

2022 STFM ANNUAL SPRING CONFERENCE PARTNERS

Elite Conference Partner:

NIDA

Kenyatta Crenshaw; kcrenshaw@thebizzellgroup.com
301-850-4567

<https://www.drugabuse.gov/nidamed-medical-health-professionals/ctn-dissemination-initiative>

Organization Description:

The National Institute on Drug Abuse (NIDA) Clinical Trials Network (CTN) Dissemination Initiative works in collaboration with NIDAMED to provide education and resources to clinicians. Through collaboration among clinicians, researchers, and experienced trainers, user-friendly tools and products are being developed on an ongoing basis to facilitate the adoption of research-based interventions into clinical settings.

Description of Product/Service:

NIDA works with researchers and other experts to develop resources to facilitate the translation of research into clinical practice. Information about selected resources is provided below. Screening for Substance Use Disorders

- The Tobacco, Alcohol, Prescription medication, and other Substance Use (TAPS) Tool is validated for use with adults to generate a risk level for each substance class.
- For validated online screening tools for adolescents, visit NIDAMED's Screening Tools for Adolescent Substance Use.

Health Professions Education

- The NIDA CTN website offers videos, podcasts, and CME education experiences to health care professionals (see NIDA CTN Dissemination Initiative website: <https://www.drugabuse.gov/nidamed-medical-health-professionals/ctn-dissemination-initiative>)
- Mentor-Facilitated Training Awards
- The Mentor-Facilitated Training (MFT) award program was developed to support the advancement of expertise in substance use disorders (SUD) through a mentored experience. Goals of the program include teaching mentees more about SUDs and supporting innovative ways to address gaps in current knowledge and practices with guidance and interaction from leading experts in the field. This initiative aims to reach the full spectrum of healthcare professionals through activities in collaboration with other organizations, such as conferences workshops, and specialty courses.

Conference Partners:

Andrew Weil Center for Integrative Medicine

Stephanie Feder; stephf@arizona.edu

Keith LaBaw; klabaw@arizona.edu

655 N. Alvernon Way, STE 120

Tucson, AZ 85705

<http://awcim.arizona.edu>

Description of Organization:

The Andrew Weil Center for Integrative Medicine is leading the transformation of health care by training a new generation of health professionals and by empowering individuals and communities to optimize health and wellbeing through evidence-based, sustainable, integrative approaches.

Description of Product/Service:

The Center's focus on integrative medical education extends from a distinction track for medical students to an elective rotation, to the Integrative Medicine in Residency program, and finally to the Fellowship in Integrative Medicine. Our programs, courses, and resources are invaluable to teachers of family medicine interested in integrative modalities.

Augusta University Department of Family Medicine

Courtney Roberts; coroberts@augusta.edu
1120 15th ST, HB-2050
Augusta, GA 30912
706-721-8586
www.augusta.edu

Organization Description:

Augusta University Department of Family Medicine: Horns and Halos

Description of Product/Service:

Chair of Augusta University's Medical College of Georgia Department of Family Medicine and PI of the IRB-approved research study "Horns, Halos, and Observation" would like to purchase a booth to advertise and recruit conference attendees to participate in the project. A poster and flyers will be visible requesting participation in a study of "observation scoring." The purpose of the study is to determine the effect size of positive and negative biasing has on resident direct observation evaluation scores and, whether the effect can be attenuated through education of evaluators. The study is expected to take no longer than 8-10 minutes per participant. Dr. Seehusen and two research assistants will be manning the booth. The study involves completing obtaining consent, completing a demographic survey, watching a 4 minute video, and filling out an observation score sheet. We are happy to provide a copy of the IRB-approved documents for your review, and we have received an approval letter from Stacy Brungardt with STFM indicating that they do not have their own IRB and will defer all human subject decisions to Dr. Seehusen's home institution.

