partnerships between individual patients and their personal physicians, and when appropriate, the patient’s family.” The National Committee for Quality Assurance (NCQA) has also developed new standards for PCMH recognition that focus on patient involvement in quality improvement activities and patient experience surveys. This presentation will focus on strategies to engage patients and families in the design and delivery of care to achieve the Triple Aim of improving the population health, enhancing the patient experience of care (including quality, access, and reliability), and controlling the per capita cost of care. The presentation will also give an overview of methods to measure the patient’s experience of care and outcomes that will be implemented in accountable care organizations (ACOs) and PCMHs.

At the end of this session, you will be able to:

- 1) Describe three benefits of implementing patient and family-centered care in primary care practices.
- 2) List three aspects of care that will be measured by the PCMH CAHPS survey.
- 3) Describe three strategies to engage patients and families in practice redesign in addition to surveys.

**Susan Edgman-Levitan, PA,**

is executive director of the John D. Stoeckle Center for Primary Care Innovation at Massachusetts General Hospital. Prior to coming to MGH, she was the founding president of the Picker Institute. She is a lecturer in the Department of Medicine, Massachusetts

General Hospital and an associate in Health Policy, Harvard Medical School. A constant advocate of understanding the patient’s perspective on health care, Susan has been the co-principal investigator on the Harvard Consumer Assessment of Healthcare Providers and Systems Study (CAHPS) from 1995 to the present and she is the IHI Fellow for Patient and Family-Centered Care. She is an editor of “Through the Patient’s Eyes,” a book on creating and sustaining patient-centered care, “The CAHPS Improvement Guide,” and has authored many papers and other publications on patient-centered care. She is a co-author of the Institute of Medicine 2006 report, “The Future of Drug Safety: Promoting and Protecting the Health of the Public.”

Ms. Edgman-Levitan serves on several boards and national advisory committees, including the Foundation for Informed Medical Decision Making, the National Patient Safety Foundation, the National Health Services Corps Advisory Council, the Patient-Centered Primary Care Collaborative, and is a member of the Lucian Leape Institute. She also chaired the NCQA’s PCMH National Advisory Committee. Ms. Edgman-Levitan is a graduate of the University of Michigan and the Duke University Physician Assistant program where she received the Distinguished Alumni award from the Duke Physician Assistant Program and was inducted into the Duke University Medical Center Hall of Fame in 2004. Ms. Edgman-Levitan was awarded the 2007 Leadership and Innovation award from the Center for Information Therapy.

10:15 – 11:15 am

LECTURES

L20: A 20-month Review of a Major Urban Hospital District's Transition Toward Patient-centered Care

Priti Mody-Bailey, MD, Suhaib Haq, MD, Camerino Salazar, MS, Theresa De La Haya, RN, MPH, University of Texas Health System, San Antonio

L21: Teaching, Living, and Improving Transitions of Care in Residency Practice: The Transitions of Care Resident

David Baltierra, MD, West Virginia University

L22: Building a Business Model for Primary Care Reform

John Rogers, MD, MPH, MEd, Traci Fraser, BA, Matthew Horsfield, MD, Atma Ram, MBA, Stephen Spann, MD, Baylor College of Medicine

L23: An Easy-to-Use Tool to Assess Readability of Written Materials You Give to Patients

LuAnne Stockton, BA, BS, Susan Labuda-Schrop, MS, Brian Pendleton, PhD, Northeastern Ohio Universities College of Medicine; Janet Raber, BSN, RN, Summa Health System Family Practice, Akron, OH

L24: Living, Breathing, and Teaching the Core Values of Family Medicine

Donald Woolever, MD, Bethany Picker, MD, Central Maine Medical Family Medicine Residency, Lewiston, ME

L25: Pharmacist Involvement in the Patient-centered Medical Home Team

Jonathan Kline, PharmD, William Lewis, MD, West Virginia University

L26: The After Visit Summary: Developing the Patient's Plan of Care

Jennifer Frank, MD, Kimberly Berg, MD, Theda Care, Neenah, WI

L27: Empowering Staff Ownership by Establishing a Quality Council at a P4 Residency PCMH

