

**Arizona Asthma Coalition &
Phoenix Children's Hospital
are proud to present**

6th Annual
*Arizona Asthma
Conference*

Saturday, April 21, 2012

Phoenix Children's Hospital
Melvin L. Cohen Conference Center
Rosenberg Building
1920 E. Cambridge Ave.
Phoenix, AZ 85006



Arizona Asthma Coalition



**PHOENIX
CHILDREN'S
Hospital**

Arizona Asthma Conference

**SATURDAY, APRIL 21, 2012
7 a.m. to 4:35 p.m.**

This educational activity is designed for practicing pediatricians, primary care physicians, pediatric nurse practitioners, family nurse practitioners, respiratory therapists, nurses, MA's and anyone else involved in the care of people with asthma to increase their knowledge in asthma best practices.

COURSE DESCRIPTION

The Asthma Conference will focus on bringing the most current information about asthma care and management to health care providers. The Conference will provide the opportunity for us to look at ways to reduce the high rates of asthma morbidity and mortality rates in Arizona.

LEARNING OBJECTIVES

- Gain a better understanding of health care reform and its impact on medico-economics, hospitals, health plans and primary care providers in Arizona
- Apply cutting edge asthma research in order to improve asthma care and patient outcomes

COURSE OBJECTIVES

The goal of the Arizona Asthma Conference is to decrease the rates of asthma morbidity and mortality in Arizona by providing the most current asthma education and research.

- Provide an overview of health care reform and discuss its impact on medical economics, hospitals, health plans and primary care providers in Arizona
- Discuss the AAP medical home initiative and successful models of care in Arizona
- Review asthma case studies and cutting edge research, new asthma medications, and devices for asthma management

PROGRAM CREDIT

CONTINUING MEDICAL EDUCATION

Phoenix Children's Hospital is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to sponsor continuing medical education for physicians.

Phoenix Children's Hospital designates this *live activity* for a maximum of 6.5 AMA PRA Category 1 Credit/s™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

CONTINUING EDUCATION UNITS

The University of Arizona Medical Center is the provider approved by California Board of Registered Nursing, BRN Provider No. CEP 10039 for 7.8 contact Hours.

Arizona Asthma Conference

FACULTY

Joe Gerald, MD, PhD
University of Arizona

Marjorie Bessel, MD
Banner Health East AZ Region

Ruthann Laswick
Blue Water Benefits Consulting

Melissa Rutala, MPH
Arizona Health-E Connection

Amy Shoptaugh, MD
All About Kids Pediatrics, Tempe, AZ

Lyndy Jones, MD
All About Kids Pediatrics, Tempe, AZ

Allan Wachter, MD
Ahwatukee Allergy

Michael Perlstein, MD
Palo Verde Pediatrics

Anna Scott, PhD, MBA
United HealthCare

Mark A. Brown, MD
University of Arizona College of Medicine

Lynette Cook, MSN, RN
*Arizona School Nurse Consortium
Phoenix Elementary School District*

Kimberly Reiners, RN
Cardon Children's Hospital

2012 ASTHMA CONFERENCE CO-CHAIRS

Judy Harris, MS, RN, CPNP
Mark Brown, MD

DISCLOSURE

As a provider accredited by ACCME, Phoenix Children's Hospital ensures balance, independence, objectivity and scientific rigor in its educational activities. All faculty participating in a Phoenix Children's Hospital CME activity are required to disclose to the audience all relevant financial relationships with the manufacturers or any commercial support relationships whose products or services may be considered to be related to the subject matter of the educational activity. Faculty will also disclose any off-label and/or investigational use of pharmaceuticals or instruments discussed in their presentation.

We gratefully acknowledge The University of Arizona Pediatric Pulmonary Center for their generous support of this continuing medical education activity.



A complete listing of commercial supporters is not available at this time. Acknowledgment of all commercial support will be provided during the conference.

AGENDA

7 - 8 a.m.

Registration, Continental Breakfast, Exhibits

8 a.m.

Introduction: Arizona Asthma Coalition

8:15 a.m.

