



TEACHING  
PREVENTION | 2009



# MEETING PROGRAM



**APTR**  
ASSOCIATION FOR PREVENTION  
TEACHING AND RESEARCH

Population Health At The Tipping Point:  
Value-Driven Transformations

February 11-14, 2009 | Los Angeles  
California

[www.aptrweb.org](http://www.aptrweb.org)

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Executive Director, APTR

## Conference Objectives

- ★ Acquire information and skills necessary to convey issues and evidence-based recommendations in population health and prevention policy.
- ★ Describe innovative approaches to public health issues and advances in public health programs.
- ★ Understand current recommendations for assessing health risks and delivering effective, evidence-based clinical preventive services to individuals and populations.
- ★ Describe career options and pathways in both the public and private sector, and explain the challenges and opportunities present in changing jobs and career focus throughout the professional lifetime of a preventive medicine physician.
- ★ Describe the value brought to the emerging 21<sup>st</sup>-century health care system from innovative and effective “best practices” in interprofessional, interdisciplinary and community-based strategic partnerships focused on the teaching, research and practice of prevention.



## Keynote Sessions

Teaching Prevention 2009 is pleased to offer cutting-edge educational programming. Dr. Darrell Kirch, President of the Association of American Medical Colleges and Dr. Victor Yanchick, President of the American Association of Colleges of Pharmacy will talk about best practices in interprofessional, interdisciplinary and community-based prevention teaching, research and practice.

Dr. Dee Edington, will present his groundbreaking analysis of the relationship between keeping people healthy and total health costs. Los Angeles County Health Department commissioner, Jonathan Fielding will speak about ways to maximize prevention efforts in a reformed health system and Dr. Janet Corrigan, President and CEO of the National Quality Forum, will discuss the National Priorities Partnership and raising the bar for performance.

## Concurrent Sessions

Teaching Prevention 2009 attendees will have access to multiple sessions in quality improvement, teaching prevention and career development.

## Skill-Building Institutes

Teaching Prevention 2009 is pleased to offer a half-day institute focusing on how clinical translational science awards add value to the research, teaching, and practice of prevention.

## APTR Awards Reception

Join us to honor the most distinguished individuals in the field of prevention and public health education. The APTR awards program is a strong tradition of the Association, and is highly regarded in the prevention and public health education community.

## Special Interest Roundtable Sessions

Roundtable session topics will provide conference attendees an outstanding forum for networking and a place to engage with peers on topics pertinent to preventive medicine and public health.

## Exhibit Expo

Exhibit Expo will be held from Thursday, February 12<sup>th</sup> through Saturday, February 14<sup>th</sup>. Come and get the latest information on industry products, government programs and more!

# Conference Highlights

# Schedule Overview

## Wednesday 2.11.09

1:00 p.m. to 5:30 p.m.  
**Registration & Information Desk**  
*California Lounge-California Level*

2:00 p.m. to 5:00 p.m.  
**Business Meeting**  
**APTR Council of Graduate Programs in Public Health**  
*Senator I-South Mezzanine Level*

5:30 p.m. to 9:00 p.m.  
**Business Meeting**  
**APTR Board of Directors**  
*Senator II-South Mezzanine Level*

## Thursday 2.12.09

7:00 a.m. to 3:00 p.m.  
**Registration & Information Desk**  
*California Lounge-California Level*

7:00 a.m. to 8:00 a.m.  
**Continental Breakfast and Grand Opening of Exhibit Hall**  
*California Show Room-California Level*

8:00 a.m. to 9:30 a.m.  
**Opening General Session and KBS Guest Lecturer**  
*Los Angeles Ballroom-California Level*

9:30 a.m. to 10:00 a.m.  
**Coffee Break in the Exhibit Hall**  
*California Show Room-California Level*

10:00 a.m. to 11:30 a.m.  
**Transformation in Systems: Finance and Policy to Support the Team-based Practice of Prevention**  
*Westwood Room-California Level*

11:30 a.m. to 12:00 p.m.  
**Lunch in the Exhibit Hall**  
*California Show Room-California Level*

1:00 p.m. to 2:30 p.m.  
**Keynote Session I: Prevention and Quality in Health Professions Education: The Role of Interprofessional Learning**  
*Los Angeles Ballroom-California Level*

2:30 p.m. to 3:00 p.m.  
**Coffee Break in the Exhibit Hall**  
*California Show Room-California Level*

3:00 p.m. to 4:30 p.m.  
**Transformation in Patient Care: Interprofessional Care in the Community**  
*Constellation I-Plaza Level*

4:45 p.m. to 6:15 p.m.  
**Concurrent Sessions**  
**Too Much Oversight: A Barrier to Effective Care?**  
*Westside Room-Plaza Level*

**Health Risk Assessment in Clinical Practice: Current Tools and the Emerging Impact of Genomics**  
*Constellation II-Plaza Level*

**Measuring Care for Vulnerable Older People: The ACOVE Project**  
*Westside Room-Plaza Level*

**Cutting-Edge Research and Science in Preventive Medicine: Submitted Abstracts in Prevention Policy**  
*Olympic I-Plaza Level*

**Cutting-Edge Research and Science in Preventive Medicine: Submitted Abstracts in Public Health Practice**  
*Constellation I-Plaza Level*

6:15 p.m. to 7:30 p.m.  
**Opening Reception & Poster Presentation**  
*California Show Room-California Level*

## Friday 2.13.09

7:00 a.m. to 3:00 p.m.  
**Registration & Information Desk**  
*California Lounge-California Level*

7:00 a.m. to 8:00 a.m.  
**Continental Breakfast in Exhibit Hall**  
*California Show Room-California Level*

8:00 a.m. to 9:30 a.m.  
**Keynote Session II: Performance Expectations and the National Response**  
*Los Angeles Ballroom-California Level*

9:30 a.m. to 10:00 a.m.  
**Coffee Break in the Exhibit Hall**  
*California Show Room-California Level*

10:00 a.m. to 11:30 a.m.  
**Transformation in Teaching: Interprofessional Teams in Education**  
*Olympic II-Plaza Level*

11:30 a.m. to 1:00 p.m.  
**Networking Lunch & Special Interest Round Tables**  
*California Show Room-California Level*

1:00 p.m. to 5:00 p.m.  
**Skill Building Institute**  
**Transformation in Research: Clinical Translational Science Awards as a Value Added Function of Prevention Teaching and Research**  
*Westwood-California Level*

1:00 p.m. to 2:30 p.m.  
**Concurrent Sessions**  
**Navigating Career Transitions in Preventive Medicine**  
*Constellation I-Plaza Level*

**The Values Underlying Evidence-Based Preventive Medicine**  
*Constellation II-Plaza Level*

**Adolescent Health Session**  
*Olympic I-Plaza Level*

**US Preventive Services Task Force Update**  
*Olympic II-Plaza Level*

2:30 p.m. to 3:00 p.m.  
**Coffee Break**  
*California Show Room-California Level*

3:00 p.m. to 4:30 p.m.  
**Transformation in Population Based Practice: Forming Strategic Community Partnerships**  
*Olympic I-California Level*

5:00 p.m. to 6:30 p.m.  
**APTR Reception & Awards Presentation**  
*Governors Room-Mezzanine Level*

## Saturday 2.14.09

7:00 a.m. to 10:30 a.m.  
**Registration & Information Desk**  
*California Lounge-California Level*

7:00 a.m. to 8:00 a.m.  
**Continental Breakfast in the Exhibit Hall**  
*California Show Room-California Level*

8:00 a.m. to 9:30 a.m.  
**Keynote Session III: Healthy Americans by 2020: Strategies to Improve Clinical and Community Preventive Services**  
*Los Angeles Ballroom-California Level*

9:30 a.m. to 10:00 a.m.  
**Coffee Break**  
*California Show Room-California Level*

10:00 a.m. to 11:30 a.m.  
**Catching the Wave: Prevention Education and the U.S. Medical Licensure Exam (USMLE)**  
*Constellation II-Plaza Level*

11:30 a.m. to 1:00 p.m.  
**Lunch in the Exhibit Hall**  
*California Show Room-California Level*

1:00 p.m. to 2:30 p.m.  
**Concurrent Sessions**  
**Measles Resurgence: Global, National and Local Perspectives**  
*Constellation I-Plaza Level*

**Injury Prevention for All Ages**  
*Olympic I-Plaza Level*

**Great Careers in Preventive Medicine: Public Sector**  
*Constellation II-Plaza Level*

**Cutting-Edge Research and Science in Preventive Medicine: Submitted Abstracts in Clinical Preventive Medicine**  
*Olympic II-Plaza Level*

2:30 p.m. to 2:45 p.m.  
**Coffee Break**  
*California Show Room-California Level*

2:45 p.m. to 4:15 p.m.  
**Concurrent Sessions**  
**Food Systems and the Environment: Global Problems and Local Solutions**  
*Constellation I-Plaza Level*

**Public Health and Preventive Medicine Challenges in Iraq and Afghanistan: Annual Update**  
*Constellation II-Plaza Level*

**Health Messages in Entertainment Media**  
*Olympic I-Plaza Level*

**HIT Technologic Opportunities to Impact Health Behaviors & Preventive Care**  
*Olympic II-Plaza Level*

APTR AWARDS RECEPTION  
Friday, February 13, 2009  
5:00 pm to 6:30 pm  
Governors Room  
South Mezzanine Level

Please join your colleagues  
in honoring the this year's  
APTR awardees and enjoy  
food, drink and networking  
at the APTR Awards  
Reception.

ALL ARE WELCOME



# *Congratulations to the APTR Awardees*



**S. EDWARDS DISMUKE, MD, MSPH**  
Duncan Clark Award

This award is presented to a senior-level person with a distinguished record of achievement in the areas of teaching, research and/or advocacy in the field of public health and prevention.



**DAVID R. GARR, MD**  
F. Marian Bishop Outstanding  
Educator Award

This Award recognizes faculty who have contributed to the instruction of students or residents in the field of public health and prevention through education and/or research.



**DENISE KOO, MD, MPH**  
Special Recognition Award

This award recognizes an individual, agency, or organization that has provided outstanding service to the Association, its members or to the field of prevention and public health.

# 2009

[WWW.APTRWEB.ORG/AWARDS](http://WWW.APTRWEB.ORG/AWARDS)

# Wednesday

2.11.2009

1:00 p.m. to 3:00 p.m.

## Registration & Information Desk

*California Lounge-California Level*

2:00 p.m. to 5:00 p.m.

## APTR Council of Graduate Programs in Public Health Meeting

*Senators Room I-South Mezzanine Level*

5:30 p.m. to 9:00 p.m.

## APTR Board of Directors Meeting

*Senators Room II-South Mezzanine Level*

# Thursday

2.12.2009

7:00 a.m. to 3:30 p.m.

## Registration & Information Desk

*California Lounge-California Level*

7:00 a.m. to 8:00 a.m.

## Continental Breakfast and Grand Opening of Exhibit Hall

*California Show Room-California Level*

8:00 a.m. to 9:30 a.m.

## Opening General Session and KBS Guest Lecturer

*Los Angeles Ballroom-California Level*

Dr. Dee W. Edington, Director, University of Michigan, Health Management Research Center. Health Management as a Serious Business (or Economic) Strategy

9:30 a.m. to 10:00 a.m.

## Coffee Break in the Exhibit Hall

*California Show Room-California Level*

10:00 a.m. to 11:30 a.m.

## Transformation in Systems: Finance and Policy to Support the Team-based Practice of Prevention

*Westwood Room-California Level*

This session will explore the concept of Patient Centered Primary Care as a model for illuminating the policy and funding changes required to encourage the team-based practice of prevention. This concept, advanced by the Commonwealth Foundation, is based upon seven attributes. The extension of this model to prevention activities will be

one theme of the panel, followed by an exposition and analysis of the policy and funding options required to encourage its adoption and broad implementation.