Heidi Wengerd, PharmD, Jeffrey Mathieu, MD, Lehigh Valley Hospital Family Medicine Residency, Allentown, PA

L28: Patient Involvement—As Easy as 1, 2, 3

John Cawley, MD, Austin Bailey, MD, Kristen Bene, MS, Fort Collins Family Medicine Residency, Fort Collins, CO

L29: Researching the Impact of Mental Health Integration in Primary Care Through Electronic Medical Records

Benjamin Miller, PsyD, University of Colorado; Rodger Kessler, PhD, ABPP, University of Vermont

11:30 am – Noon

PAPERS

PA10: Engaging Your Patients Through Mobile Phone Technology

Carolyn Oliver, MD, JD, Cautious Patient Foundation, Houston, TX

PA11: Health Coach: The Link Between Patients and the Health Care System

Lindsay Ashkenase, MD, Pearson, MSW, Karen Antell, MD, Jessica Bruton, BA, Christiana Care Health System, Wilmington, DE

PA12: Bridging Gaps Between Overuse of Emergency/Hospital Services and Primary Care With Utilization of Social Workers

Pamela Oiler, MSW, LCSW, Karla Dieters, University of Wyoming Family Medicine Residency

PA13: Use of Clinical Decision Support to Increase Adult TDAP Vaccination Rates

Grant Greenberg, MD, MHSA, MA, Jean Malouin, MD, MPH; Lee Green, MD, University of Michigan

PA14: Multiple Approaches to Improving Quality in an FMRP

Marci Moore-Connelley, MD, Erik Gulbrandsen, DO, Southern Illinois University Family Medicine Center

PA15: Intervening to Reduce Unnecessary Antibiotic Use for Acute Respiratory Tract Infections

Michael Grover, DO, Jon Nordrum, PT, DPT, DSc, Martina Mookadam, MD, Mayo Clinic Family Medicine – T hunderbird, Scottsdale, AZ; Richard Engle, MD, Carolyn Moats, MD, Mayo Clinic Family Medicine – Arrowhead, Glendale, AZ

PA16: Impact of a Patient Wellness Portal on the Delivery of Patient-centered Preventive Care

Zsolt Nagykalai, PhD, Cheryl Aspy, PhD, University of Oklahoma; Ann Chou, PhD, Quality Enhancement Research Initiative, Los Angeles, CA; James Mold, MD, MPH, University of Oklahoma

11:30 – noon

PAPERS

PA17: Planning for Innovation in Graduate Medical Education Using the CDC Program Evaluation Framework

Alicia Paris-Pombo, MSc, MD, Jamie Osborn, MD, Kelly Morton, PhD, Loretta Joy Wilber, MD, MPH, Loma Linda University

PA18: Practice-based Research Networks' Role in Implementing Practice Change

Deborah Graham, MSPH, American Academy of Family Physicians, Leawood, KS; Barbara Yawn, MD, Olmsted Medical Center, Rochester, MN; Wilson Pace, MD, University of Colorado; Paul Nutting, MD, MSPH, Center of Research Strategies, Denver, CO; Donald Nease, MD, University of Michigan; Deborah Main, PhD, University of Colorado; Elizabeth Stewart, PhD, Angela Lanigan, MA, American Academy of Family Physicians, Leawood, KS; Susan Bertram, MSN, Olmsted Medical Center, Rochester, MN; Perry Dickinson, MD, University of Colorado; Marge Kurland, RN, Olmsted Medical Center, Rochester, MA; Janet Ann McAndrews, BS, American Academy of Family Physicians, Leawood, KS; Jessica Huff, MS, University of Colorado

1 – 2:30 pm

SEMINARS

S11: Linking Practice Workflows With Team-based Care

Ana-Elena Jensen, PhD, American Academy of Family Physicians, Leawood, KS

S12: Measuring Patient Satisfaction: Not as Easy as You Think!

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


S13: Motivational Interviewing Strategies in Practice Team Care to Help Promote Patient Self-management

Chester Fox, MD, State University of New York at Buffalo

S14: The Struggles of Improvement Initiatives in a Family Medicine Setting

Diane Hutson, Christy Ward, LPN, Megan McGhean, MS, Karen Aiello, CMPE, Oregon Health & Science University

S15: Group Medical Visits in the Medical Home. The Evidence Is In: Magic or Mayhem?

