

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

6<sup>th</sup> 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](mailto:barbburk5@msn.com).

This brochure is available for download on the Arizona Asthma Coalition website at [www.azasthma.org](http://www.azasthma.org).

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



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