### Moderator:

James Boex, PhD, MBA, Professor of Public Health Sciences & MPH Program Director, Professor of Health Care Administration, University of Cincinnati Academic Health Center

### Presenters:

Doreen Harper, PhD, RN, FAAN, Dean, University of Alabama at Birmingham (UAB) School of Nursing

Greg Ogrinc, MD, Assistant Professor of Community and Family Medicine, Dartmouth Medical School

### Learning Objectives:

- ★ Describe the concept of Patient Centered Primary Care as advanced by the Commonwealth Foundation, and its implications for prevention
- ★ Discuss the ways in which current financing and policy initiatives are inadequate to support the team-based practice of prevention.
- ★ Assess options for policy and financing change to support the proposed new model

11:30 a.m. to 12:00 p.m.

## Lunch in the Exhibit Hall

*California Show Room-California Level*

11:30 a.m. to 1:00 p.m.

## Navigenics Sponsored Lunch: Filling the Gap: Adding Genomics to Your Preventive Medicine Armamentarium

*Constellation II-Plaza Level*

Pre-registration required

1:00 p.m. to 2:30 p.m.

### KEYNOTE SESSION I

## Prevention and Quality in Health Professions Education: The Role of Interprofessional Learning

*Los Angeles Ballroom-California Level*

Attendees at this session will learn from the leaders of academic societies for medicine and pharmacy about the role of interprofessional education in health care, its relationship to population health and prevention education in their respective disciplines, and the role such interprofessional prevention education can play in improving health care quality and safety.

### Moderator:

Sharon Hull, MD, MPH, Associate Professor and Chair, Department of Community Health Sciences, Northeastern Ohio Universities Colleges of Medicine and Pharmacy (NEOUCOM)

### Presenters:

Darrell G. Kirch, MD, President and Chief Executive Officer, Association of American Medical Colleges

Victor A. Yanchick, PhD, Professor and Dean, Virginia Commonwealth University School of Pharmacy; President of the American Association of Colleges of Pharmacy

### Learning Objectives:

- ★ Understand the transition from the old, autonomous and expert-centered culture of health care to the new, more collaborative and patient-centered culture
- ★ Appreciate the need for culture change to support emerging



- models of interprofessional collaboration
- ★ Recognize that culture change is critical to the future success of all health professions in the delivery of high-quality, patient-centered care.
- ★ Identify major barriers to developing and implementing interprofessional educational programs
- ★ Differentiate between unidisciplinary, multidisciplinary, and interdisciplinary practice

2:30 p.m. to 3:00 p.m.

### Coffee Break in the Exhibit Hall

*California Show Room-California Level*

3:00 p.m. to 4:30 p.m.

### Transformation in Patient Care: Interprofessional Care in the Community

*Constellation I-Plaza Level*

This session will focus on interprofessional education (IPE) as an optimal patient-centered learning strategy for health professionals, in addition to the Patient-Centered Medical Home (PCMH) model, as a framework to improve health care. The relevance and integration of IPE, along with a team-based approach to health care, will be emphasized in relation to the PCMH model, including the concept of medical homes and likely challenges in these efforts to improve health care effectiveness.

#### Moderator:

Cindy Tworek, PhD, MPH, Assistant Professor, Department of Pharmaceutical Systems and Policy, School of Pharmacy, Robert C. Byrd Health Sciences Center, West Virginia University

#### Presenters:

David D. Allen, RPh, PhD, FASHP, Dean and Professor; Northeastern Ohio Universities College of Pharmacy

Michael Barr, MD, MBA, FACP, Vice President, Practice Advocacy & Improvement, American College of Physicians

#### Learning Objectives:

- ★ Describe interprofessional education, benefits, and value to future practitioners
- ★ Discuss obstacles related to interprofessional education and how these can be overcome
- ★ Understand the Patient-Centered Medical Home (PCMH) model and how it can encourage team work and interprofessional care
- ★ Understand how the PCMH model can improve health care and what current and future research is doing to test its effectiveness
- ★ Describe approaches that can be taken to optimize interprofessional education and encourage team-based health care.

4:45 p.m. to 6:15 p.m.

### CONCURRENT SESSIONS

#### Too Much Oversight: A Barrier to Effective Care?

*Westside Room-Plaza Level*

#### Moderator:

John Brehm, MD, CMO, West Virginia Medical Institute

#### Presenters:

Neil Wenger, MD, MPH, University of California Los Angeles and RAND Corporation

#### Learning Objectives:

- ★ Identify the difference between a quality indicator and a guideline

- ★ Explain how quality measurement differs based on the purpose of the measurement and the source of data
- ★ Describe areas of care for older patients that require attention for quality measurement and improvement

### Health Risk Assessment in Clinical Practice: Current Tools and the Emerging Impact of Genomics

*Constellation II-Plaza Level*

#### Moderator:

Jill Waalen, MD, MPH, Assistant Professor, The Scripps Research Institute

#### Presenters:

Vincent Fonseca, MD, MPH, State Epidemiologist, Texas Department of State Health Services

Ralph J. Coates, PhD, Associate Director for Science, National Office of Public Health Genomics, Centers for Diseases Control and Prevention

#### Learning Objectives:

- ★ Understand scientific issues and commercial factors in the development of the currently available, largely questionnaire-based, health risk assessment (HRA) tools
- ★ Identify challenges in assessing the quality of HRA tools, including current efforts in setting industry standards
- ★ Know how genetic tests are evaluated for translation into use as clinical health risk assessment tools
- ★ Describe the practical application of USPSTF recommendations for screening for BRCA gene mutations

### Measuring Care for Vulnerable Older People: The ACOVE Project

*Westside Room-Plaza Level*

#### Moderator:

John Brehm, MD, CMO, West Virginia Medical Institute

#### Presenters:

Neil Wenger, MD, MPH, University of California Los Angeles and RAND Corporation

#### Learning Objectives:

- ★ Identify the difference between a quality indicator and a guideline
- ★ Explain how quality measurement differs based on the purpose of the measurement and the source of data
- ★ Describe areas of care for older patients that require attention for quality measurement and improvement

### Cutting-Edge Research and Science in Preventive Medicine: Submitted Abstracts in Prevention Policy

*Olympic I-Plaza Level*

#### Moderator:

Peter Rumm, MD, MPH, FACPM, Deputy Director, Division of General, Restorative, and Neurological Devices, Food and Drug Administration, U.S. Department of Health and Human Services

#### Presenters:

Michael Greger, MD, Director of Public Health and Animal Agriculture, Human Society of the United States

Bruce Leistikow, Associate Adjunct Professor, University of California

Jim P. Stimpson, University of North Texas

Andrew Dannenberg, MD, MPH, Medical Officer, National Center for Environmental Health, Centers for Disease Prevention and Health Promotion

### Learning Objectives:

- ★ Describe the basic methods for conducting Health Impact Assessments (HIAs)
- ★ Explain factors contributing to the shifts in the ecology and epidemiology of avian influenza in recent decades
- ★ Contrast factors contributing to differences in socioeconomic mortality disparities between Canada and the United States
- ★ Identify factors that inhibit and foster the use of preventive screenings and diagnostic tests in US adults

### Cutting-Edge Research and Science in Preventive Medicine: Submitted Abstracts in Public Health Practice

*Constellation I-Plaza Level*

#### Moderator:

Perrienne Lurie, MD, MPH, FACPM, Public Health Physician, Division of Infectious Disease Epidemiology, Pennsylvania Department of Health

#### Presenters:

Nathaniel C. Briggs, MD, MSc, Assistant Professor of Preventive Medicine, Meharry Medical College

Susie Baldwin, MD, MPH, Chief, Health Assessment Unit, Los Angeles County Department of Public Health

Paul Jung, MD, Emory University

Grover K. Yamane, MD, MPH, Col, USAF, MC, SFS, School of Aerospace Medicine

David C. Schnabel, MD, MPH, US Army Medical Research Unit-Kenia

### Learning Objectives:

- ★ Identify a few health-related oversight investigations conducted during the 110th Congress
- ★ Recognize some health policy changes resulting from these investigations
- ★ Understand the value of Congressional oversight in health policy

6:15 p.m. to 7:30 p.m.

### Opening Reception and Poster Presentation

*California Show Room-California Level*

# Friday

2.13.09

7:00 a.m. to 3:00 p.m.

### Registration & Information Desk

*California Lounge-California Level*

7:00 a.m. to 8:00 a.m.

### Continental Breakfast in Exhibit Hall

*California Show Room-California Level*

8:00 a.m. to 9:30 a.m.

### KEYNOTE SESSION II

#### Performance Expectations and the National Response

*Los Angeles Ballroom-California Level*

#### Moderator:

Donald E. Fetterolf, MD, MBA, Executive Vice President, Health Intelligence, Alere

#### Presenters:

Janet Corrigan, PhD, President and CEO, National Quality Forum

Jack Lewin, MD, CEO, American College of Cardiology

### Learning Objectives:

- ★ Describe the current status of performance improvement initiatives
- ★ Discuss challenges to improving quality of care and adopting HIT in 2009
- ★ Evaluate methods for measuring quality in current use or in development
- ★ Serve as an informed advocate for patient-centric quality improvement initiatives

9:30 a.m. to 10:00 a.m.

### Coffee Break in the Exhibit Hall

*California Show Room-California Level*

10:00 a.m. to 11:30 a.m.

### Transformation in Teaching: Interprofessional Teams in Education

*Olympic II-Plaza Level*

This session discusses the key components, barriers, and challenges of implementing effective interprofessional teams in prevention education and of integrating prevention education across multiple health professions curricula. This session also presents the successes and challenges of an interprofessional prevention education team focused on community-based chronic disease management.

#### Moderator:

Suzanne Cashman, ScD, University of Massachusetts Medical School, Department of Family Medicine and Community Health

#### Presenters:

Zephon Lister, MA, MS, Coordinator LLU Interprofessional Education Lab Loma Linda University/SACHS-Norton Clinic

Anne Berit Peterson, MS, MPH, RN, Assistant Professor, School of Nursing, Loma Linda University

Gwen Wagstrom Halaas, MD, MBA, Director, Center for Interprofessional Education

### Learning Objectives:

- ★ Identify best practices of and barriers to implementing interprofessional education (IPE) teams on health professions campuses and in the community
- ★ Describe the practical and challenging issues of integrating IPE into health professions schools' curricula
- ★ Explain the importance of assessing organizational/campus culture and promoting effective team collaborations to improve prevention education across health disciplines





11:30 a.m. to 1:00 p.m.

## Networking Lunch & Special Interest Round Tables

*California Show Room-California Level*

1:00 p.m. to 5:00 p.m.

### SKILL BUILDING INSTITUTE

#### Transformation in Research: Clinical Translational Science Awards as a Value Added Function of Prevention Teaching and Research

*Westwood-California Level*

Attendees will learn about the NIH CTSA awards and how they can be of value to the prevention community. The recently revised strategic priorities of the awards will be described, and guidance will be provided on how to contact, negotiate, and participate in the CTSA program. Participants will leave with an action plan for engagement (or reengagement) with this large and growing program.

#### Moderator:

Laura Rudkin, PhD, Graduate Program Director, Preventive Medicine and Community Health, University of Texas Medical Branch at Galveston

#### Presenters:

J. Lloyd Michener, MD, Professor and Chair, Department of Community and Family Medicine, Director, Duke Center for Community Research, Duke University School of Medicine

Sergio Aguilar-Gaxiola, MD, PhD, Professor of Clinical Internal Medicine, Director, Center for Reducing Health Disparities, Director, Community Engagement UCD CTSC, UC Davis School of Medicine

#### Learning Objectives:

- ★ Describe the goals of the CTSA program related to prevention
- ★ List the names of the CTSA contacts in their region
- ★ Identify the strengths of their organization that may be of value to a CTSA site
- ★ Discuss strategies for opening a discussion with a CTSA about collaboration
- ★ Describe the funding opportunities and limitations of the CTSA's
- ★ Outline a strategy for mutually respectful engagement toward shared goals

1:00 p.m. to 2:30 p.m.