Konrad Nau, MD, Aaron McLaughlin, MD, Sarah McLaughlin, MD, West Virginia University

S16: Identifying and Managing the Socially Frail Individual

Robert Eidus, MD, Cranford Family Practice, Cranford, NJ; Deborah Graham, MSPH, American Academy of Family Physicians, Leawood, KS

S17: Family and Peer Health Coaching Programs: Leadership Training for Behavior Change Facilitators

Richard Botelho, MD, University of Rochester


S18: Building a Solid Foundation for Coding and Documentation Principles for the Medical Home

Thomas Waller, MD, Todd Brinker, MD, Mayo Family Medicine Residency, Jacksonville Beach, FL

S19: Coding From the Bottom Up

Thomas Weida, MD, Pennsylvania State University

S20: Staff Engagement: The Foundation of Your PCMH: A Portfolio of Patient-centered Improvements

Rebecca Peterson, RMA, Gregory Maeder, MD, St Anthony North Family Medicine Residency, Westminster, CO

3 – 4 pm

LECTURES


L30: Renovation and Remodeling: Transforming the Traditional Residency-based Practice into a Modern Medical Home

Christina Milano, MD, Nicholas Gideonse, MD, Oregon Health & Science University

L31: Patient Well-being Groups: A Patient-centered Physician Training Opportunity

Marina Compean, LCSW, Rosa Rodriguez, MD, White Memorial Medical Center Family Medicine Residency, Los Angeles, CA

L32: Creating Collaborative Teams with No Resources

Peter McConarty, MD, University of Massachusetts, Fitchburg Family Medicine Residency

L33: Using Patient Safety Research Methods to Build a Data-driven Patient-centered Medical Home

Peter Smith, MD, Rose Family Medicine Residency, Denver, CO

3 – 4 pm
LECTURES**L34: Chronic Disease Registry Implementation and Spread**

John Messmer, MD, Pennsylvania State University

L35: Office Champions in Tobacco Cessation: Results From an AAFP Pilot Project

Pamela Rodriguez, BA, CAE, Elizabeth Stewart, PhD, American Academy of Family Physicians, Leawood, KS; Patricia Fitzgibbons, MD, University of Kansas Medical Center; Thomas Weida, MD, Pennsylvania State University; Mary Theobald, MBA, Mary T Marketing, Raymore, MO

L36: Advanced Access Scheduling: They Said it Could Not Be Done in a Residency Program!

Michael O'Dell, MD, MSHA, Shelly Phinney, MBA, University of Missouri, Kansas City

L37: Fostering Shared Leadership in the Patient-centered Medical Home: From Taking Orders to Driving Innovation

Aaron Gale, MD, Exempla St Joseph Family Practice, Denver, CO

**L38: Benefits of Integrating Mobile and Web Technology Into the Patient-centered Team**

Floyd Willis, MD, Scott Simmons, MD, Jessie Sperrazza, BS, Sandra Argenio, MD, Mayo Family Medicine Residency, Jacksonville, FL

L39: The Use of Clinical Case Management to Improve Outcomes in PCMH-designated Community Health Centers

Brian Reed, MD, Baylor College of Medicine; Linda Keenan, RN-BC, BSN, MPA, Harris County Hospital District, Houston, TX

8 – 9:30 am
SEMINARS**S21: Transform Your Practice by Negotiating Change With a “Walk in the Woods”**

Jay Lee, MD, MPH, Wendy Linderholm, PsyD, Christina Bell, RN, Pamela Chevreaux, MA, Long Beach Memorial Family Medicine Long Beach, CA

**S22: Making “Meaningful Use” Truly Meaningful to Our Patient-centered Medical Home with a Quality Data Team**

Scott Fields, MD, MHA, Brett White, MD, Oregon Health & Science University

S23: Aiming Higher: Because Fitness Is Always Good Medicine!