Aspirus Health

Jamie Dahl; jamie.dahl@aspirus.org
3000 Westhill Drive, Ste 305
Wausau, WI 54401
www.aspirus.org

Description of Organization:

Aspirus is a nationally-recognized health system based in Wausau, which is located in the center of Wisconsin. With more than 8,700 employees and a world-class consortium of more than 900 providers, we provide a higher level of care to some of the most wholesome, family-focused communities.

Description of Product/Service:

Physician Recruitment

Boston University Department of Family Medicine

Jordan Standish; jordan.standish@bmc.org
771 Albany Street Dowling South 5th Floor, Boston, MA 02190
617-414-6213
<http://www.bu.edu/familymed/>

Description of Organization:

Established in July of 1997, the Department of Family Medicine at BUSM is the first university department in Boston. Our organization provides regional and national leadership in Family Medicine education. The department works closely with the Boston HealthNet and community health centers, regional community hospital-based residencies, the Massachusetts Academy of Family Practice, the Boston and Massachusetts Departments of Health, the Boston University School of Public Health, other primary care groups within and outside of the BMC, and the BMC leadership to evolve a coordinated regional primary care system responsive to population needs.

Description of Product or Service:

The Boston University Department of Family Medicine provides leadership to the development of family practice and primary care regionally, nationally and internationally, through its research, education, and clinical activities. This is accomplished through: Research that informs improved approaches to the conduct and organization of primary care, with emphasis on problems of the underserved and their communities, and the integration of primary care, public health, and mental health; Education which prepares medical students and residents for careers as primary care physicians, and fellows for leadership positions in primary care, with special emphasis on preparation to work in multidisciplinary primary care teams responsive to the needs of multicultural communities; Clinical activities which provide the necessary practice-based laboratories and teaching environments, with emphasis on programs that complement the overall mission of the Boston Medical Center, and which are responsive to primary care needs of the greater Boston region, and especially its underserved communities.

Community Health Network

Kathy Zoppi: kzoppi@ecommunity.com
7330 N. Shadeland Station
Indianapolis, IN 46256
www.ecommunity.com

Description of Organization:

Health system; 5 hospitals; 2 family medicine residencies; largest regional primary care network

Description of Product/Service:

recruitment booth, network information, local hosting

Concord Hospital / NH Dartmouth Family Medicine Residency Program

Jen Bubert; jbubert@crhc.org
250 Pleasant Street, Concord, NH 03301
603-227-7079
<http://www.concordhospital.org/>

Description of Organization:

Community Hospital and Family Medicine Residency Program

Description of Product or Service:

Provider recruitment

EBSCO

Luiza Lopes; llopes@ebSCO.com
10 Estes Street, Ipswich, MA 01938
978-356-6500

<https://www.dynamed.com/>

Organization Description:

EBSCO offers a variety of solutions to help physicians provide the best care possible by supplying them with evidence-based information when, where and how they need it.

Description of Product/Service:

DynaMed: fast, accurate and actionable answers to your clinical questions at the point of care

Family Physicians Inquiries Network (FPIN)

Lushawna Gerdes; lushawna@fpin.org

1902 Corona Road, Suite 201

Columbia, MO 65203

www.fpin.org

Description of Organization:

FPIN's vision: FPIN envisions a primary care workforce that thinks critically, communicates expertly, and utilizes the best current evidence to improve the health of patients. FPIN's mission: FPIN provides quality education and professional development for primary care clinicians to practice evidence-based medicine and produce scholarship. FPIN's values: We value... Answering the most important questions in primary care with the best and most current evidence. We value... Caring for our community members with respect and contributing to their professional growth. We value... Service that is so remarkable and rare that people can't help but talk about us FPIN has been supporting family medicine residency programs with their scholarship endeavors for over 2 decades. We provide evidence based medicine education and a structured approach to publication endeavors.

Description of Product/Service:

We will be representing FPIN membership at the conference. We have two levels of membership. NEW in 2022, FPIN will be promoting our first free membership option for all family medicine programs which includes access to our popular PURLs Journal Club. This was previously offered as a subscription for \$1000/year, but we have decided to provide this as a complimentary service for all family medicine educators going forward. In addition, we will be representing our traditional annual fee based FPIN membership which also includes online learning, publication opportunities, and a subscription to our journal.

