Register today for the most practical women’s health conference you will attend in 2010!
800.423.4992 ext. 620 or www.sma.org/fp10
SMA Members Save $100 When They Register By June 24!
LEARNING GAP AND CONFERENCE OBJECTIVES

Health care for women includes the entire spectrum of a woman’s life, not just pregnancy and childbirth. Many of the past research studies did not include women participants; therefore, conclusions from those studies may not be valid for making healthcare decisions about women. At each stage of a woman’s life, there are important preventive steps to follow in order to provide early detection of medical problems, or to prevent them entirely. This conference will include extensive coverage of conditions particular to women’s health, as well as diseases that manifest themselves uniquely in the female patient. After participating in the lectures and case presentations participants should be better prepared to: demonstrate how practice guidelines can be used to improve patient care; discuss the incorporation of new medications into the clinical practice of those who care for women; and provide an overview of the effect of the new health care environment on the female patient population.

TARGET AUDIENCE

Physicians, physician assistants, nurse practitioners, and registered nurses specializing or certified in the areas of women’s health, gynecology, obstetrics, internal medicine, family or general medicine, geriatric medicine, emergency medicine, and preventive medicine should attend this conference. Other specialists treating a female patient population may also benefit from the wide array of topics presented during the conference.

ACCREDITATION CME/CE CREDIT

American Medical Association Physician’s Recognition Award
The Southern Medical Association designates this educational activity for a maximum of 21 AMA PRA Category 1 Credits™. Physicians should only claim credit commensurate with the extent of their participation in the activity.

American Academy of Family Physicians
Application for CME credit has been filed with the American Academy of Family Physicians. Determination of credit is pending.

American College of Obstetricians and Gynecologists
Application for credit has been filed.

American Academy of Physician Assistants
The American Academy of Physician Assistants accepts AMA PRA Category 1 Credit™ from organizations accredited by the ACCME.

Nurse Continuing Education Contact Hours
The Southern Medical Association is an approved provider of continuing nursing education by the Alabama State Nurses Association (ASNA), an accredited approver by the American Nurses Credentialing Center’s Commission on accreditation (ANCC). Southern Medical Association Provider #5-125. This activity qualifies for up to 21 contact hours. [Sunday 1, Monday 6.25, Tuesday 5.5, Wednesday 5.25, Thursday 3]

Visit the conference website www.sma.org/fp10 for additional credit approvals.

COMMUNITY OF INTEREST

Keeping You Connected – 24/7 – Join our Social Media Networks Today!
The Women’s Health Community of Interest is designed to provide the opportunity for continued learning and development from the conference as well as a platform to effectively advocate for issues you feel are important. The community allows participants to identify priorities from interaction with colleagues thus empowering each other to become a cohesive voice to improve the effectiveness of healthcare in the area of women’s health. In addition, from this interaction and sharing of thought provoking topics, articles of interest and case studies, future topics for the conferences may also be identified. And, in this manner you are enhancing your professional identity by gaining recognition as a leader willing to voice your opinion and help influence the course of healthcare. To receive a special invitation to join the Women’s Health community, simply provide your email address on the registration form, and instructions on how to join will be emailed to you with your meeting confirmation.

SMA is now on Facebook and Twitter.
Join to follow this conference and participate in our group discussions.

SMA is more than products and services – SMA is about supporting physicians with a bias for action in order to meet the difficult challenges of providing medicine today through professional identity and leadership development. This conference is just one of the ways this is accomplished.
CONFERENCE CHAIR

Veronica K. Piziak, MD, PhD, FACP
Dr. “Ronny” Piziak is Emeritus Director for the Division of Endocrinology and Director of the Diabetes Center for Scott & White in Temple, Texas. She has attained the rank of Professor of Medicine and Endocrinology at Texas A&M University College of Medicine and is Professor of Social and Behavioral Health for Texas A&M School of Rural Public Health.

CO-CHAIR FOR OB/GYN TRACK

Mark G. Martens, MD
Dr. Martens is a Clinical Professor of Obstetrics and Gynecology for the University of Oklahoma at Tulsa. Dr. Martens serves as the Chief Medical Officer for the Heartland Health Institute in Tulsa, Oklahoma.