Janet Ann McAndrews, MPH, American Academy of Family Physicians, Leawood, KS; Andrew Pasternak, MD, MS, Silver Sage Center for Family Medicine, Reno, NV

**S24: Tales of the Construction Crew: How to Roll Out the Blueprints of Your Medical Home**

Julie Wood, MD, Stephen Salanski, MD, Donna Forgey, PhD, Cindy McHenry, RN, BSN, Roxanna Mirza, MD, Research Family Medicine



9:45 – 10:45 am
CLOSING SESSION**Of Sheep, Battleships, and Thinking Outside the Box***John Bachman, MD, Mayo Medical School, Rochester, MN*

As clinicians move into a new world of medical homes and the digitalization of their practices, there are certain basics that should be understood. The changes involve obtaining an excellent infrastructure, reworking our processes, and developing an innovative quality driven culture. If we master these three areas, we truly can produce a high-touch, high-tech environment for our patients and enhance our staff's effectiveness. During the presentation, the Mayo Experience in Family Medicine e-visits (the world's largest published collection of e-visits at over 2,500), enhancement of just-in-time information, and quality improvement projects will be demonstrated and discussed. You will also learn about the battle for Guadalcanal, the management of sheep, and how these examples might help us better understand our tasks ahead.

At the end of this session, you will be able to:

- 1) Describe and view current environment in medicine as a metaphor.
- 2) Identify with e-visits through the use of changing infrastructure, process, and culture.
- 3) Describe innovation in quality through digital methods.



John Bachman, MD, is the Anders Professor of Primary Care at Mayo Foundation. He has a very active practice that he is proud to say completely paperless. His enthusiasm and compelling expertise in computing and patient computer dialogue has made him one of America's most sought after speakers on Electronic Medical Records (EMRs). His department has completed a study of more than 2,500 online visits. Dr Bachman often demonstrates his philosophies by visiting local offices, observing staff practices, and then communicating to his audiences what really happens in the work day of real-world physicians. Bachman's pragmatic style has changed views on EMRs and e-visits nationwide. His efforts have enhanced the accessibility and quality of EMRs, while improving their satisfaction ratings in the medical community.

7 – 8 am**SPECIAL INTEREST "ROUNDTABLE" PRESENTATIONS**

The following presentations/discussions will be offered with the continental breakfast.

B1: Yes You Can! Empowering Patients Through Resident-led Group Visits*Loredana Ladogana, MD, Bronx Lebanon Hospital Center Family Medicine Residency***B2: Inter-residency Collaboration to Implement a Longitudinal Systems-based Medical Home Curriculum With a Focus on "Access"***Asma Jafri, MD, MAcM, San Joaquin Family Medicine Residency, Stockton, CA; Geoffrey Leung, MD, MSED, Riverside County Regional Medical Center Family Medicine Residency, Moreno Valley, CA; Ramiro Zuniga, MD, San Joaquin Family Medicine Residency, Stockton, CA***B3: Massachusetts Health Care Reform, Practice Redesign, and the Core Values of Family Medicine***Peter McConarty, MD, University of Massachusetts, Fitchburg Family Medicine Residency***B4: Clinic as the Driver***Donald Woolever, MD, Bethany Picker, MD, Central Maine Medical Family Medicine Residency, Lewiston, ME***B5: How Can We Build a Medication Reconciliation Team?***William Lewis, MD, Jonathan Kline, PharmD, McLaughlin, MD, West Virginia University***B6: Articulating a New Vision for Chronic Care at Palo Alto Medical Foundation***Edward Yu, MD, John Smucny, MD, Palo Alto Medical Foundation, Castro Valley, CA*

Do you have a common interest that you would like to share or discuss with other attendees? If so, please e-mail your request for a "Common Interest Roundtable Discussion" to Ray Rosetta at rrosetta@stfm.org. Please include your name, degree(s), institution or company, city/state, and a brief abstract (100 words or less) describing your topic. These roundtable discussions will be included in the conference final program.

POSTER PRESENTATIONS

9:45 – 10:15 am & 2:45 – 3:15 pm Friday

9:45 – 10:15 am & 2:30 – 3 pm Saturday

Poster presenters will be available to discuss their presentations during refreshment breaks at the times noted above.