### CONCURRENT SESSIONS

#### Navigating Career Transitions in Preventive Medicine

*Constellation I-Plaza Level*

#### Moderator:

Sara Brenner, MD, General Preventive Medicine Residency-SUNY at Albany/New York

#### Presenters:

Brent Gibson, MD, MPH, Major, Medical Corps, Brooke Army Medical Center/Great Plains Regional Medical Command

James Tacci, MD, JD, MPH, Manager of Medical Services, Xerox Corporation

Lucy O. Crane, MD, MPH, FACOEM, VP of Clinical Operations at Whole Health Management

#### Learning Objectives:

- ★ Explain the challenges and opportunities present in changing jobs and career focus throughout the professional lifetime of a preventive medicine physician
- ★ Define strategies and resources available to learn about and

- ★ develop within a varied range of career pathways
- ★ Understand the how a transition from a military to a civilian preventive medicine career occurs
- ★ Explore the broad ranging possibilities available at the level of one's career and how to effectively move from one career opportunity to the next

#### The Values Underlying Evidence-Based Preventive Medicine

*Constellation II-Plaza Level*

#### Moderator:

Halley Faust, MD, MPH, MA, FACPM, Managing Director, Jerome Capital, LLC

#### Presenters:

Daniel W. Brock, PhD, Harvard University, Programs in Ethics and Health

Anita Ho, PhD, Assistant Professor, W. Maurice Young Centre for Applied Ethics, University of British Columbia

#### Learning Objectives:

- ★ Outline the EBPM methods commonly used, and their strengths and weaknesses as a scientific approach to PM/PH interventions
- ★ Articulate the underlying assumptions and values that encompass the epistemology and ethics of EBPM.
- ★ Appreciate the ethical consequences of how values and assumptions shape the outcomes of EBPM deliberations

#### Adolescent Health Session

*Olympic I-Plaza Level*

#### Moderator:

Wendy E Braund, MD, MPH, MEd, 11th Luther Terry Fellow & Senior Clinical Advisor, Office of Disease Prevention and Health Promotion, US Department of Health & Human Services

#### Presenters:

Anand Chabra, MD, MPH, FACPM, Medical Director, California Children's Services, San Mateo County Health Department

Janet Shalwitz, MD, Founder and Senior Advisor, Adolescent Health Working Group

#### Learning Objectives:

- ★ Identify at least two ways in which positive youth development concepts can be readily incorporated into the work of their organizations
- ★ Discuss the benefits, in terms of protective and risk behaviors, of increased assets among the youth they serve
- ★ Decide one policy or practice change in his/her organization which will support youth assets

#### US Preventive Services Task Force Update

*Olympic II-Plaza Level*

#### Moderator:

Wayne Dysinger, MD, MPH, Chair, Department of Preventive Medicine, Loma Linda University

#### Presenters:

Diana Petitti, MD, MPH, FACPM, Professor, Ira Fulton School of Engineering

Mary B Barton, MD, MPP, Scientific Director, US Preventive Services Task Force

#### Learning Objectives:

- ★ Recognize the four domains for which the USPSTF will provide information when evidence from studies of effectiveness are insufficient to make a recommendation that is graded
- ★ Be aware of new recommendations from the USPSTF

- ★ Describe the consumer outreach strategies being pursued to disseminate the recommendations of the US Preventive Services Task Force

2:30 p.m. to 3:00 p.m.

#### Coffee Break

*California Show Room-California Level*

3:00 p.m. to 4:30 p.m.

#### Transformation in Population-Based Practice: Forming Strategic Community Partnerships

*Olympic I-Plaza Level*

##### Moderator:

Karen Leniek, MD, MPH, Program on Integrative Medicine, Department of Physical Medicine and Rehabilitation, School of Medicine, University of North Carolina at Chapel Hill

##### Presenters:

Ahmed Calvo, MD, MPH, FAAFP, Chief, US Department of Health and Human Services, Health Resources and Services Administration

Suzanne Christopher, PhD, Professor, Community Health, Montana State University

##### Learning Objectives:

- ★ Understand the rationale for system level change and the importance of community partnerships to bring about that change
- ★ Recognize the need for community-based participatory research methods when working in ethnically diverse communities
- ★ Describe some of the successes and challenges of CBPR projects in Native American and African-American communities

5:00 p.m. to 6:30 p.m.

#### APTR Reception and Awards Presentation

*Governors Room-South Mezzanine Level*

Join your colleagues to recognize the best in prevention education while enjoying good food.

# Saturday

## 2.14.09

7:00 a.m. to 10:30 p.m.

#### Registration & Information Desk

*California Lounge-California Level*

7:00 a.m. to 8:00 a.m.

#### Continental Breakfast in the Exhibit Hall

*California Show Room-California Level*

8:00 a.m. to 9:30 a.m.

#### KEYNOTE SESSION III

#### Healthy Americans by 2020: Strategies to Improve Clinical and Community Preventive Services

*Los Angeles Ballroom-California Level*

##### Moderator:

Robert Gilchick, MD, MPH, FACPM, Director, Child and Adolescent Health, Los Angeles County Department of Public Health

##### Presenters:

Jonathan E. Fielding, MD, MPH, Director and Health Officer, Los Angeles County Department of Public Health

Steven Woolf, MD, MPH, Professor of Family Medicine, Epidemiology and Community Health, Virginia Commonwealth University

##### Learning Objectives:

- ★ Analyze key lessons learned from Healthy People 2010.
- ★ Describe the development process of Healthy People 2020.
- ★ Recognize the role that the Advisory Committee intends prevention to play in Healthy People 2020.
- ★ Understand how Healthy People 2020 can be used by government agencies and preventive medicine practitioners to improve preventive services.
- ★ Recognize barriers to the delivery of clinical preventive services.
- ★ List potential strategies for improving delivery of clinical preventive services.
- ★ Analyze the model of clinician-community collaboration as a vehicle for improving the quality and intensity of preventive care offered to patients.
- ★ Examine the challenges to generalizing the clinical-community collaborative model on a national scale.
- ★ Describe citizen-centered care.

9:30 a.m. to 10:00 a.m.

#### Coffee Break

*California Show Room-California Level*

10:00 a.m. to 11:30 a.m.

#### Catching the Wave: Prevention Education and the US Medical Licensure Exam (USMLE)

*Constellation II-Plaza Level*

##### Moderator:

Sharon K. Hull, MD, MPH, Associate Professor and Chair, Department of Community Health Sciences, Northeastern Ohio Universities Colleges of Medicine and Pharmacy (NEOUCOM)

##### Presenters:

Gerry Dillon, PhD, Associate Vice President for USMLE, National Board of Medical Examiners

David B. Swanson, PhD, Deputy Vice President, Professional Services, National Board of Medical Examiners

##### Learning Objectives:

- ★ Describe current efforts by the National Board of Medical Examiners (NBME) to enhance prevention content on the US Medical Licensure Examination (USMLE)
- ★ Discuss the process by which the NBME develops content and questions for the USMLE
- ★ Discuss opportunities available to them to participate in the development of prevention content for the USMLE



11:30 a.m. to 1:00 p.m.

### Lunch in the Exhibit Hall

California Show Room-California Level

1:00 p.m. to 2:30 p.m.

### CONCURRENT SESSIONS

#### Measles Resurgence: Global, National and Local Perspectives

Constellation I-Plaza Level

##### Moderator:

Tom Shimabukuro, MD, MPH, MBA, LCDR, U.S. Public Health Service, Pandemic Influenza Vaccine Coordinator, Centers for Disease Control and Prevention

##### Presenters:

Amra Uzicanin, MD, Science, Policy and Research Coordinator, Disease Eradication and Elimination Branch, Global Immunization Division, National Center for Immunization and Respiratory Diseases, Centers for Disease Control and Prevention

Mark H. Sawyer, MD, Professor of Clinical Pediatrics, Medical Director, San Diego Immunization Partnership, UCSD School of Medicine

Kathleen Gallagher, DSc, MPH, Team Leader, Measles, Mumps, Rubella & Polio Team, Division of Viral Diseases

##### Learning Objectives:

- ★ Recognize and describe the key clinical features of measles;
- ★ Describe the key strategies for prevention of measles-related deaths in a population
- ★ Understand the difference in measles virus transmission patterns in areas where measles is no longer endemic (eg in the Americas) and the rest of the world

#### Great Careers in Preventive Medicine: Public Sector

Constellation II-Plaza Level

##### Moderator:

Aparna Sundaram, MD, Resident, Loma Linda University

##### Presenters:

Sabrina Matoff-Stepp, PhD, Director, HRSA Office of Women's Health

David Schnabell, MD, MPH, Coordinator, Global Emerging Infectious Systems, United States Medical Research Unit

Jeffrey D. Gunzenhauser, MD, MPH, Medical Director, Public Health, Los Angeles County Department of Public Health

Sam Shekar, MD, MPH, Assistant Surgeon General and Senior Advisor to the Assistant Secretary for Health (Corps Transformation), Office of Extramural Programs, NIH, US Public Service

##### Learning Objectives:

- ★ Describe career options and pathways for preventive medicine physicians in the public sector including service in the military or Public Health Service
- ★ Illustrate the challenges and opportunities present in changing jobs and career focus throughout the professional lifetime of a preventive medicine physician especially as it relates to the public sector
- ★ Define strategies and resources available to learn about and develop within a varied range of career pathways in the public sector
- ★ Articulate to physicians of other specialties, as well as to non-physicians, the broad spectrum of opportunities and the value-

- ★ add available through preventive medicine
- ★ Define the unique challenges and rewards of working as a physician in public health

#### Injury Prevention for All Ages

Olympic I-Plaza Level

##### Moderator:

Kathryn Clark, MD, Chief, Armed Forces Med Intelligence Center

##### Presenters:

Gretchen Gainor, MD, FAAP, Children's Clinic, La Jolla, CA

CDR Lisa Pearse, MD, MPH, Department of Preventive Medicine and Biometrics, Uniformed Services University of the Health Sciences

Judy Stevens, PhD, Epidemiologist, National Center for Injury Prevention and Control, Centers for Disease Control and Prevention

##### Learning Objectives:

- ★ Understand key facts about the scope of U.S. childhood preventable injuries
- ★ Explain practical ways to counsel parents on pediatric injury prevention
- ★ Identify military injury categories and how they compare with civilian injuries
- ★ Understand the limitations and difficulties in assessing fatality data
- ★ Understand the extent and impact of older adult injury in the United States
- ★ Identify two risk factors for each of the three leading injury causes
- ★ Describe an effective prevention strategy for each injury cause

#### Cutting-Edge Research and Science in Preventive Medicine: Submitted Abstracts in Clinical Preventive Medicine

Olympic II-Plaza Level

##### Moderator:

Padmini Ranasinghe, MD, Griffin Hospital-Yale University

##### Presenters:

Harm H. Feringa, MD, PhD, Griffin Hospital, Yale School of Medicine

Bruce Webster Furness, MD, MPH, Medical Epidemiologist, Centers for Disease Control and Prevention, STD Control Program

Suzanne Lazorick, MD, MPH, Assistant Professor, East Carolina University, Brody School of Medicine

Jennifer J. Hatzfeld, PhD, John Hopkins University

##### Learning Objectives:

- ★ Evaluate the cost-effectiveness of screening for peripheral arterial disease in the United States population
- ★ Describe active and passive screening for gonorrhea and Chlamydia among group of adolescents in Washington, DC
- ★ Describe key components of the "MATCH" childhood obesity intervention and how it differs from other school-based interventions
- ★ Understand the influence of race, ethnicity, gender, and serving rank on preventive care and overall medical readiness in the U.S. Air Force

2:30 p.m. to 2:45 p.m.

#### Coffee Break

California Show Room-California Level

2:45 p.m. to 4:15 p.m.