Keynote: Overview of Health Reform

Joe Gerald, MD, PhD, Chair, Public Health Policy and Management, Mel and Enid Zuckerman College of Public Health, University of Arizona

8:45 a.m.

Medical Economic Aspects of Health Care Reform:

Joe Gerald, MD, PhD, Chair, Public Health Policy and Management, Mel and Enid Zuckerman College of Public Health, University of Arizona

9:45 a.m.

Break and Exhibits – 15'

10 a.m.

Panel: Impact of Health Reform on Providers in Arizona

Hospitals: Marjorie Bessel, MD, Chief Medical Officer, Banner Health East AZ Region

Health Plans: Ruthann Laswick, President of Blue Water Benefits Consulting

Physicians: Michael Perlstein, MD– Palo Verde Pediatrics/AAP Board Member

11:30 a.m.

Electronic Medical Records

Melissa Rutala, MPH, CEO of Arizona Health-E Connection

Noon

Vendor Fair and Lunch

1:15 p.m.

Breakout Sessions (see options on following page)

2:15 p.m.

Break and Exhibits – 20'

2:35 p.m.

Improving the Quality of Asthma Management: The Medical Home

Pediatric practice model – Amy Shoptaugh, MD & Lyndy Jones, MD, All About Kids Pediatrics, Tempe, AZ

Accountable Care Community Model– Anna Scott, PhD, MBA, United HealthCare

4:05 p.m.

Quick Updates: What's New in Drugs, Devices, Cutting-Edge Products & Research

Allan Wachter, MD, Allergist, Ahwatukee Allergy

4:35 p.m.

Adjourn/Evaluations/Certificates

Arizona Asthma Conference

BREAKOUT SESSIONS

1. Case Studies

Professor Mark A. Brown, MD, Pediatric Pulmonary/Allergy and Immunology, University of Arizona College of Medicine

A Call for Case Studies

The Case Conference Break-Out Session will give participants the opportunity to engage in a discussion of interesting or difficult cases of asthma. Please access the submission form on-line at <http://uappc.peds.arizona.edu/projects.asp> and click on the link in the middle of the page. Four to six cases will be selected based on general interest to the broad audience.

2. School Nurse Forum

Lynette Cook, MSN, RN, Arizona School Nurse Consortium, Phoenix Elementary School District

3. Asthma Education in 15 minutes

Kimberly Reiners, RN, Certified Asthma Educator, Cardon Children's Hospital

1. CONTACT INFORMATION (please print or type clearly)

Name (First) _____ (Last) _____

Credentials _____

Place of Employment _____

Address _____

City _____ State _____ Zip _____

This address is Home Work Day Phone () _____

Email Address _____

(your registration confirmation will be sent to this email address)

2. SPECIAL ASSISTANCE

Please check this box if you require assistance with hearing, vision, or mobility to make this program accessible to you. We will contact you to determine your specific needs.

Please check this box if you have an special dietary requirements. If any, please list _____

3. BREAKOUT SESSIONS (Please check one)

Breakout Session 1 2 3

4. REGISTRATION FEES

Arizona Asthma Coalition Members	\$70
Non-members	\$125
Early Registration (by 4-1-12)	\$115
Students	\$40

* Space is limited please register early. Cancellations: Before April 14, 2012

—Full refund (No refunds after April 14)

5. PAYMENT METHOD

The full registration fee is payable on registration.

Make checks payable to the Arizona Asthma Coalition

(Please note on the check that it is for the 6th Annual Arizona Asthma Conference)

6. REGISTRATION SUBMISSION

Complete this form, enclose payment and mail to:

2012 Arizona Asthma Conference
Arizona Asthma Coalition
5804 N. Echo Canyon Ln.
Phoenix, AZ 85018

There may be a limited number of scholarships available for Allied Health Care workers. Please contact Barbara Burkholder at barbburk5@msn.com.

This brochure is available for download on the Arizona Asthma Coalition website at www.azasthma.org.

For additional information, please contact: Barb Burkholder, barbburk5@msn.com or Judy Harris at (602) 933-0347



**1919 E. Thomas Rd.
Phoenix, AZ 85016**

Non-Profit Org.
U.S. Postage
PAID
Phoenix, AZ
Permit No. 1133