Global Ultrasound Institute (GUSI)

Elizabeth Sayre; elizabeth@globalultrasoundinstitute.com

31 Russell Court

Walnut Creek, CA 94598

<https://www.globalultrasoundinstitute.com>

Description of Organization:

GUSI is a community of expert POCUS educators and practitioners who are passionate about POCUS education, training, and patient care. GUSI is led by co-founders Kevin Bergman, MD and Mena Ramos, MD, leaders in POCUS education who have trained over 2,000 residents and attending physicians from 20 countries to date. They are joined by 40+ POCUS instructors representing a wide diversity of specialties . POCUS is rapidly becoming a fifth pillar of physical examination because

POCUS has the power to transform bedside diagnosis, clinical decision making, and procedures, regardless of medical speciality. Unfortunately, POCUS is still not widely used in most speciality areas. There is a lack of accessible ultrasound training available to clinicians who want to become confident, competent POCUS practitioners. GUSI meets this critical need by equipping medical professionals of all experience levels and specialties with comprehensive POCUS skills through proven education models.

Description of Product/Service:

GUSI will represent its growing online POCUS curriculum, services for residency programs, virtual POCUS Fellowship programs, and in person courses, among other services.

GoodRx

Sara Esmaili; sesmaili@goodrx.com
2701 OLYMPIC BLVD
Santa Monica, CA 90404
goodrx.com

Organization Description:

GoodRx believes that all Americans deserve affordable and convenient healthcare. We provide tools and services for people to find the best care at the best price. Since 2011, we have helped more than 18 million people afford their prescriptions and have saved consumers \$30 billion to date. We are dedicated to working with HCPs in our shared mission of helping patients afford, start, and stay on their treatment plans. Using GoodRx not only saves time, it also helps improve medication adherence through accessing affordable healthcare.

Description of Product/Service:

We will be representing our ability to support HCPs in assisting their patients with adhering to treatment plans and improving health outcomes.

IUSM Department of Family Medicine

Jessica Kurrasch; iufammed@iu.edu
1110 W Michigan Street
Indianapolis, IN 46202
<https://medicine.iu.edu/family-medicine>

Description of Organization:

The Department of Family Medicine promotes optimal health for individuals, families and the global community. We provide continuing and comprehensive patient care and deliver excellence in family medicine through innovative medical education and practice-based health services research.

Description of Product/Service:

All family medicine residents within the IU School of Medicine programs are trained to identify the preventive needs of patients, promote healthy lifestyles, provide ongoing routine care and emotional support, diagnose and treat acute and chronic illness, and work with consultants and other physician specialists to care for unusual and complex medical problems. The Family Medicine Residencies desire to train competent, well-rounded primary care providers to service Indiana who are experienced and prepared to provide multi-disciplinary team-based care for their patients as leaders within their clinical practice and communities whether outpatient, inpatient or both the outpatient and inpatient practice in any setting.

LifePoint Health*

Christy Ricks; christy.ricks@lpnt.net
330 Seven Springs Way, Brentwood, TN 37027
615-920-7216
www.lifepointhealth.net

Organization Description:

Making Communities Healthier® LifePoint Health was founded in 1999 on the idea that everyone deserves quality healthcare close to home and that strong healthcare creates strong communities. Today, our national network of hospitals, post-acute service providers and outpatient centers is united by a singular mission of Making Communities Healthier. But we are more than just a network of healthcare facilities – we are an integral part of community life, and we are proud to play a role in helping our communities thrive.

Description of Product/Service:

Our vision is to create places where physicians want to practice, by offering unique opportunities for them to prosper and grow personally and professionally in great communities across the country. We believe that physician collaboration is crucial to the delivery of quality care, so we work to build and maintain strong, supportive and productive relationships with our physicians.