P1: Increase Traffic By Decreasing the Travel Time

Manjula Cherukuri, MD, University of Texas, Southwestern Family Medicine, Plano; Stephanie McDonald, RN, University of Texas, Southwestern Medical Center, Dallas

P2: Hooray for HOOTEA! An Innovative Approach to Improved Infant Morbidity/Mortality

Beth Damitz, MD, Sandra Olsen, MS, BA, St Joseph Family Medicine Residency, Milwaukee, WI

P3: Impact of Double Booking Appointments on No-show Rate, Patient Flow, and Patient Satisfaction

Jeremy Wigginton, MD, William Wood, MS, Anthony Cloy, MD, David Norris, MD, Shannon Pittman, MD, University of Mississippi Medical Center, Jackson, MS

P4: Mental Health Treatment by Family Physicians: Integrating Biomedical and Psychosocial Skills in the PCMH

Oliver Oyama, PhD, PA-C, University of South Florida; Shae Kosch, PhD, University of Florida; Mary Burg, LCSW, PhD, University of Central Florida; Kathryn Fraser, PhD, Halifax Medical Center Family Medicine Residency, Daytona Beach, FL

P5: Use of a Pharmacy Collaborative Agreement in a Patient-centered Medical Home

Robin Olsen, MD, MPH, MS, Carilion Clinic Family Medicine Residency, Vinton, VA; Randi Carpenter, PharmD, Carilion Clinic Family Medicine Residency, Roanoke, VA

P6: Use of the Electronic Medical Record to Improve Evaluation of Practice-based Improvement Projects

Robin Olsen, MD, MPH, MS, Carilion Clinic Family Medicine Residency, Vinton, VA

P7: How Family Medicine Residency Programs Help Put the “Accountable” in Accountable Care Organizations

Susan Melvin, DO, Jeffrey Luther, MD, Lylalynn Moevaio, BS, Kelly Ambrose, AA, Long Beach Memorial Family Medicine, Long Beach, CA

P8: Lost in Transition: Prenatal Education, Patient Advocacy, and the Electronic Health Record

Todd Dreitzler, MD, Uyen Michelle Le, MD, Gary Reichard, MD, Cecilia Mendoza, MA, Phoenix Baptist Family Medicine Residency, Phoenix, AZ

P9: When Fee-for-Service and P4P Are Not Enough: A CFO’s Perspective on PCMH

Ryan Burrows, BS, Westfield Family Physicians, Westfield, NY; Donald Brautigam, MD, State University of New York at Buffalo; Nanette Bartkowiak, RN, Westfield Family Physicians, Westfield, NY

P10: Right Child, Right Vaccine: Improving Immunizations at the Family Medicine Centers

Margot Savoy, MD, MPH, FFAFP, CPE, Lindsay Ashkenase, MD, Jamie Rapacciuolo, DO, LaToya Hicks, DO, Omid Mousavi-Behbahani, MD, Christiana Care Health System, Wilmington, DE

P11: Resident Office Chief Rotation: Putting the “Practice” in Practice Management

Margot Savoy, MD, MPH, FFAFP, CPE, Lisa Maxwell, MD, Deborah Hoffman, MSN, ANP, BC, Anita Bergh, BA, BS, Christiana Care Health System, Wilmington, DE

P12: Satisfaction and Savings Through Exam Room Redesign

Lauren Simon, MD, MPH, Loma Linda University

P13: The Outpatient Waiting Room as Part of the Patient-centered Medical Home: Improving Satisfaction

Joel Mundall, MD, John Testerman, MD, PhD, Kelly Morton, PhD, Lee Berk, DrPH, Loma Linda University

P14: Patient Perceptions of Diabetic Group Visits

Beth Careyva, MD, Brooke Salzman, MD, Thomas Jefferson University

P15: Using the Planned Care Model to Improve Two Diabetes Outcomes

Mary Hartwig, PhD, APN, Tom Frank, PharmD, Leslye McGrath, MD, Kasey Holder, MD, Dosha Cummins, PharmD, Scott Dickson, MD, Elaine Gillespie, MD, Michael Mackey, MD, Joe Stallings, MD, Scott Laffoon, MD, Shane Speights, MD, Ron Cole, MBA, CMPE, AHEC Northeast Family Medicine Residency, Jonesboro, AR