## CONCURRENT SESSIONS

### Food Systems and the Environment: Global Problems and Local Solutions

*Constellation I-Plaza Level*

#### Moderator:

Stephen A. Haering, MD, MPH, Consultant, Director, Lord Fairfax Health District (VA)

#### Presenters:

Robert S. Lawrence, MD, the Center for a Livable Future Professor, Johns Hopkins Bloomberg School of Public Health

Preston Maring, MD, Associate Physician in Chief, Kaiser Permanente Medical Center Oakland

#### Learning Objectives:

- ★ Identify at least three aspects of the environmental effects of the typical high-meat American diet
- ★ Describe at least three changes in the American diet that would make food systems more sustainable
- ★ Discuss Kaiser Permanente's growing focus on providing access to healthy foods through its hospital based farmers' markets, inpatient local food sourcing initiative, and Community Supported Agriculture
- ★ Identify the key elements and specific steps of the Kaiser Permanente program in order to implement and sustain similar programs in their own communities

### Public Health and Preventive Medicine Challenges in Iraq and Afghanistan: Annual Update

*Constellation II-Plaza Level*

#### Moderator:

Edmond Feeks, MD, MPH, Preventive Medicine Officer, US Marine Corps

#### Presenters:

Shakir (Al-ainachi) Jawad, MD, Assistant Professor, Military and Emergency Medicine, Uniformed Services University of the Health Sciences

CDR David A. Tarantino, Jr, MD, Flight Surgeon, U.S. Navy

CDR Sarah Arnold, U.S. Navy

COL Jeffrey Johnson, U.S. Navy

#### Learning Objectives:

- ★ Discuss the major sanitation challenges under conditions of war
- ★ Discuss the cultural challenges to improving public health in the aftermath of war
- ★ Discuss the challenges in interservice, interagency, and intergovernmental cooperation in public health and preventive medicine programs and projects

### Health Messages in Entertainment Media

*Olympic I-Plaza Level*

#### Moderator:

Jean L. Richardson, DrPH, Professor, IPR/Department of Preventive Medicine Keck School of Medicine University of Southern California

#### Presenters:

Doe Mayer MA, Professor, University of Southern California

Zoanne Clack, MD, Writer for "Grey's Anatomy"

#### Learning Objectives:

- ★ Identify ways in which health topics embedded in entertainment media may have a significant impact on the knowledge and behavior of the public at large
- ★ Describe some specific empirical examples of the impact of entertainment media on significant public health problems
- ★ Describe ways in which health professionals can influence the health content of entertainment media
- ★ Discuss a model of how to use entertainment media in public health education programming

### HIT: Technologic Opportunities to Impact Health Behaviors and Preventive Care

*Olympic II-Plaza Level*

#### Moderator:

Robert G. Harmon, MD, MPH, FACPM, Director, Duval County Health Department

#### Presenters:

Alex Krist, MD, Assistant Professor, Virginia Commonwealth University

Kevin Patrick, MD, MS, Professor, University of California-San Diego

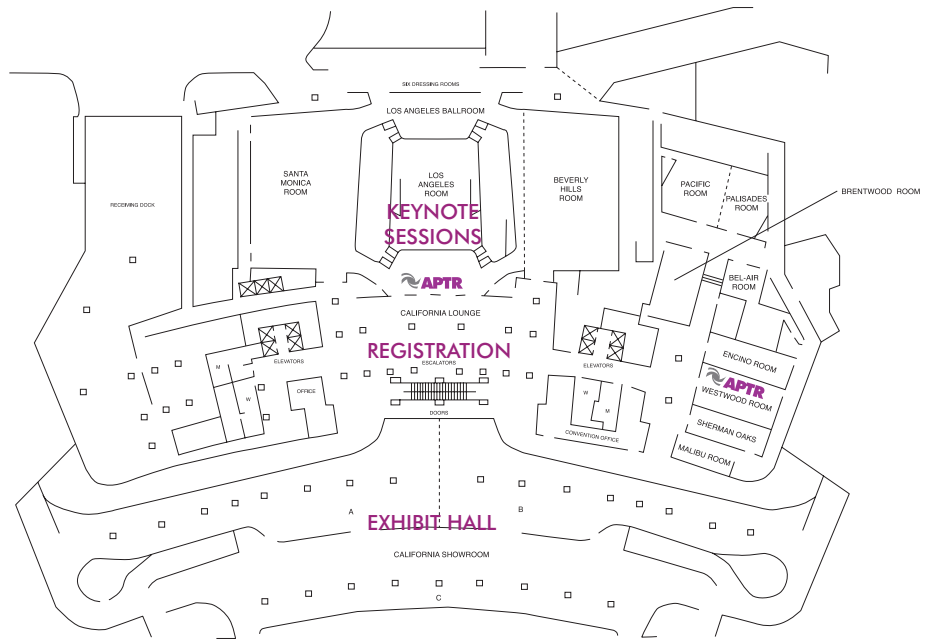
#### Learning Objectives:

- ★ List three health issues for which mobile phones are being used for behavior prompting
- ★ Describe how mobile devices are being used in gene/environment research
- ★ List the information technology interventions demonstrated to promote the appropriate delivery of preventive care
- ★ Identify the barriers to creating effective personal health records to promote preventive care
- ★ Discuss potential user (e.g., clinician, practice, patient) strategies to overcome the barriers to implementing more effective personal health records

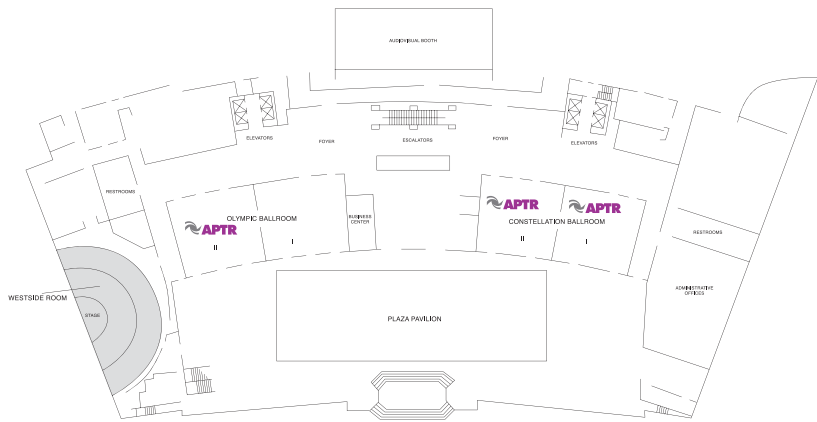


# Meeting Locations

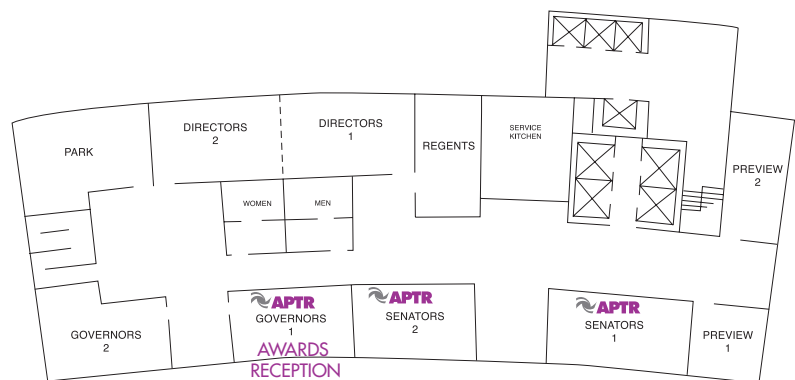
## California Level



## Plaza Level



## South Mezzanine Level



# Partners Sessions

APTR is pleased to be holding Teaching Prevention 2009 in conjunction with Preventive Medicine 2009 and Medical Quality 2009, the annual meetings of the American College of Preventive Medicine and the American College of Medical Quality. Listed below are the additional educational sessions that are part of these conferences but not included in the previous pages. All attendees to the of Teaching Prevention 2009 are welcome to attend these sessions.

Thu.  
2.12.09

10:00 a.m. to 11:30 a.m.

## **Prevention Intensivists: Is there a Place for Aggressive Lifestyle Medicine?**

*Constellation I-Plaza Level*

### **Moderator:**

Clarence Ing, MD, Medical Director & President, Newstart Medical Clinic Weimar Institute

### **Presenters:**

Hans Diehl, DHSc, Lifestyle Medicine Institute

Caldwell Esselstyn, MD, Preventive Medicine Consultant, Cleveland Clinic

### **Learning Objectives**

- ★ Recognize that dietary and exercise parameters can be markedly improved in a self-selected population through an intensive education program provided in a group setting
- ★ Describe the salient components of the Optimal Diet used on the CHIP program.
- ★ Recognize the importance of skill acquisition (shopping for healthy foods, identifying and preparing healthy meals, use of pedometers)
- ★ List 5 coronary risk factors that the CHIP program will substantially improve
- ★ Discuss the importance of social support (significant other, availability of healthy meals at restaurants, support from medical team) and continuing monthly alumni meetings in maintaining a healthier lifestyle.

## **Too Big or Too Little: Gestational Diabetes and Prematurity**

*Olympic I-Plaza Level*

### **Moderator:**

Susan Manning, MD, MPH, LCDR, U.S. Public Health Service, Maternal/Child Health Epidemiologist, Massachusetts Department of Public Health

Lorraine Yeung, MD, Medical Officer, Centers for Disease Control and Prevention

### **Presenters:**

Alan Fleischman, MD, Medical Director, March of Dimes

John Kitzmiller, MD, Consultant, Maternal Fetal Medicine, Santa Clara Valley Health System

### **Learning Objectives**

- ★ List the criteria for the modified glucose tolerance test
- ★ List five adverse outcomes in infants born to mothers with gestational diabetes
- ★ Examine the epidemiology of preterm birth in the U.S.
- ★ Identify the risk factors for preterm birth
- ★ Explore interventions to prevent prematurity during preconception, pregnancy, and interconception
- ★ Discuss the March of Dimes Prematurity Campaign to decrease prematurity in the United States

## **Finance and Economics: Does Quality Matter to Wall St?**

*Westside Room-Plaza Level*

### **Moderator:**

Clair M. Callan, MD, MBA, Chief Executive Officer, Callan Consulting

### **Presenters:**

Frederick Hessler, Managing Director, Health Care Group, Citigroup

Kenneth Kizer, MD, MPH, Chair of Board, Medsphere

### **Learning Objectives**

- ★ Recognize how quality of care impacts the financial results of an institution
- ★ Recognize the importance of evaluating the degree of quality of care across the entire institution
- ★ Value the team approach and accountability of all team members for the success of the program
- ★ Understand the role of "scale" in a financially successful system
- ★ Recognize how quality of care impacts the financial results of an institution
- ★ Discuss the relative importance of design and construction in achieving "world class" status
- ★ Recognize the importance of evaluating the degree of quality of care across the entire institution
- ★ Understand the role of "scale" in a financially successful system
- ★ Review the role of accreditation and certification for a "world class" healthcare facility; and
- ★ List at least three intangible attributes or characteristics of a "world class" healthcare facility

## **The Role of Preventive Medicine/Public Health Physicians in Tracking/Advocating for Policy Related to Access, Quality & Cost**

*Olympic II-Plaza Level*

### **Moderator:**

Jeffrey D. Gunzenhauser, MD, MPH, Medical Director, Public Health, Los Angeles County Department of Public Health

### Presenters:

Michael Parkinson, MD, MPH, FACPM, President, American College of Preventive Medicine

Neal D. Kohatsu, MD, MPH, Chief, Cancer Control Branch, California Department of Public Health

### Learning Objectives

- ★ Describe the role that health care plays in the overall contribution to the health of Americans today
- ★ Describe how closing current gaps in health care today will improve the health status of Americans
- ★ Understand how current policy issues of access, quality, and cost relate to the current gaps in health care
- ★ Describe the role Preventive Medicine physicians in advocating for health care policies that will have the greatest impact on improving health

3:00 p.m. to 4:30 p.m.