Medmastery

Tina Gyane; tina@medmastery.com
www.medmastery.com

Description of Organization:

As a leading online medical education platform, we teach essential clinical skills to doctors, nurses, and students around the world. Medmastery is “highly commended” by the British Medical Association (BMA). The annual Medical Book Awards of the BMA recognizes outstanding contributions to medical literature. All our courses and workshops are fully CME accredited. We take our learners by the hand and teach them step-by-step. We make learning fun again with beautiful designs, graphics, and lots of interactive cases and quizzes. After attending a Medmastery course, students master a new skill and are able to solidify it on the job in the clinic.

Description of Product/Service:

Courses to the below topics can be found on Medmastery. New courses and workshops are added monthly: Cardiology Pulmonary Nephrology Dermatology Imaging Infectious Diseases Hematology Ultrasound Endocrinology Emergency medicine / critical care Neurology Gastroenterology Professional Development (e.g. Burnout prevention)

Penn State Health

Patty Shipton; pshipton@pennstatehealth.psu.edu
P.O. Box 804, MC CA230, Hershey, PA 17033
717-531-4725
<https://www.pennstatehealth.org/>

Description of Organization:

Penn State Health is a multi-hospital health system serving patients and communities across 29 counties in central Pennsylvania. The system includes Penn State Health Milton S. Hershey Medical Center, Penn State Children’s Hospital, and Penn State Cancer Institute based in Hershey, Pa.; Penn State Health Holy Spirit Medical Center in Camp Hill, Pa.; Penn State Health St. Joseph Medical Center in Reading, Pa.; and more than 2,300 physicians and direct care providers at more than 125 medical office locations. Additionally, the system jointly operates various health care providers, including Penn State Health Rehabilitation Hospital, Hershey Outpatient Surgery Center, Hershey

Endoscopy Center, Horizon Home Healthcare and Pennsylvania Psychiatric Institute.

Description of Product or Service:

Recruitment for Family Medicine provider job opportunities in both our academic and community based settings at Penn State Health.

Rosh Review*

Taylor Lauzon; taylor@roshreview.com
10515 Talbot Avenue
Huntington Woods, MI 48070
www.roshreview.com

Description of Organization:

Rosh Review is the leading global provider of educational content, online learning tools, and data analytics for MD/DOs, PAs, and NPs. Combining unmatched expertise in developing high-yield content and custom teaching images in a simple user-friendly interface, Rosh Review works at the intersection of technology and education to help individuals reach their goals and achieve their dreams.

Description of Product/Service:

Rosh Review is the go-to preparation resource for the in-training, initial certification, and recertification exams. Our Program Director's Dashboard tracks, oversees, and analyzes residents' performance and is capable of individualized interactive instruction. Rosh Review combines expert question writers, high-yield content, and comprehensive explanations all in a user-friendly interface. We make everything as simple as possible, but not simpler. Come see what we can do for you.

TrueLearn

Janine Rice; conferences@truelearn.com
109 Professional Park Dr., Suite 200, Charlotte, NC, 28117
866-475-4777
www.truelearn.com

Description of Organization:

TrueLearn is a rapidly growing medical and health sciences education company that offers test preparation questions and test simulation for individuals preparing for high-stakes board licensure examinations including the ABFM ITE & Certification Exams. TrueLearn is used by thousands of students and residents nationwide every year and is considered the go-to licensure preparation software for many family medicine programs. Learn more about our amazing organization at www.truelearn.com.

Description of Product or Service:

TrueLearn's FM Prep SmartBank and institutional partnership for Family Medicine Residency Programs includes both faculty/leadership and resident access to faculty and learner platforms. Our FM Prep SmartBank has 1,400+ practice questions that mirror the ABFM Blueprint allowing for both ITE and Certification prep (175 AOBFP specific questions also available). Our faculty platform includes a customized quizzing tool plus faculty dashboard with impactful data and analytics that allow faculty and program leadership to optimize outcomes and streamline processes. Insights include comparisons of scores nationwide, performance over time, as well as the ability to identify individual, specific group, or cohort category strengths and weaknesses. Residents gain access within the learner portal to practice questions and quizzing, individual analytics including strengths and weaknesses, personalized testing habit insight, as well as remediation tactics.