KEYNOTE SPEAKER

J. James Rohack, MD
2009-2010 President American Medical Association
J. James Rohack, MD is a senior staff cardiologist at Scott & White (S&W) Clinic and director of the S&W Center for Healthcare Policy as well as having dual professorships in the department of medicine and humanities at Texas A&M Health Science Center in Temple, Texas. He assumed the presidency of the American Medical Association (AMA) in June 2009 having been a member of the AMA Board of Trustees since 2001 and served as chair from 2004 to 2005. He has served as treasurer of the board of commissioners of the Joint Commission, chaired the National Advisory Council to the Agency for Healthcare Research and Quality and is one of the principals of the Hospital Quality Alliance. He was named as number 20 of the Top 50 most powerful physician executives in healthcare by Modern Healthcare/Modern Physician in 2009.

Dr. Rohack will speak on “Changing Health Care Delivery and the Effect on Female Patients” at the opening session on Sunday evening.

SMA Disclosure Policy and Conflict of Interest Resolution
In accordance with the ACCME’s Standards for Commercial Support, it is SMA’s policy that all individuals involved with the planning and implementation of the content of an SMA CME/CE activity are required to disclose to the audience (1) any relevant financial relationships with entities producing healthcare goods or services consumed by or used on patients, and (2) unlabeled/unapproved uses of drugs or devices discussed in their presentation. Conflicts of Interest will be resolved prior to the activity.

FACULTY

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Professor of Psychiatry and OB/GYN
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Chapel Hill, North Carolina

Jeffrey W. Clark, DO
Senior Staff and Vice Chair Department of Neurology
Scott & White Hospital/Clinic
Associate Professor of Medicine
Texas A&M University College of Medicine
Key Faculty for the Internal Medicine Residency at Scott & White Hospital/Texas A&M University
Temple, Texas

Richard Derman, MD, MPH
Chair, Department of Obstetrics and Gynecology
Director, Center for Women’s and Children’s Health Research
Christiana Care Health Services
Clinical Professor, Department of OB/GYN
Jefferson Medical College, Thomas Jefferson University
Philadelphia, Pennsylvania

Donald J. DiPette, MD
Vice President for Medical Affairs
Dean, School of Medicine
University of South Carolina
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Education & Research Foundation
Private Practice, Dermatology Consultants, Inc.
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Jeffrey Jundt, MD, FACR, CCD
Arthritis Consultants, PA
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Anita L. Nelson, MD
Professor, Department of Obstetrics and Gynecology
David Geffen School of Medicine at UCLA
Medical Director, Women’s Health Care Programs
Harbor-UCLA Medical Center, Torrance, California

Kirk D. Ramin, MD
Associate Professor Maternal-Fetal Medicine
Department of Obstetrics, Gynecology and Women’s Health
University of Minnesota
Minneapolis, Minnesota

Patricia J. Sulak, MD
Dudley P Baker Endowed Professor of Research and Education in Obstetrics and Gynecology
Medical Director, Division of Departmental Research and Director, Adolescent Sex Education Program
Scott & White Clinic and Hospital
Professor of Obstetrics and Gynecology
Texas A&M University System Health Science Center
College of Medicine
Temple, Texas

Robyn R. Young, MD
Medical Oncology
Clinical Director of Breast Cancer
Center for Cancer and Blood Disorders
Weatherford, Texas

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## DAILY SCHEDULE

### SUNDAY, July 25
- **4:30 pm**  | Registration Opens
- **6:00-6:30**  | Welcome Reception
- **6:30-7:30**  | Keynote Presentation: Changing Health Care Delivery and the Effect on Female Patients – Dr. J. James Rohack, 2009-2010 President of the American Medical Association

### MONDAY, July 26 – Plenary Session, All Attendees
- **7:00 am**  | Registration Opens/Continental Breakfast
- **7:30-7:45**  | Announcements
- **7:45-9:00**  | New Therapy for Osteoporosis and Cases in Osteoporosis – Drs. Pizziak, Sulak, and Martens
- **9:00-9:45**  | Dry Skin: The Owner’s Manual – Dr. Hickman
- **9:45-10:15**  | Break
- **10:15-11:00**  | Overview of Breast Cancer – Dr. Young
- **11:00-11:45**  | Wellness: The Road to Health and Happiness – Dr. Sulak
- **11:45-12:00 noon**  | Lunch Break (Boxed Lunch Provided)
- **12:00-2:00**  | Diabetes Prevention and Management: A Practical, Case-Based Discussion – Dr. Piziak
- **2:00-2:45**  | Update in Contraception – Dr. Sulak