### CONCURRENT SESSIONS

#### Great Careers in Preventive Medicine: Private Sector

*Constellation II-Plaza Level*

#### Moderator:

Jaspal Ahluwalia, MD, Secretary/Executive Vice President, Resident Physicians Section

#### Presenters:

Ryung Suh, MD, MPH, MBA, Senior Fellow, National Opinion Research Council at the University of Chicago

Mirza I. Rahman, MD, MPH, Worldwide Vice President, Health Economics & Outcomes Research, Johnson & Johnson Company

Robert Carr, MD, MPH, Vice President and Corporate Medical Director, GlaxoSmithKline

### Learning Objectives

- ★ Describe career options and pathways for preventive medicine physicians in the private sector including pharmaceuticals and healthcare consulting
- ★ Define strategies and resources available to learn about and develop within a varied range of career pathways in the private sector
- ★ Articulate to physicians of other specialties, as well as to non-physicians, the broad spectrum of opportunities and the value-add available through preventive medicine
- ★ Evaluate where his or her greatest interests and talents intersect with potential career paths in the field of preventive medicine
- ★ Reflect on non-traditional professional opportunities for preventive medicine physician willing to think outside the box

#### Sex in the City: STD/HIV Prevention in the Adult Film Industry

*Olympic I-Plaza Level*

#### Moderators:

Joanna Buffington, MD, MPH, Medical Officer, AFRO Team, Global Immunizations Division, CDC

Peter R. Kerndt, MD, MPH, Director, Sexually Transmitted Disease Program, Los Angeles County Department of Health Services

#### Presenters:

Deborah Gold, MPH, Senior Industrial Hygienist, Research and Standards Health Unit Cal/OSHA

Corita Grudzen, MD, MSHS, Clinical Scholars Program, UCLA School of Medicine

Darren Edwards

### Learning Objectives

- ★ Articulate two key STDs/HIV occupational risks to workers in the adult film industry
- ★ Describe STDs/HIV morbidity and past HIV outbreaks among workers in the adult film industry
- ★ List the key elements of the bloodborne pathogen standard as it relates to persons who work in this industry
- ★ Define the role of medical monitoring and use of personal protective measures to reduce occupational risk to workers in this industry
- ★ Understand whether current industry practices meet Cal/OSHA requirements
- ★ Describe how Cal/OSHA regulations could be used to enforce the use of condoms and other protection
- ★ Understand the limitations of the Cal/OSHA enforcement paradigm, including the difference between independent contractors and employees
- ★ Describe survey results documenting HIV risk behaviors and health status of female adult film performers
- ★ Identify one self-medication strategy commonly used by performers in the adult film industry.
- ★ Discuss two methods to reduce STD/HIV risks to workers in the adult film industry

#### Pay for Performance: Using P4P to Improve Quality in Medicaid Managed Care

*Westside Room-Plaza Level*

#### Moderator:

Neil West, MD, Consultant, Schaller Anderson, Inc

#### Presenters:

Elaine Batchlor, MD, MPH, CMO, LA Care Health Plan

Michael Belman, MD, MPH, Medical Director, Clinical Quality and Innovations, Anthem Blue Cross

### Learning Objectives

- ★ Understand the California pay for performance (P4P) program elements and critical success factors in the commercial market
- ★ Learn about the Medicaid P4P program elements from the largest Medicaid P4P program in California
- ★ Learn about the key stakeholders and cross-enterprise engagement required for a successful P4P program
- ★ Learn about P4P clinical, patient experience, IT-enabled "systemness" performance measurements and results
- ★ Understand the reasons behind national versus California performance variance, as well as statewide regional variation
- ★ Learn about historical and current financial payment results to physician organizations funded by health plans
- ★ Understand lessons learned and recommendations to improve clinical performance and patient experience

#### The Prevention and Treatment of Obesity: Public Health and Individual Points of View

*Olympic II-Plaza Level*

#### Moderator:

George Sarka, MD, MPH, FACP, FACR, Associate Clinical Professor of Medicine, UCLA University

#### Presenters:

Warren Peters, MD, MPH, Assistant Professor of the School of Public Health & School of Medicine, Loma Linda University

Antronette K. (Toni) Yancey, MD, MPH, FACPM, Professor, Department of Health Services, and Co-Director, Center to Eliminate Health Disparities, UCLA School of Public Health.

### Learning Objectives

- ★ Discuss whether obesity is a syndrome or a disease
- ★ Characterize the excess environmental risk factors in low SES

areas, communities of color and other underserved populations, in terms of physical, economic and socio-cultural environmental barriers

- ★ Define both medical and surgical interventions and their significance without political/economic support and correction
- ★ Identify several policy and environmental obesity prevention intervention approaches targeting several different settings

Fri.  
2.13.09

10:00 a.m. to 11:30 a.m.

### CONCURRENT SESSIONS

#### Exercise as Medicine—Putting Science into Clinical Practice

*Constellation I-Plaza Level*

##### Moderators:

Arlene Seid, MD, MPH, Physician, Concentra Medical Center

##### Presenters:

Edward M. Phillips, MD, Assistant Professor, Department of Physical Medicine & Rehabilitation, Harvard Medical School

Steven Blair, MD, Professor Exercise Science

##### Learning Objectives

- ★ Cite tangible programs designed to assess physical activity levels and provide exercise prescription
- ★ Utilize clinical tools for promoting increased physical activity in patients
- ★ Quote the current recommendations for physical activity from the USDHHS and national associations
- ★ Discuss the health risks associated with physical inactivity
- ★ Describe the benefits of physical activity for people with various chronic diseases
- ★ Discuss strategies for increasing physical activity in sedentary persons

#### The Critical Impact of National Surgical Quality Databases: From Public Health Policy to the Bedside

*Westside Room-Plaza Level*

##### Moderator:

David C. Mackey, MD, CMQ, Associate Professor, Department of Anesthesiology and Pain Medicine

##### Presenters:

Frank Rosinia, MD, Department of Anesthesiology, Tulane University School of Medicine

Frank Opelka, MD, Louisiana State University Health Sciences Center

Tom Dent, MD, ICLOPS

##### Learning Objectives

- ★ Understand the concept of, and rationale for, perioperative outcomes patient data registries, as well as their inevitable involvement in the delivery of surgical services
- ★ Understand the impetus for perioperative data registries from consumer and business groups, government regulators, and governmental and third-party payers
- ★ Comprehend the structure and function of successful perioperative registries, such as the American College of Surgeons' National Surgical Quality Improvement Program (NSQIP) and registries from the Society of Thoracic Surgeons

- ★ and the Anesthesia Business Group
- ★ Develop awareness of the potential ways in which individual institutions will become involved in perioperative data registries
- ★ Understand how perioperative data registries will directly or indirectly impact essentially all aspects of the business of surgical services delivery
- ★ Understand the essential role of data registries in perioperative outcomes quality and cost management

#### Public Health Systems/Services Research (PHSSR): Research to Improve Public Health Practice

*Olympic I-Plaza Level*

##### Moderator:

Deborah Porterfield, MD, Epidemiologist, North Carolina, Department of Health and Human Services

##### Presenters:

Hugh Tilson, MD, DrPH, Senior Advisor to the Dean, University of North Carolina

Glen Mays, PhD, MPH, Professor and Chair, Department of Health Policy and Management Fay W. Boozman College of Public Health, University of Arkansas for Medical Sciences

Michael C. Caldwell, MD, MPH, Commissioner of Health, Dutchess County Department of Health, New York

##### Learning Objectives

- ★ Distinguish Public Health Systems and Services Research from the related Health Services Research
- ★ Understand different types of inquiry within the field of PHSSR
- ★ Describe early findings from key PHSSR studies
- ★ Describe the relevance of PHSSR to public health practitioners

3:00 p.m. to 4:30 p.m.

### CONCURRENT SESSION

#### Chronic Diseases in Childhood: Obesity, Asthma and Caries

*Constellation I-Plaza Level*

##### Moderator:

Richard Nugent, MD, Medical Leader SE Region, Arkansas Department of Health

##### Presenters:

Joseph Thompson, MD, MPH, Director, Arkansas Center for Health Improvement; Surgeon General for the State of Arkansas; Director of Robert Wood Johnson Foundation Center to Prevent Childhood Obesity; Associate Professor in the Colleges of Medicine and Public Health at the University of Arkansas for Medical Sciences

Larry Simmons, MD, Assistant Professor of Pediatrics, University of Arkansas for Medical Science, Arkansas Children Hospital

Lynn Douglas Mouden, DDS, MPH, Director, Office of Oral Health, Arkansas Department of Health

##### Learning Objectives

- ★ Understand the degree of the oral health crisis in many U.S. populations
- ★ Know about recent developments in state oral health program approaches
- ★ Understand opportunities to engage in collaboration and partnerships to strengthen oral health capacity by coordinating local, state, and Federal resources
- ★ Understand the current prevalence data for childhood asthma, which may differ from conventional prevalence data sources
- ★ Become aware of the current evidenced based guidelines for the diagnosis and management of childhood asthma



- ★ Become familiar with the concept of the interaction between the genetic predisposition to asthma and environmental exposures (the gene X environment interaction)

### Community Preventive Services Task Force Update

*Constellation II-Plaza Level*

#### Moderator:

Diane Simpson, MD, MPH, PhD, FACPM, Medical Epidemiologist, Centers for Disease Control and Prevention

#### Presenters:

Robert A. Hahn, Senior Scientist, Guide to Community Preventive Services, Centers for Disease Control and Prevention

David Hopkins, MD, MPH, Staff Scientist with the Guide to Community Preventive Services, Centers for Disease Control and Prevention

Theresa Ann Sipe, PhD, MPH, CNM, RN, Statistician, Community Guide, Centers For Disease Control and Prevention

#### Learning Objectives

- ★ Understand the scope and methodology of the Community Guide
- ★ Understand the utility and applications of Task Force recommendations on the use of different interventions
- ★ Understand the utility and applications of Task Force determinations of “insufficient evidence”
- ★ Be knowledgeable of the Community Guide Task Force findings from their review of school based universal anti-violence interventions
- ★ Be knowledgeable of the Community Guide Task Force findings from their review of interventions to reduce psychological harm from traumatic events among children and adolescents

### Medicare Preventive Services: Current and Future Directions

*Olympic II-Plaza Level*

#### Moderator:

Shamiram Feinglass, MD, MPH, Senior Medical Officer, Coverage & Analysis Group, CMS

#### Presenters:

Marcel Salive MD, MPH, Division Director, DMSS, Coverage & Analysis group, CMS

Jason M. Spangler, MD, MPH, Managing Senior Fellow & Senior Program Officer, Partnership for Prevention

#### Learning Objectives

- ★ Outline the current preventive services offered by CMS
- ★ Understand the basics of the national coverage process at CMS
- ★ Understand the current Medicare bill and the new ability for CMS to make coverage determinations on preventive services
- ★ Appreciate the paradigm shift that coverage for prevention entails
- ★ Gain an Understanding of future directions CMS should take given the new authority to cover preventive services

1:00 p.m. to 5:00 p.m.

### HALF DAY SKILL BUILDING INSTITUTES

#### 9TH Annual Healthcare Quality Improvement Institute: Introduction to Biomedical and Health Informatics: What Every Physician Should Know

*Westside Room-Plaza Level*

#### Moderators:

Alyce Rauchenstein, MD, MPH, Department of Prevention and Epidemiology, University of Maryland

Neil West, MD, Consultant, Schaller Anderson, Inc.

