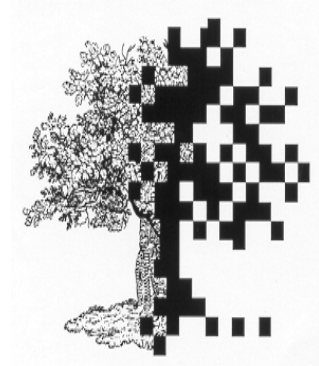


*Wilson Medical Center
Continuing Education
Symposium*



Wednesday and Thursday
November 14 and 15, 2007

Wilson Medical Center
Auditorium
1705 Tarboro Street, SW
Wilson, North Carolina

Jointly Sponsored by:

Health Education Foundation/Area L AHEC
and
The School of Pharmacy of
The University of North Carolina at Chapel Hill
and
Wilson Medical Center Pharmaceutical Services

Educational Planning by:

Area L AHEC
Rocky Mount, North Carolina

Please visit Area L AHEC's Web site at:
www.arealahec.dst.nc.us



ACCREDITATION

This activity has been planned and implemented in accordance with the Essentials and Standards of the North Carolina Medical Society (NCMS) through the joint sponsorship of the Health Education Foundation/Area L AHEC, the School of Pharmacy of The University of North Carolina at Chapel Hill, and Wilson Medical Center Pharmaceutical Services. The Health Education Foundation/Area L AHEC is accredited by the NCMS to provide continuing medical education for physicians.

CREDIT

The Health Education Foundation/Area L AHEC designates this educational activity for a maximum of 12.0 AMA PRA Category 1 Credits™. Physicians should claim credit commensurate with the extent of their participation in the activity.

COMMERCIAL SUPPORT AND DISCLOSURE

The Health Education Foundation/Area L AHEC adheres to ACCME Essential Areas and Policies regarding industry support of continuing medical education. Commercial support for the program and faculty relationships within the industry will be disclosed at the activity. Speakers will also state when off-label or experimental use of drugs or devices is incorporated in their presentations.

PHARMACY CREDIT

This two-day seminar will provide a total of 12.0 contact hours of continuing pharmacy education credit. To receive CE credit, attendance MUST be acknowledged at the registration desk upon arrival at the program. The CE Attendance Verification Form must be completed and turned in at the program to receive CE credit for this program. Statements of credit will be mailed upon completion and evaluation of the programs.



The School of Pharmacy of The University of North Carolina at Chapel Hill is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education.

TARGET AUDIENCE

Physicians, physician extenders and pharmacists.
(Pharmacy technicians may attend.)

For further information, please contact Toni G. Denson, program faculty assistant, at (252) 972-6958 or fax (252) 972-0419.

If you need to reach a seminar participant during the program, call Rosa C. Edwards at (252) 399-8253.

PROGRAM COORDINATORS

Wilson Medical Center:

Cathy B. Harrell, RPh, BS
Pharmacy Supervisor

Doris S. Craft, RPh, BS
Staff Pharmacist

Rosa C. Edwards, MLS
Library Resource Center Coordinator

Harold G. Usher, RPh
Interim Pharmacy Manager

Area L AHEC:

Monique F. Mackey, MLS
Interim Director – Medical Education

Debra P. Futrell, PharmD
Director - Pharmacy Education
Clinical Assistant Professor - UNC-CH
School of Pharmacy



LOCATION

All sessions will be held in the Wilson Medical Center Auditorium. **Maximum seating capacity is 200.**

Directions to program location:

From Raleigh

Travel 64E to 264E (to Wilson), take exit 36B east (alternate 264 – Wilson), make a right turn at Forest Hills Road; make a left turn onto Tarboro Street (Highway 42). Wilson Medical Center is on the right.

From Greenville

Travel Highway 264W (to Wilson), take Exit 40 (Highway 42E), follow Highway 42E, cross Forest Hills Road and Glendale Drive. Wilson Medical Center is on the right.

PURPOSE

The purpose of this program is to update the participant on the most current information regarding: the 5 Million Lives Campaign, high-alert medications, chronic heart failure, pressure ulcers, stroke victims, Healthy Carolinians 2010 Health Objectives, general nutrition guidelines, and the impact of the absence of health insurance.

This program is supported, in part, by unrestricted educational grants from:

Boehringer Ingelheim Pharmaceuticals
Genentech, Inc.
Ortho-McNeil, Inc.
Pfizer, Inc.
Sanofi-Aventis
Wyeth-Ayerst Labs

OBJECTIVES

At the completion of this two-day program, participants should be able to:

- ✓ Describe the 5 Million Lives Campaign
- ✓ List high-alert medications and ways to reduce harm
- ✓ Review recent guidelines on the management of chronic heart failure
- ✓ Describe the current approaches to the prevention and management of pressure ulcers
- ✓ Review the current approaches to the prevention and treatment of stroke victims
- ✓ List the Healthy Carolinians 2010 Health Objectives
- ✓ Review general nutrition guidelines
- ✓ Discuss the impact the absence of health insurance will have on the health care system and patients.



If you require reasonable accommodations for a disability in order to participate fully in this continuing education activity, please call Toni G. Denson at (252) 972-6958 no later than 15 days before the activity or attach a note to your registration form.