### TUESDAY, July 27 – Breakout Day
- **7:00 am**  | Continental Breakfast

#### Interdisciplinary Women’s Health Track
- **7:30-8:15**  | Psoriasis: More Than Skin Deep – Dr. Hickman
- **8:15-9:30**  | Recognizing Inflammatory Breast Cancer – Dr. Young
- **9:30-10:15**  | Syncope and Seizures: Sorting Them Out – Dr. Clark
- **10:15-10:30**  | Q&A
- **10:30-10:45**  | Break
- **10:45-11:30**  | Eczema and Atopic Dermatitis: Not Just for Children – Dr. Hickman
- **11:30-12:15**  | Evaluation of Tremor and Gait Disorders – Dr. Clark
- **12:15-1:00**  | Adolescent Sexual Health: The FACTS Every Healthcare Professional Should Know – Dr. Sulak
- **1:00-1:15**  | Q&A

#### OB/GYN Track
- **7:30-8:15**  | US TFPS Recommendations on Mammography and Pap Smears - Dr. Nelson
- **8:15-9:30**  | Standard of Care for Genetic Screening in 2010 – Dr. Ramin
- **9:30-10:15**  | Robotics in GYN Surgery: Helpful or Hype? - Dr. Martens
- **10:15-10:30**  | Q&A
- **10:30-10:45**  | Break
- **10:45-11:30**  | Saving Ovarian Function in Breast Cancer Patients: Risks and Benefits – Dr. Young
- **11:30-12:15**  | Managing Heavy Menstrual Bleeding- Dr. Nelson
- **12:15-1:00**  | SERMs and Women’s Health – Dr. Derman
- **1:00-1:15**  | Q&A

### WEDNESDAY, July 28 – Breakout Day
- **7:00 am**  | Continental Breakfast

#### Interdisciplinary Women’s Health Track
- **7:30-8:15**  | How Complications of New Arthritis Therapies Impact Your Practice – Dr. Junndt
- **8:15-9:00**  | Hypertension JNC 8: What is New? – Dr. DiPette
- **9:00-9:45**  | Alternative Therapies for Arthritis: Are They Effective? – Dr. Junndt
- **9:45-10:30**  | Will This Patient Commit Suicide? – Dr. Bashford
- **10:30-10:45**  | Q&A
- **10:45-11:00**  | Break
- **11:00-11:45**  | Can Dementia and Stroke be Prevented? – Dr. Clark
- **11:45-12:45**  | Evaluation of Fatigue – Neurologic causes, Rheumatologic causes, Psychiatric causes, Endocrine causes – Drs. Clark, Junndt, Bashford, Piziak
- **12:45-1:00**  | Q&A

#### OB/GYN Track
- **7:30-8:15**  | Influenza (H1N1 and Seasonal) and Pregnancy – Dr. Ramin
- **8:15-9:00**  | The Older Menopausal Woman: What Changes for Women Over 65? – Dr. Derman
- **9:00-9:45**  | PCOS Treatment Options – Dr. Nelson
- **9:45-10:30**  | Obesity and Pregnancy - Dr. Ramin
- **10:30-10:45**  | Q&A
- **10:45-11:00**  | Break
- **11:00-11:45**  | Hypertension in Pregnancy – Dr. DiPette
- **11:45-12:45**  | 2010 Update on Viruses and Vaccines for Women – Dr. Martens
- **12:45-1:00**  | Q&A

### THURSDAY, July 29
- **7:00 am**  | Continental Breakfast

#### Interdisciplinary Women’s Health Track
- **7:30-8:15**  | Depression in Pregnancy and Postpartum Patients – Dr. Bashford
- **8:15-9:00**  | Implementing HIPAA Regulations – Ms. Fontenot
- **9:00-9:45**  | Break
- **9:45-10:00**  | AIP 4 Lipid Guidelines: Impact on Your Practice – Dr. Piziak
- **10:00-10:45**  | Avoiding Malpractice Suits: Case by Case – Ms. Fontenot
- **10:45 am**  | Adjourn

**BREAKOUT FORMAT**
It is not necessary to commit to a particular breakout session on Tuesday or Wednesday. Attendees may move between rooms choosing lectures according to their interests.