P16: Process Improvement and Office Design: It Takes a Village

Tricia Hern, MD, Travis Lozier, MBA, Rose Popovich, MSW, Tina Burch, RN, BSN, Kathy Zoppi, PhD, MPH, Melisa Franklin, BA, Community Health Network Family Medicine Residency, Indianapolis, IN

POSTER PRESENTATIONS (cont'd)

P17: Medication Review Services in a Family Medicine Residency Outpatient Clinic

Stephanie Schauner, PharmD, Tatum Mead, PharmD, Research Family Medicine Residency, Lee's Summit, MO

P18: Adolescent Vaccination Compliance in a Family Medicine Residency Clinic

Stephanie Schauner, PharmD, Research Family Medicine Residency, Lee's Summit, MO; Bithia Fikru, University of Missouri, Kansas City; Tatum Mead, PharmD, Research Family Medicine Residency, Lee's Summit, MO

P19: Assessment of Chronic Warfarin Management Within a Family Medicine Residency Program

Tatum Mead, PharmD, Stephanie Schauner, PharmD, Katie Dias, DO, Research Family Medicine Residency, Lees Summit, MO

P20: Interdisciplinary Patient Care in the Inpatient Setting

Amy Trelease-Bell, MD, Whitney Buckley, PharmD, Katie Fife, MD, University of Wyoming Family Medicine Residency at Cheyenne

P21: Team Approach to Chronic Disease Management: The Patient as a Team Member in Diabetic Hypertension

Jerry Sayre, MD, Ramon Cancino, MD, Joshua Henry, MD, Mayo Family Medicine Residency, Jacksonville, FL

P22: Improving Smoking Cessation Counseling in Family Medicine Residency and Get Paid for Doing It Too

Kristen Rundell, MD, Jennifer Keswani, DO, Miriam Chan, PharmD, Riverside Methodist Family Medicine Residency, Columbus, OH

P23: An Analgesic for Pain Management: Specialty Pain Clinic in the PCMH

David Marchant, MD, Tasha Ballard, PhD, RN, Kathy Randall, LPN, Donna Goldstrum, LPC, LAC, Fort Collins Family Medicine Residency, Ft. Collins, CO

P24: Shedding Light on Vitamin D Deficiency: Integrating Vitamin D Education, Screening, and Treatment Into Practice

Miriam Chan, PharmD, Laurie Hommema, MD, Kristen Rundell, MD, Riverside Methodist Family Medicine Residency, Columbus, OH

P25: Participatory Development of a PCMH Curriculum: A Collaboration Between Residents and Faculty Members

Adriana Linares, MD, DrPH, Susan Nash, PhD, Fareed Khan, MD, Baylor College of Medicine

P26: Social Networking in Residency: Advantages and Disadvantages

Adriana Linares, MD, DrPH, Debjeet Sarkar, MD, Adam Trotta, MD, Baylor College of Medicine

P27: Care Coordination: A Pivotal Point in the Continuum of Care in the Patient-centered Medical Home

Karen Gray, MD, Baylor College of Medicine

P28: The Express Care Center: Building the Practice and Providing Options for Patients

Jeffrey Steinbauer, MD, Atma Ram, MBA, Karla Heath, MBA, Baylor College of Medicine

P29: Training the Trainers in Providing Self-management Support to Patients With Diabetes

Mahalakshmi Srinivasan, MD, Beverlee Ciccone, PhD, Montgomery Family Medicine Residency Norristown, PA

P30: Effectiveness of Educating Diabetics and Family Members Together

Iris Erguder, MD, Bronx Lebanon Hospital Center Family Medicine Residency, Bronx, NY

P31: Order From Chaos: Improving Quality of Care in a Residency Clinic Practice Through Integrated Team Meetings

Jennifer Leiser, MD, Richard Backman, MD, Sonja Van Hala, MD, MPH, University of Utah

P32: Moving Chronic Care Patients From Urgent Care to Primary Care: The Primary Care Pathway Program

Ronald Labuguen, MD, Richard Nyhagen, MSW, San Francisco General Hospital and Trauma Center, San Francisco, CA