#### Presenters:

John H. Homes, PhD, Assistant Professor of Medical Informatics in Epidemiology, Center for Clinical Epidemiology and Biostatistics, University of Pennsylvania School of Medicine

#### Learning Objectives

- ★ Understand the current landscape of the science and practice of biomedical informatics
- ★ Determine and define current areas of interest in informatics
- ★ Differentiate between informatics and information technology and describe their roles in medical practice
- ★ Recognize important factors in human-computer interaction in clinical settings
- ★ Describe the contribution of biomedical informatics to medical quality

### Local Health Authority Institute

*Brentwood-California Level*

#### Moderator:

Dawn Marie Jacobson, MD, MPH, Director, Performance Improvement, County of Los Angeles, Department of Public Health

#### Presenters:

Mark B. Horton, MD, MSPH, Director, California Department of Public Health

Jonathan E. Fielding, MD, MPH, Director and Health Officer, County of Los Angeles Department of Public Health

Paul Simon, MD, MPH, Director, Chronic Disease and Injury Prevention Program, County of Los Angeles, Department of Public Health

Bruce Haynes, MD, EMS Medical Director, County of San Diego, Health and Human Services Agency

Mitch Katz, MD, Health Officer, City and County of San Francisco

Antronette K. (Toni) Yancey, MD, MPH, FACPM, Professor, Department of Health Services, and Co-Director, Center to Eliminate Health Disparities, UCLA School of Public Health

Rajiv Bhatia, MD, MPH, San Francisco Department of Public Health, University of California-San Francisco

#### Learning Objectives

- ★ List the basic level of responsibilities held by local and state health officials in the State of California
- ★ Describe actions leading to successful comprehensive health care reform at the County level
- ★ Identify facilitators and barriers for successful implementation of health impact assessment in local health jurisdictions
- ★ Identify important criteria in developing nutrition policy, including menu labeling, banning of trans fat use by restaurants, and limiting the development of neighborhood fast food restaurants

# Partners Sessions

- ★ Learn evidence-based ways to implement exercise breaks into worksite meetings and conferences
- ★ Understand the roles and responsibilities of a local health jurisdiction related to preparedness and response during California wildfires

5:15 p.m. to 6:30 p.m.

### ACPM Code of Ethics-Repeat (No CME offered)

*Olympic I-Plaza Level*

#### Presenter:

Halley Faust, MD, MPH, MA, FACPM, Managing Director, Jerome Capital, LLC

Sat.  
2.14.09

10:00 a.m. to 11:30 a.m.

### CONCURRENT SESSIONS

#### Ethics in Medicine: Healthcare Quality and Physician Professionalism at the Margin (The Nigel Roberts Lecture in Healthcare Ethics)

*Westside Room-Plaza Level*

#### Moderator:

Paul Gitman, MD, Vice President Medical Affairs, North Shore Long Island Jewish Health System

#### Presenters:

Frederick Turton, MD, MBA, Chair, Ethics, Professionalism and Human Rights Committee, American College of Physicians

#### Learning Objectives

- ★ Explain the importance of financial and non-financial incentives in the health care system.
- ★ Explain the importance of professionalism in the health care system.
- ★ Explain the concept that incentives and professionalism interact to generate quality outcomes.
- ★ Describe the most commonly used schemata of physician professionalism and how they relate to physician payment.
- ★ Describe the effects the encounter-based payment system has on health care cost, quality and access.
- ★ Explain how the encounter-based payment system and physician professionalism are related and in opposition.
- ★ Explain how the economic concept of marginal utility applies to the understanding of physician behavior viz. incentives and professionalism.
- ★ Describe and explore the relationships between incentives, professionalism, patient expectations and physician expectations and how they bear on physicians' marginal behavior for the current encounter-based payment scheme and several proposed physician payment schemes.

#### Science and Policy Behind Implementing the ACOEM Practice Guidelines

*Olympic I-Plaza Level*

#### Moderator:

James Tacci, MD, JD, MPH, FACPM, Manager of Medical Services, Xerox Corporation

#### Presenters:

Steven C. Schumann, MD, Medical Director/Occupational Health, Doctors on Duty/Salinas Urgent Care; President,

Western Occupational and Environmental Medical Association

Kurt Hegmann, MD, MPH, Associate Professor and Center Director, Dr. Paul S. Richards Endowed Chair in Occupational and Environmental Health and Safety, Rocky Mountain Center for Occupational and Environmental Health, Department of Family and Preventive Medicine, University of Utah

#### Learning Objectives

- ★ Recall the AGREE criteria for development of high quality guidelines
- ★ Compare and contrast some of the conclusions reached from a set of guidelines that follow AGREE criteria compared with one that follows fewer AGREE criteria
- ★ Understand the marketplace environment in which treatment guidelines are promulgated and challenges to implementation and application
- ★ Discuss identification and implementation of accurate measures of quality care using treatment guidelines in the workers' compensation arena.
- ★ Identify the depth of evidence supporting long-term safety and efficacy of opioids for treatment of chronic non-malignant pain

#### American Board of Preventive Medicine Update: Strategies and Tools for Becoming and Staying Certified

*Olympic II-Plaza Level*

#### Moderator:

James Vanderploeg, MD, MPH, Executive Director, American Board of Preventive Medicine

#### Presenters:

James Vanderploeg, MD, MPH, Executive Director, American Board of Preventive Medicine

Miriam Alexander, MD, MPH, Director, General Preventive Medicine, John Hopkins Bloomberg School of Public Health

Wendy E Braund, MD, MPH, MEd, 11th Luther Terry Fellow & Senior Clinical Advisor, Office of Disease Prevention and Health Promotion US Department of Health & Human Services

#### Learning Objectives

- ★ Describe the requirements for achieving certification by the ABPM
- ★ Identify the steps in the application and examination process for initial certification
- ★ Describe the process for maintaining certification throughout one's career using the EPIQ© program.
- ★ Discuss the examination development process and the areas of examination focus
- ★ Restate the American Board of Medical Specialties (ABMS) requirement of practice assessment/performance improvement for Maintenance of Certification (MOC) Part IV
- ★ Describe the process by which diplomates of the American Board of Preventive Medicine (ABPM) will be able to fulfill the ABMS requirement of practice assessment/performance improvement for MOC Part IV
- ★ Identify ACPM resources to assist diplomates in the successful completion of preventive medicine practice assessment/performance improvement as required for MOC Part IV

#### Putting the "Health" Back in Health Care: A Call for a Robust Delivery System for Prevention as Part of the National Debate on Health Care Reform

*Constellation I-Plaza Level*

#### Presenters:

Robert A. Smith, Ph.D., Director of Cancer Screening, American Cancer Society

Alan J. Balch, Ph.D., Vice President, Preventive Health Partnership

### Learning Objectives

- ★ Explain the basic elements for building a personalized routine encounter for prevention and contrast this approach with the current opportunistic model.
- ★ Outline at least five key elements of a new delivery model for prevention that incorporates a renewed emphasis on routine wellness encounters and explain how those elements can work together to function as a system.
- ★ Identify the key barriers to changing the current health care delivery paradigm.
- ★ Explain ways in which policy makers are exploring prevention and health care delivery system reform in the context of the national debate on health care reform.

# Partners Sessions



# Continuing Education

This activity has been planned and implemented in accordance with the Essential Areas and policies of the Accreditation Council for Continuing Medical Education (ACCME) through the joint sponsorship of the American College of Preventive Medicine (ACPM) and APTR. ACPM is accredited by the ACCME to provide continuing medical education for physicians.

ACPM designates this educational activity (entire Conference) for a maximum of 28.0 Category 1 credits toward the American Medical Association's (AMA) Physician's Recognition Award (PRA)™. ACPM designates the APTR Teaching Prevention sessions for a maximum of 13.0 Category 1 credits toward the American Medical Association's (AMA) Physician's Recognition Award (PRA)™. Each physician should claim only those credits he or she actually spends in the activity.

To obtain a CME certificate, please complete the Certificate Request Form attached to the meeting evaluation packet in the conference materials you received upon check-in. Please drop the form and the evaluation packet in a blue bin near the registration area.

## Maintenance of Certification (MOC)

Physicians certified by the American Board of Preventive Medicine (ABPM) in 1998 or later must earn at least 100 approved lifelong learning credits every 10 years in order to maintain their certification. MOC and CME credits can be purchased from the American College of Preventive Medicine for \$10.00 each. For more information on

receiving MOC/CME credits visit the ACPM exhibit booth.

To obtain MOC credits, first, ask for an MOC packet at the meeting's registration desk. The packet contains self-assessment exercises for you to complete as a required component of the lifelong learning process. The correct answers and explanations are provided in the answer packet. After completing all of the self-assessments for each of the MOC sessions you've attended, complete the cover page and payment information. Then submit the entire packet in the blue bin near the registration desk. You will not need a certificate to document your credits. ACPM will report them directly to the ABPM. You can monitor your credits over time by visiting the ABPM Web site at [www.abprevmed.org](http://www.abprevmed.org).

*If I submit my CME form will those credits be sent to ABPM for my MOC?*

**NO!** CME and MOC are not the same thing. When you submit your CME form

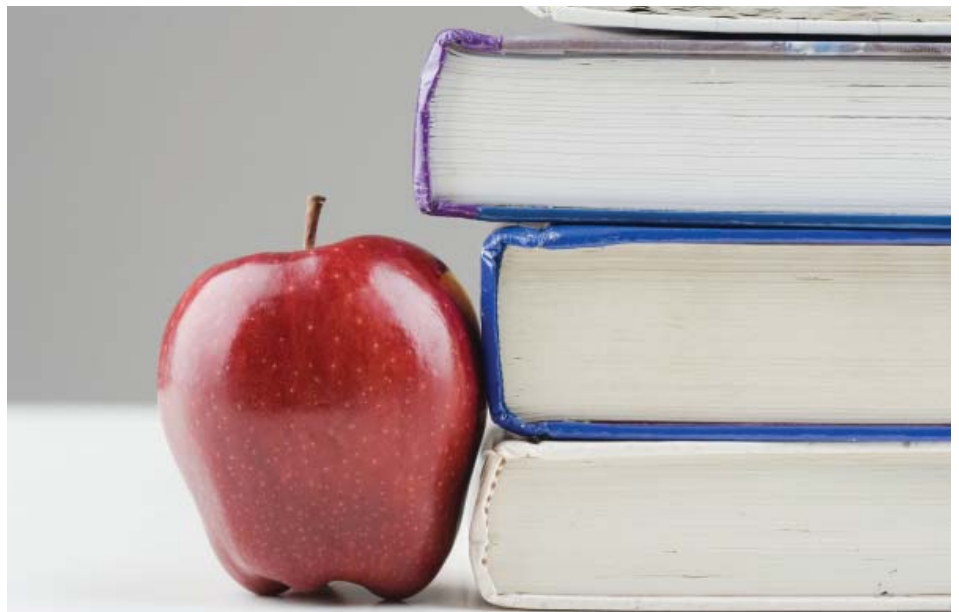
a CME certificate will be e-mailed to you. If you need MOC you will have to fill out separate forms known as a Self Assessment for each session you attend. You must submit the Self Assessment forms to ACPM for your credits to be reported to ABPM.

*How long after I submit my CME form can I expect to receive my CME Certificate?*

Certificates are EMAILED to all participants within a month of the meeting completion date. Make sure you total your hours and **PRINT YOUR NAME AND EMAIL CLEARLY**. Illegible CME forms will result in a delay in processing.