UNC Faculty Development Fellowship

Dawn Morrison; dawn_morrison@med.unc.edu
590 Manning Dr, Chapel Hill, NC 27599
984-974-4987

<https://www.med.unc.edu/fammed/education/fellows/fac/>

Organization Description:

The Department of Family Medicine at UNC

Description of Product/Service:

We will be highlighting our Faculty Development Fellowship, including recruiting new participants as well as recognizing alumni who attend STFM.

UPMC St. Margaret and U. Pittsburgh Family Medicine

Jennifer Crupie: crupiej@upmc.edu
815 Freeport Road
Pittsburgh, PA 15215

<https://stmargarets.familymedicine.pitt.edu/fellowships/university-pittsburgh-faculty-development-fellowship>

Description of Organization:

Post-graduate Family Medicine Fellowship at Large Academic Healthcare System

Description of Product/Service:

University of Pittsburgh Faculty Development Fellowship

Conference Supporter:

AAFP

Nicole Fowler, nfowler@aafp.org
<https://www.aafp.org/>

Description of Organization:

The American Academy of Family Physicians is the national medical specialty society for family medicine. As one of the largest national medical organizations, the AAFP has more than 131,000 members in the U.S. and abroad including practicing family physicians, family medicine residents, medical students, and life members. Its mission is to improve the health of patients, families, and communities by serving the needs of members with professionalism and creativity, and it has strategic objectives spanning payment reform, practice transformation, workforce, and clinical expertise.

Description of Product/Service:

The AAFP's Medical Education Division supports the recruitment and training of medical students and family medicine residents and supports family medicine undergraduate and graduate medical education. Stop by to learn and share your ideas about how we can accomplish the goals of expanding pathways to family medicine, how we are supporting family medicine interest groups, and to pick up resources for medical students, residents, and educators to promote and advance family medicine.

Mobile App Supporter:

Campbell University School of Osteopathic Medicine*

Sarah Bowman; sbowman@campbell.edu

PO Box 4280

Buies Creek, NC 27506

medicine.campbell.edu

Description of Organization:

As the first and only osteopathic medical school established in the state of North Carolina, Campbell University School of Osteopathic Medicine provides students with a seamless transition from learning to delivering the highest quality patient care in the communities they serve. With enrollment at 150 students annually, Campbell Medicine is the second largest medical school in the state of North Carolina. Our biomedical and clinical faculty prepare students to be lifelong learners and practitioners that are holistic in their approach. Campbell physicians come from all socioeconomic backgrounds and often return to their communities to serve and lead with purpose.

Description of Product/Service:

The mission of the Campbell University Jerry M. Wallace School of Osteopathic Medicine's Master of Health Professions Education (MHPE) program is to prepare healthcare professionals as teachers and leaders to help train the next generation of healthcare providers. By providing health professionals with essential skills to thrive as faculty and leaders in education in the country's expanding health professions schools, the program will assist in improving care delivery to address the needs of rural and underserved populations in North Carolina, the Southeast, and the nation. The goals of the MHPE degree program are to train clinicians as educators and leaders, enabling clinicians to enhance their practices, improve population health, and increase the capacity for training of more health professionals in areas of need. The degree program prepares interested healthcare professionals for academic careers in health professions education, to address the growing need in America's expanding health professions training programs. Graduates of this program are employed in areas of healthcare, human services, education, and a number of other fields where health-related education and training are essential.

*These conference partners/supporters do not have an exhibit table at the conference.

Local Conference Supporters:

Indiana Academy of Family Physicians Foundation

www.in-afp.org/about-the-foundation

Marian University - Indianapolis, College of Osteopathic Medicine

www.marian.edu/osteopathic-medical-school

Memorial Hospital of South Bend Family Medicine Residency Program - Beacon Health System

www.beaconhealthsystem.org