P33: Modeling Performance of Chronic Disease Management for Diabetes in a Medical Home

Gregory Garrison, MD, Mayo Family Medicine Program, Rochester, MN

GENERAL CONFERENCE INFORMATION

Hotel and Conference Location

Island Hotel Newport Beach

690 Newport Beach Drive
Newport Beach, CA 92660-6431
Phone/Reservations: 866-554-4620
(Group Code: STFMNOV30)
Reservation Deadline: November 9, 2011
Reservations (Online): www.stfm.org/cpihotel
Conference Rate: \$159 single/double (plus taxes)

Be sure to make your reservations before November 9 to receive this special group rate. Rooms at this rate may sell out quickly, so book early. Rates do not include state and local sales tax. Reservations for late arrival must be guaranteed with a credit card. Cancellations must be made at least 72 hours prior to arrival date. Check-in time is 4 pm; check-out time is Noon. The conference rate is available 3 days prior to and 3 days following the conference, based on space availability at the time the reservation is made. If conference attendance exceeds expectations, rooms in the conference block may sell out prior to the cut-off date. Please make your reservations as soon as possible to ensure your preferred accommodations. As a helpful reminder, request a confirmation number when making your hotel reservation. And in the unlikely event that you have to cancel your reservation, please ask for a cancellation confirmation.

Fitness Facilities

The Island Hotel fitness facilities are complimentary for conference attendees/hotel guests, and are accessible through your room key. The Health Club includes Lifecycles, treadmills, elliptical cross trainers, stair-masters and Life fitness strength equipment, 3000 sq foot heated swimming pool and whirlpool spa. The facilities are open 24-hours.

Hotel Parking

The Island Hotel has Valet parking only at rates of \$29 overnight or \$12 daily.

Child Care

Contact the Island Hotel concierge at 866-554-4620 for references of bonded & licensed services in the area.

Air Travel

For assistance in making your airline reservations for the conference, please call Reward House, Inc., at 877-353-6690 or 816-295-3131. You can also e-mail your questions or travel preferences to jhilburn@rewardhouseinc.com or ktimmerberg@rewardhouse.com for online assistance. Office hours are 9 am - 5pm (central time) Monday through Friday.

Ground Transportation

From Los Angeles International Airport (LAX): Super Shuttle provides shuttle service between LAX and hotel for \$36/one-way or \$72/round-trip. The shuttle picks up and drops off at the front entrance of the hotel. Advanced reservations with Super Shuttle are required. Hours: 24hrs- daily. For more information, call 800-258-3826. Taxi service is also available between the airport and hotel, and fares average \$135/one-way. Please confirm fares with the taxi driver in advance of hiring. The hotel is approximately 50 miles from LAX.

From Orange County Airport: Taxi service is available between the airport and hotel, and fares average \$20 one way. Please confirm fares with the taxi driver in advance of hiring. The hotel is approximately 5 miles from the airport. The hotel does not suggest Super Shuttle from Orange County Airport, as it is more expensive than the average taxi fare.

Car Rental

To better meet your travel needs, the full range of rental car options are available at KAYAK Web site: www.kayak.com. KAYAK searches the data from hundreds of travel sites making it easy to find the flight or rental car that's right for you and your schedule.

CME/CEU Credit

Application for CME credit has been filed with the American Academy of Family Physicians and the Kansas Nurses Association. Determination of credit is pending, and will be available in November.

Register by November 7 and SAVE!

(After November 7, registration fees increase \$75.)

Your registration fee includes: all educational sessions (except preconference workshops), receptions, breakfasts, refreshment breaks, and lunch, according to the conference schedule. To register online, visit www.stfm.org/cpi or www.aafp.org/cpi.

Cancellation Policy

All written cancellations received by November 18 will receive a full registration refund. Written cancellations received November 18-25 are eligible for a 50% refund. No refunds will be made for cancellations received after November 25.