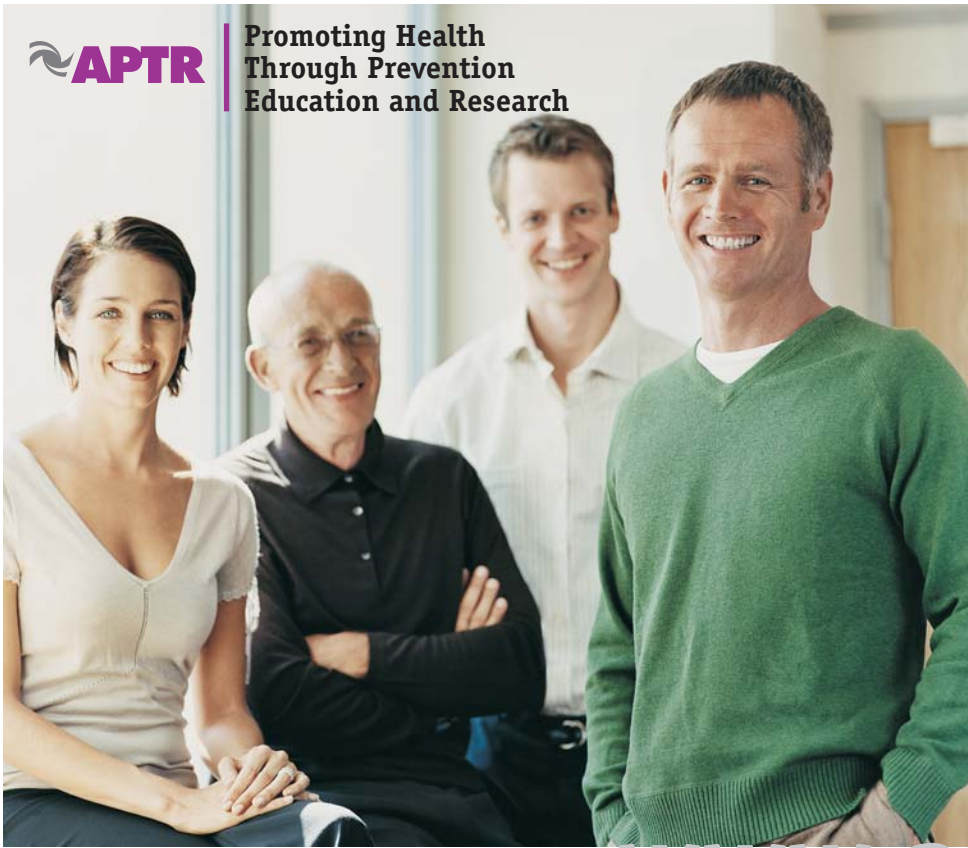
*How soon after the meeting will my MOC credits be reported to the ABPM?*

All MOC credits will be reported to the board by the end of February. Please allow for a few weeks for the Board to upload these credits into the EPIQ system.





**Promoting Health  
Through Prevention  
Education and Research**



## ➔ About APTR

The Association for Prevention Teaching and Research (APTR) is the professional organization for the academic public health community dedicated to the prevention research and interprofessional education.

APTR develops curriculum materials, professional development programs, and communication tools for educators, researchers and students.

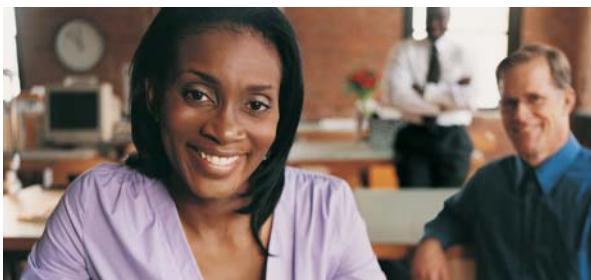
## ➔ How Do I Join?

Enhance your knowledge and expertise, join today! Simply visit [www.aptrweb.org/join](http://www.aptrweb.org/join) You can also request an application by calling toll-free (866) 520-APTR.

[www.aptrweb.org](http://www.aptrweb.org)

## ➔ Who Are APTR Members?

Our strength lies in the interprofessional make-up of our membership. APTR represents public health, medical, and health professional faculty and their institutions. APTR also supports universities, schools and colleges, that develop, maintain, and advance graduate programs in the disciplines of public health, preventive medicine, social medicine, and community health, as well as undergraduate programs in public health.



## ➔ Why Join APTR?

### NETWORKING, COLLABORATION AND VISIBILITY

Membership gives you the opportunity to learn from, and collaborate with, other leading professionals in your field as well

### FUNDING OPPORTUNITIES

Access crucial sources of funding from the association, Centers for Disease Control and Prevention (CDC), and other federal agencies.

### EDUCATION & CURRICULUM RESOURCES

Benefit from the many resources, curriculum, materials, and self-study courses that APTR provides to support the teaching of clinical prevention and population health.

### PROFESSIONAL DEVELOPMENT

Develop and enhance your leadership and teaching skills. APTR offers career and faculty development seminars and workshops designed for the academic prevention and public health community.



# 2009 MEMBERSHIP APPLICATION

15% Off  
Membership Dues  
While At Teaching  
Prevention 2009

## CONTACT INFORMATION (for Institutional membership please list liaison contact information):

Dr.  Mr.  Ms.  Mrs.  Other \_\_\_\_\_

First Name \_\_\_\_\_ Middle Name(optional): \_\_\_\_\_ Last Name: \_\_\_\_\_

Degrees: \_\_\_\_\_ Title: \_\_\_\_\_

Institution: \_\_\_\_\_

Department: \_\_\_\_\_ Division: \_\_\_\_\_

Address: \_\_\_\_\_

Work  Home

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Yes! Sign me up for *APTR News Now!*, the weekly electronic newsletter.

## MEMBERSHIP CATEGORIES

### INDIVIDUAL MEMBERSHIP

\* ONLY INSTITUTIONAL MEMBERS ARE ELIGIBLE FOR RESEARCH FUNDING

**\$175.00 INDIVIDUAL**

Professional who is involved and/or interested in the field of preventive medicine and public health.

**\$175.00 ASSOCIATE**

Professional who is involved and/or interested in the field of preventive medicine and public health.

**\$65.00 STUDENT**

Student enrolled in a degree-seeking undergraduate or graduate health professions education program. Only includes an online subscription to the American Journal of Preventive Medicine. Please include a current copy of student identification.

**\$90.00 RETIRED**

Does NOT include a subscription to the American Journal of Preventive Medicine.

### ORGANIZATIONAL MEMBERSHIP

\* ONLY INSTITUTIONAL MEMBERS ARE ELIGIBLE FOR RESEARCH FUNDING

**\$700.00 ACADEMIC UNIT**

A department within a medical school, school of public health, program of public health, or other related academic department.

**\$700.00 GRADUATE PUBLIC HEALTH PROGRAM**

Stand-alone schools or programs of public health or any department within a medical school, liberal arts and sciences school, health professions school or other institution type which grants a Master of Public Health degree or other public-health related graduate degree (MPH, MSPH, DrPH, PhD, MHA, etc.).

**\$700.00 PRACTICE INSTITUTIONAL**

Institution that does not meet the requirements of an Academic Unit member, but is delivering prevention education, prevention services, or community and/or public health delivery. *This is not intended for professional associations.*

**\$700.00 HEALTH AGENCY**

Institution that is a local, state or federal health agency.

### Are you Board Certified?

Preventive Medicine  Pediatrics

Family Medicine  Other \_\_\_\_\_

Internal Medicine  Aerospace Medicine

Occupational Medicine

**Student Applicant:** What is your expected date of graduation?  
(Month/Year) \_\_\_\_\_

### Type of Institution:

Medical School  Nursing School

Corporation  School of Public Health

Medical Center/Hospital  Federal Agency

Academic Health Center  University

Private Practice  State Health Department

Research Center  Graduate Public Health Program

Military  Other: \_\_\_\_\_

## PAYMENT INFORMATION

Amount Enclosed \$ \_\_\_\_\_

Payment:  Visa  MasterCard  Check Enclosed

Name on Credit Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Make checks payable to "APTR." Checks written on non-U.S. banks, an additional \$15.00 fee applies.

### Return membership application to:

Association for Prevention Teaching and Research  
Attn: Member Services  
1001 Connecticut Avenue, NW Suite 610  
Washington, DC 20036  
or  
Fax: 202.463.0555



## CONTACT MEMBER SERVICES

membership@aptrweb.org • (866) 520- APTR  
www.aptrweb.org

# Exhibitor Directory

<p><b>Agency for Healthcare Research and Quality</b> 540 Gaither Road Rockville, MD 20850 T: (301) 427-1254 • F: (301) 427-1873 www.ahrq.gov</p>	<p>The Agency for Healthcare Research and Quality (AHRQ) is the lead Federal agency charged with improving the quality, safety, efficiency, and effectiveness of health care for all Americans. As one of 12 agencies within the Department of Health and Human Services, AHRQ supports health services research that will improve the quality of health care and promote evidence-based decision making.</p>	<p>Booth #14</p>
<p><b>Association for Prevention Teaching and Research</b> 1001 Connecticut Avenue, NW, Suite 610 Washington, DC 20036 T: (202) 463-0550 • F: (202) 463-0555 www.aptrweb.org</p>	<p>The Association for Prevention Teaching and Research (APTR) is the professional organization for the academic public health community dedicated to prevention research and interprofessional education. APTR advances population-based and public health education, research, and service by linking and supporting members from across the health professions. APTR members include faculty from academic departments within medical and health professions schools. APTR also represents the accredited and emerging graduate programs in public health outside of schools of public health. APTR develops curriculum materials, professional development programs, and communication tools for educators, researchers, residents, and students. By bringing together individuals and institutions devoted to prevention and public health, APTR is advancing training and research to improve the health professions workforce.</p>	<p>Booth #30</p>
<p><b>American Academy of Physician Assistants (AAPA)</b> 980 N. Washington Street Alexandria, VA 22314 T: (703) 836-2272 • F: (703) 684-1924 www.aapa.org</p>	<p>The American Academy of Physician Assistants is the only national organization to represent physician assistants.</p>	<p>Booth #19</p>
<p><b>American Board of Preventive Medicine</b> 111 W. Jackson Boulevard, Suite 1110 Chicago, IL 60604 T: (312) 939-2276 • F: (312) 939-2218 www.theabpm.org</p>	<p>The American Board of Preventive Medicine, Inc (ABPM) is a member Board of the American Board of Medical Specialties. The ABPM offers certification in the specialty areas of Aerospace Medicine, Occupational Medicine, and Public Health/General Preventive Medicine and in the subspecialty areas of Medical Toxicology and Undersea and Hyperbaric Medicine. Complete information on the ABPM is available on our website at www.theabpm.org</p>	<p>Booth #17</p>
<p><b>American College of Lifestyle Medicine</b> 1475 Mt. Hood Avenue Woodburn, OR 97071 T: (971) 983-5383 • (971) 983-5354 www.lifestylemedicine.org</p>	<p>ACLM is the first national medical specialty society for healthcare professionals who utilize evidence-based lifestyle interventions as the primary therapeutic tool in the treatment and management of disease. Our members are engaged in practice, teaching, and research on all levels and in various areas of healthcare. ACLM is the collective voice and community for Lifestyle Medicine (LM), advocating for the practice and practitioners of LM, developing standards and credentialing, and much more.</p>	<p>Booth #15</p>
<p><b>Army Medical Recruiting</b> US Army Mission Support Battalion, Munoz Building 9 Cavalry Regiment Avenue Fort Knox, KY 40121 T: (502) 626-0854 • (502)626-0854 www.goarmy.com</p>	<p>The U.S. Army Medical Corps has a variety of dynamic opportunities available for talented doctors to serve their country. Visit the Army Medical Corps booth to meet an Army doctor and learn more about full-time positions in the Army or part-time positions in the Army Reserve.</p>	<p>Booth #8</p>
<p><b>Association of American Medical Colleges</b> 2450 N Street, NW Washington, DC 20037 T: (202) 828-0436 • (202) 828-1145 www.aamc.org</p>	<p>Since 2003, 16 medical schools and 13 residency sites have become Regional Medicine-Public Health Centers (RMPHEC) and RMPHEC-Graduate Medical Education (RMPHEC-GME) grantees through the Association of American Medical College's cooperative agreement with the Centers for Disease Control and Prevention. RMPHEC and RMPHEC-GME grantees are required to collaborate with local/state public health agencies to improve population health content in their curricula. Grantees will share their experiences and the resources that have been developed through this program.</p>	<p>Booth #12</p>
<p><b>Association of Schools of Public Health</b> 1101 15th Street, NW Suite 910 Washington, DC 20005 T: (202) 296-1099 www.asph.org</p>	<p>ASPH represents the 40 Council on Education for Public Health accredited schools of public health (SPH) and promotes the efforts of SPH to improve the health of every person through education, research and policy. Based upon the belief that "you're only as healthy as the world you live in," ASPH works with the government and other professional organizations to develop solutions to the most pressing health concerns and provides access to the ongoing initiatives of the SPH.</p>	<p>Booth #24</p>