SMA JOINS THE EFFORT TO SAVE OUR EARTH! SMA has made a commitment to join those around the globe to conserve our natural resources. Therefore, faculty handouts will be provided on SMA’s website prior to, during, and after the conference for easy download if you wish to print specific handouts to have onsite. Additionally, a flash drive with faculty handouts will be provided to all attendees onsite. The traditional oversized, bulky syllabus will not be provided onsite. We have also asked Kiawah to implement as many conservation efforts as possible for recycling and better use of man-made products. We hope you will be proud that SMA is taking this step to eliminate the extensive waste of our forests.

See expanded activity information and individual objectives by lecture title online at www.sma.org/fp10.

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What do you most hope to learn at this meeting? _______________________________________

REGISTRATION FEE includes conference attendance, faculty handouts, CME/CE certificate, continental breakfasts, refreshment breaks, one boxed lunch for Monday session, one welcome reception ticket and password access to the Women’s Health conference community site.

REGISTRANT WITH DISABILITY: SMA is committed to making this conference accessible to all individuals. If you have a disability, describe any auxiliary aid(s) and/or service(s) as identified in the Americans with Disabilities Act you require. Dietary restrictions may also be indicated. Most requests can be accommodated if notification is received within two weeks prior to the conference start date. Call 1-800-423-4992 ext. 620.

CONTACT INFORMATION: Conference sponsored by Southern Medical Association. For questions call 1-800-423-4992 ext. 620, 205-945-1840, ext. 620, or visit www.sma.org/fp10. To learn more about benefits and services offered by the SMA, contact Member Services at 1-800-423-4992 ext. 640 or visit www.sma.org.

CONFERENCE REGISTRATION REFUND POLICY: Conferences are subject to cancellation. SMA will not refund travel costs for cancellation. Refunds are not given for inclement weather. Registration fee refund requests must be in writing. A refund of your registration fee, minus a $50 administrative processing fee, will be granted if cancellation is received by 10 days prior to the conference start date. After this time, no refunds will be granted.

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REGISTRATION FORM

ON OR BEFORE 6/24/2010 After 6/24/2010

__ Physician $725 $ 775

__ Healthcare Professional $675 $ 725

__ Resident/Fellow $625 $ 675

__ SMA Member Deduct: $ -50 $ -50

__ Join SMA* or Renew and Register at Member Fee $970 $1020

__ I will attend the Welcome Reception on 7/25/10 no fee no fee

__ Purchase Additional Reception Ticket(s) No. ___ $ 20 $ 20

TOTAL AMOUNT: $ __________

METHOD OF PAYMENT:

O Check, made payable to SMA

O Visa O MC O Discover O AMEX

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LODGING RESERVATIONS:
Kiawah Island Golf Resort – East Beach Housing Area

Call Kiawah Island Reservations directly at (800) 654-2924 to make lodging arrangements. Reference group as Southern Medical Association and Group Booking Number #7509.

RESERVATION DEADLINE: JUNE 24, 2010. After this time, reservations will be accepted by the resort on a space-and-rate available basis and may not be honored at the quoted group rate. You are encouraged to book as early as possible, as room availability and/or the group block may be sold-out prior to the reservation deadline.

ACCOMMODATIONS

• East Beach one (1) bedroom villa (scenic view) $240 per night

• East Beach two (2) bedroom villa (scenic view) $294 per night

• East Beach two (2) bedroom villa (ocean view) $490 per night (Sat-Sat Stay Required)

DEPOSIT: Each reservation must be guaranteed for two (2) night’s room and tax payable to Kiawah Island Golf Resort. The Kiawah Island Golf Resort will confirm your reservation directly to you when your deposit is received. Your deposit must be received within five (5) days if not paid by major credit card. All rates are subject to 11.5% tax and a 8% per day resort service fee (subject to change). Cancellations must be received at least 14 days prior to day of arrival and a cancellation number obtained for refund of deposit from the resort.
Kiawah Island, South Carolina

The reasons for visiting Kiawah Island today include ten miles of romantic, unspoiled beaches to 30 miles of paved biking trails…from kayaking and canoeing adventures to alligator and birding walks…from oceanfront fine dining to riverside oyster roasts…from tennis at the #1 tennis resort and, of course, to spectacular golf with five championship golf courses, including the world-famous Ocean Course.

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