Disclaimer

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

Become a Conference Partner

Become an exclusive partner of the Conference on Practice Improvement. Network with nearly 500 family physicians, residents, nurses and other health care professionals who have a keen interest in products and services for practice improvement. As one of only six conference partners, you'll have the opportunity to showcase your product or service, and also attend sessions and social events with participants, so you can build real relationships. This goes way beyond the traditional conference experience of an exhibit open only during short breaks or lunch times. Your organization will also be featured on the conference website, with a link to your website, and in a half page ad in the conference program (if support is confirmed by official cut-off date). This is an exclusive offer, limited to only six conference partners.

To confirm your partnership, please contact Denise German at (800) 274-2237, ext. 4430 or dgerman@aafp.org.

SPECIAL THANKS to the 2011 Conference Steering Committee

Carrie Nelson, MD, MS, FAAFP, Conference Chair, Advocate Physician Partners, Mount Prospect, IL
Rebecca Malouin, PhD, MPH, Conference Cochair, Michigan State University, East Lansing, MI
Elisabeth Righter, MD, FAAFP, University of Wisconsin, Appleton, WI

Roger Shewmake, PhD, LN, Sioux Falls Family Medicine Residency, Sioux Falls, SD

Stacy Brungardt, CAE, Society of Teachers of Family Medicine, Leawood, KS

Herbert Young, MD, American Academy of Family Physicians, Leawood, KS

The Conference Steering Committee would like to acknowledge the following collaborators for their assistance and support in planning and promoting this year's conference.



www.transformed.com



www.aafp.org/nrn

Family Practice Management

www.aafp.org/fpm

Special recognition is given to TransforMED for providing an educational grant to the AAFP for the Opening Plenary Presentation, and to EHR Outlook for providing support to the AAFP for the conference tote bags.

Registration Form

Conference on Practice Improvement

December 1-4, 2011 Newport Beach, CA

Copy this form for team registrations. Please print or type all information.

Name (for badge): _____ Degree(s): _____

Institution: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Professional Role (Please check one.)

- Physician Resident Nurse Physician Asst. Dietitian Nurse Practitioner
 Health Educator PharmD Behavioral Health Professional Medical Student
 Office Administrator Other: _____

Work Setting (Please check one.)

- Private Practice Residency Program Medical School MCO Hospital Association
 Other: _____

Please check all appropriate responses.

- STFM Member AAFP Member NRN Member/Coordinator TransforMED Practice
 1st-time attendee Special dietary needs: Vegetarian Other: _____
 Disability that requires special assistance (you will be contacted by conference staff).

Registration Fee	By Nov. 7	After Nov. 7 & On-site
Physician	\$470	\$545
Non-physician	\$420	\$495
Team Member (each; 3 or more non-physicians from same setting)	\$300	\$375
One-day registration	\$270	\$345

Preconference Workshops: Thursday, December 1, 1 – 5 pm [Additional Fees: \$100 each]

- PR1: **Navigating the Health Care Maze: Care Transitions from the Patients' Perspective**
 PR2: **Creating Functional Job Descriptions and Giving Effective Feedback**

TOTAL REGISTRATION FEE: \$ _____ (Registration + Preconference Workshop)

Method of Payment:

- Mastercard Visa American Express

Card number: _____ Expiration Date: _____

Signature: _____

Online Registration: www.stfm.org/cpi

Mail this form with payment to:
Conference on Practice Improvement
c/o STFM
11400 Tomahawk Creek Parkway
Leawood, KS 66211-2672

Fax this form with credit card information to 913-906-6096.

*If you have any questions concerning your registration, contact
Dianna Azbill at 800-274-7928, ext. 5415 or dazbill@stfm.org.*

Society of Teachers of Family Medicine
11400 Tomahawk Creek Parkway, Suite 540
Leawood, KS 66211

Conference

on Practice Improvement

December 1-4, 2011 • Newport Beach California

“The conference will provide ideas and success story outcomes to help you increase practice revenue, staff morale, and patient satisfaction.”

~Linda Gonzales-Stogner, MD, Esperanza Family Health Center, Estancia, NM



AMERICAN ACADEMY OF
FAMILY PHYSICIANS
STRONG MEDICINE FOR AMERICA



**Redesign your practice.
Improve patient care.
Sustain your changes.**

To register, visit www.stfm.org/cpi or www.aafp.org/cpi