The registration fee covers credit, lunch, breaks, and instruction. **Participants who cancel registration via fax number 252-972-0419, prior to October 31, 2007, will receive a refund for the amount they have paid less 30%. Fees will not be returned for cancellations made after October 31, 2007. Substitutes are generally accepted.**

Registration for this program via mail, fax, or phone, acknowledges your responsibility of payment. Should you need to cancel registration, you must fax cancellation to 252-972-0419.



Please bring a sweater or jacket to ensure your comfort. We cannot assure a constant room temperature.

AGENDA WEDNESDAY, NOVEMBER 14, 2007

8:00 – 8:45 a.m.	Registration/Refreshments
8:45 – 9:00 a.m.	Welcome Richard E. Hudson, MHA President and CEO Wilson Medical Center WilMed Healthcare
9:00 – 10:30 a.m.	“The 5 Million Lives Campaign: An Overview” <i>ACPE # 046-999-07-234-L04-P (1.5 hrs.)</i> Rosemary Gibson, MSc Senior Program Office Robert Wood Johnson Foundation
10:30 – 11:00 a.m.	Evaluation/Break/Exhibits
11 a.m. – 12:30 p.m.	“High-Alert Medications: How Do We Reduce Harm?” <i>ACPE # 046-999-07-235-L01-P (1.5 hrs.)</i> Lynn E. Eschenbacher, PharmD Medication Safety Officer Duke University Medical Center
12:30 – 1:15 p.m.	Evaluation/Lunch (provided)
1:15 – 2:45 p.m.	“Evidence-Based Therapy for the Chronic Heart Failure Patient” <i>ACPE # 046-999-07-236-L01-P (1.5 hrs.)</i> Jo Ellen Rodgers, PharmD, BCPS Clinical Assistant Professor Division of Pharmacotherapy UNC-CH School of Pharmacy
2:45 – 3:00 p.m.	Evaluation/Break
3:00 – 4:30 p.m.	“Update on Preventing and Treating Pressure Ulcers” <i>ACPE # 046-999-07-237-L01-P (1.5 hrs.)</i> C. Todd King, PharmD, CGP Senior Vice President Continuing Care RX
4:30 p.m.	Evaluation/Adjournment

AGENDA
THURSDAY, NOVEMBER 15, 2007

- 8:00 – 8:45 a.m. Registration/Refreshments**
- 8:45 – 9:00 a.m. Welcome**
David M. Webb, EdD
President
Health Education Foundation/
Area L AHEC
- 9:00 – 10:30 a.m. “Update on Stroke Prevention and Treatment”**
ACPE # 046-999-07-238-L01-P (1.5 hrs.)
Anthony C. Breuer, MD, MFA
East Carolina Neurology
General Neurology and
Neurodiagnostics
- 10:30 – 11:00 a.m. Evaluation/Break/Exhibits**
- 11 a.m. – 12:30 p.m. “Healthy Carolinians 2010 Health Objectives”**
ACPE # 046-999-07-239-L04-P (1.5 hrs.)
Jean T. Caldwell, BS, RHED
Regional Consultant
Office of Healthy Carolinians
- 12:30 – 1:15 p.m. Evaluation/Lunch (provided)**
- 1:15 – 2:45 p.m. “Obesity: Basic Nutritional Approaches”**
ACPE # 046-999-07-240-L04-P (1.5 hrs.)
Mindy A. Saenz, RN, LDN,
CDE
Endocrinology and Metabolism
Brody School of Medicine
East Carolina University
- 2:45 – 3:00 p.m. Evaluation/Break**
- 3:00 – 4:30 p.m. “Absence of Health Insurance: What Will the Impact Be?”**
ACPE #046-999-07-241-L04-P (1.5 hrs.)
G. Mark Holmes, PhD
Senior Research Fellow
Cecil G. Sheps Center
- 4:30 p.m. Evaluation/Adjournment**

REGISTRATION FORM

WILSON MEDICAL CENTER
CONTINUING EDUCATION SYMPOSIUM
November 14 and 15, 2007

Last Name: _____ First Name: _____ MI: _____

Last 4 digits of SS#: _____ Degree(s): _____

Discipline (Please only one): Medicine Pharmacy

Other _____ Specialty/Position: _____

Employer: _____

Occupation: _____

Employer Address: _____

City: _____ State: _____ Zip: _____

County: _____ Work Phone: (____) _____

E-Mail Address: _____

Home Address: _____

City: _____ State: _____ Zip: _____

County: _____ Home Phone: (____) _____

Prefer mail at: Office or Home

Please Type of credit requested:

AMA ACPE

Note: All of the above is needed to update our computer records.

In order to register, detach this portion and mail with a check made payable to Area L AHEC to:

Attn: Registration
Area L AHEC Discipline: _____ Interdisciplinary
Post Office Drawer 7368 Early Registration Fee Per Day: \$65.00
Rocky Mount, NC Registration fee after 10/31/07: \$75.00
27804-0368 Amount Enclosed: \$ _____

Payment by: **Individual** { } **Agency** { }

Signature: _____

Please pre-register for entire day regardless of whether you plan to attend 1, 2, 3, or 4 sessions.

Payment must be received to confirm registration.

Walk-ins will not be accepted

Event Number: 21750

DAY 1, November 14, 2007

DAY 2, November 15, 2007

Unforeseen circumstances may necessitate speaker substitution or program cancellation. If Area L AHEC cancels the program, all registrants will be notified and refunds will be given as appropriate.