<p><b>California Diabetes and Pregnancy Program</b>  9170 Camino Santa Fe  San Diego, CA 92121  T: (850) 536-5090 • (850) 539-5099  www.r-p-s-org</p>	<p>Sweet Success, the clinical arm of The California Diabetes and Pregnancy Program (CDAPP), is an outpatient based, diabetes and pregnancy education program developed in California in the mid 1980s. The program is based on the use of multidisciplinary teams composed of physicians, nurses, dietitians, social workers, and other health care professionals with the purpose of improving pregnancy outcomes for women with pre-existing diabetes and women who develop gestational diabetes. The program's goal is to reduce maternal and infant mortality and morbidity for this high-risk group to approximate the outcomes of the low-risk perinatal population. The program emphasizes early recruitment of pre-pregnant and pregnant women with diabetes into pregnancy programs managed by multidisciplinary teams. The program encompasses outpatient-based comprehensive education, nutrition, psychosocial and medical services. The intent is to achieve active participation by the woman in managing the meal plan, insulin, stress, exercise regimens and psychosocial concerns necessary for optimal glycemic control and perinatal outcomes.</p>	<p>Booth #28</p>
<p><b>Calmoseptine, Inc.</b>  16602 Burke Lane  Huntington Beach, CA 92647  T: (714) 840-3405 • (714) 840-9810  www.calmoseptineointment.com</p>	<p>Calmoseptine Ointment is an effective, multi-purpose moisture barrier that protects and helps heal skin irritations. People benefiting from Calmoseptine Ointment are those needing protection, or with impaired skin integrity related to urinary and fecal incontinence, feeding tube site leakage, fecal or vaginal fistula drainage, moisture, such as perspiration, diaper dermatitis and minor scrapes &amp; burns. It also temporarily relieves discomfort and itching. Calmoseptine Ointment is available without a prescription. Free samples at our booth.</p>	<p>Booth #26</p>
<p>CDC/Prevention Research Centers  4770 Buford Highway, NE  Mail Stop K-45  Atlanta, GA 30341  T: (770) 488-5588 • (770) 488-5486  www.cdc.gov/prc</p>	<p>CDC's Prevention Research Centers Program is a national network of 33 academic research centers committed to preventing chronic disease. The centers, located at schools of public health or medicine, work with members of their local communities to develop and evaluate community-based interventions that address the leading causes of death and disability in the nation. University researchers, health agencies, and nonprofit organizations work together to translate promising research findings into practical, innovative and effective programs.</p>	<p>Booth #16</p>
<p><b>Cellestis</b>  28358 Constellation Road  Unit 698  Valencia, CA 91355  T: (800)836-2272 • (661) 775-7479  www.cellestis.com</p>	<p>Cellestis offers QuantiFERON®-TB Gold In-Tube (QFT™), a novel breakthrough blood test for tuberculosis. Approved by the FDA and recommended by the CDC, QFT is the modern alternative to the 100 year old tuberculin skin test. More accurate, reliable and effective than the tuberculin skin test, QFT has the ability to screen and detect tuberculosis infection with higher specificity than previously possible, providing significant medical and economic benefits.</p>	<p>Booth #18</p>
<p><b>Centers for Medicare and Medicaid Services (CMS)</b>  7500 Security Boulevard  Baltimore, MD 21244  T: (410) 786-9176 • (410) 786-0330  www.cms.hhs.gov/ContactCMS/</p>	<p>CMS's national headquarters is located in Baltimore Maryland. The 10 regional offices work with the contractors who administer the Medicare program and work with the States who administer the Medicaid, SCHIP, HIPAA and survey and certification of health providers. CMS works closely with the Social Security Administration (SSA) to provide information about Medicare to beneficiaries applying for, or currently receiving, retirement, or disability benefits at local SSA district offices.</p>	<p>Booth #25</p>
<p><b>Elsevier, Inc.</b>  1600 JFK Boulevard  Suite 1800  Philadelphia, PA 19103  T: (215) 239-3491 • (215) 239-3494  elsevierhealth.com</p>	<p>Elsevier is proud to publish the American Journal of Preventive Medicine, the official journal of the American College of Preventive Medicine. Please stop by our booth to view the latest issue of the journal and browse our other books and journals in the field of preventive medicine.</p>	<p>Booth #11</p>
<p><b>Glenview Health Systems</b>  3050 North Lake Terrace  Glenview, IL 60026  T: (847) 724-2691 • (847) 724-1713  www.biomeasure.net</p>	<p>The BioMeasure System is ideal as an instant, non-invasive health assessment tool and has the capability to quickly and accurately track the health improvement of a large group of people, while measuring Program effectiveness. Additionally, sponsors of a specific health initiative could be acknowledged on the printed tickets. The BioMeasure Fitness Measuring System is a free standing device that accurately measures weight and height, body fat percentage and calculates body mass index (BMI) at the push of a button, then provides the results on a printed ticket. With the capability of measuring over 750 individuals in one day, we think our machine's greatest value is the speed measurements can be taken, without compromising accuracy. Individual's line up for their height and weight measurements and immediate BMI calculation, all shown on a printed ticket within 15 seconds. The printed tickets can be customized to allow for sponsorships or promotions, perfect for pro-active Organizations who want to be associated with a positive, healthy message. Data collection software is available to track health improvement, making the BioMeasure an ideal tool to measure the effectiveness of corporate wellness/health management programs.</p>	<p>Booth #14</p>
<p><b>GrassrootsHealth</b>  119 N. El Camino Real, E-127  Encinitas, CA 92024  T: (619) 823-7062 • (760) 635-1607  www.grassrootshealth.org</p>	<p>GrassrootsHealth is leading a worldwide effort to solve the vitamin D deficiency epidemic through an electronic campaign to get individuals to test their vitamin D levels, treat as necessary, re-test and monitor disease incidence over a 5 year period. GrassrootsHealth is a non-profit public health promotion organization whose total focus is education and research about vitamin D. Contact Carole Baggerly, Director, carole@grassrootshealth.org for more information.</p>	<p>Booth #22</p>
<p><b>Loma Linda University Preventive Medicine</b>  24785 Stewart Street  Evans Hall Room 101  Loma Linda, CA 92354  T: (909) 558-7622 • (909) 558-0221  www.llu.edu/llu/prevmcd/</p>	<p>The Loma Linda University (LLU) Department of Preventive Medicine, located in Southern California one hour east of Los Angeles, includes __ faculty (from our LLU faculty list) who are involved in Preventive Medicine training, research, and patient care. The Department provides a comprehensive four year Preventive Medicine medical school curriculum, as well as residency training in General Preventive Medicine, Occupational Medicine, combined Family and Preventive Medicine, and Addiction Medicine. Uniquely, we offer 3 first year Preventive Medicine Residency slots, and currently have a total of 28 residents in our various programs. The Department works with and supports the School of Public Health in local, regional and international health promotion and epidemiology research projects. Preventive Medicine faculty direct clinical services at the Center for Health Promotion, the Occupational Medicine Center, the LLU community health clinic and several area university health services. Our strengths are Clinical Preventive Medicine, Lifestyle Medicine and Global Health.</p>	<p>Booth #27</p>



<p><b>National Quality Research Center</b> 90 Church Street, 13th Floor New York, NY 10007 T: (212) 417-4554 • (212) 417-4684 www.nationalqualitycenter.org</p>	<p>The National Quality Center (NQC), administered by the New York State Department of Health AIDS Institute, is a quality improvement initiative funded since 2004 through a cooperative agreement with the Health Resource and Service Administration (HRSA) HIV/AIDS Bureau. NQC aims to build capacity to improve the quality of HIV/AIDS care and services across the United States.</p>	<p>Booth #7</p>
<p><b>Nutrition Quest</b> 15 Shattuck Square Suite 288 Berkeley, CA 94704 T: (510) 704-8514 • (510) 704-8996 www.nutritionquest.com</p>	<p>NutritionQuest provides the Block dietary and physical activity assessment tools in both web-based and paper/pencil formats for research and clinical applications. NutritionQuest also provides "Alive!" -- an email-delivered behavior-change program designed to improve eating habits and physical activity -- which has been proven effective in a randomized controlled trial. With NIH-funding, NutritionQuest is now developing a version of "Alive!" focusing on the needs of older workers. NutritionQuest's clientele includes individuals involved in research and health promotion who work in major universities (typically employed in medical research units or nutrition departments), in hospitals and clinics, in public agencies, in the military services (US Army, US Air Force) and in non-profits and corporations providing health-related services. Coming Soon!</p>	<p>Booth #10</p>
<p><b>Physicians Committee for Responsible Medicine</b> 1333 Balboa Street, #2 San Francisco, CA 94118 T: (415) 750-4790 • (415) 750-4799 www.nutritionmd.org</p>	<p>Physicians Committee for Responsible Medicine provides educational materials from evidence-based research to help health professionals and laypersons prevent and reverse disease through nutrition choices.</p>	<p>Booth #21</p>
<p><b>U.S. Army Center for Health Promotion and Preventive Medicine</b> 5158 Blackhawk Road Aberdeen Proving Ground, MD 21010 T: (410) 436-3456 • (410) 436-1039 chppm-www.apgea.army.mil</p>	<p>The United States Army Center for Health Promotion and Preventive Medicine (USACHPPM) Mission is to provide worldwide technical support for implementing preventive medicine, public health and health promotion/wellness services into all aspects of America's Army and the Army Community. It provides worldwide scientific expertise and services in epidemiology and disease surveillance, environmental health engineering, health promotion and wellness, health risk management, occupational and environmental medicine, occupational health sciences, toxicology and related laboratory sciences.</p>	<p>Booth #23</p>
<p><b>U.S. Navy Recruiting</b> 6610 19 1/2 Mile Rd Sterling Heights, MI 48314 T: 586) 576-8243 www.navy.com</p>	<p>Description: Visit the NAVY booth to learn about opportunities in the Navy Medical Corps: Scholarships, advanced studies, early responsibility, job and career assignment options, travel, relocation packages and much more. Find out more at www.navy.com or 1-800-USA-NAVY.</p>	<p>Booth #6</p>
<p><b>U.S. Preventive Medicine</b> 2740 Gran Bay Parkway Suite 2400 Jacksonville, FL 32258 T: (904) 281-0006 www.uspreventivemedicine.com</p>	<p>U.S. Preventive Medicine®, a privately-owned global prevention services company with clients nationwide and the United Kingdom, provides primary, secondary and tertiary clinical prevention services to government, employers and consumers that are data-driven and outcomes-oriented. Company products include the world's first preventive health benefit, The Prevention Plan™, available to buy or test drive at www.uspreventivemedicine.com and www.theventionplan.com.</p>	<p>Booth #20</p>
<p><b>U.S. Public Health Service Commissioned Corps</b> 1101 Wootton Parkway Plaza Level, Suite 100 Rockville, MD 20852 T: (240) 453-6057 • (240) 453-6127 www.usphs.gov</p>	<p>The U.S. Public Health Service Commissioned Corps is an elite team of nearly 6,000 well-trained public health professionals. Whether we're responding to a public health emergency or delivering patient care, officers in the Corps make a difference in peoples' lives every day. Visit www.usphs.gov</p>	<p>Booth #13</p>
<p><b>Weight-Control Information Network</b> 7910 Woodmont Avenue Suite 600 Bethesda, MD 20814 T: (301) 657-4254 • (301) 657-4258 www.win.niddk.nih.gov</p>	<p>The Weight-control Information Network is an information service of the National Institute of Diabetes and Digestive and Kidney Diseases that offers up-to-date, science-based information on obesity, weight control, and related nutritional issues for health professionals and the general public. Culturally relevant brochures for Black women and select materials in Spanish are also available.</p>	<p>Booth #9</p>
<p><b>Yakult USA</b> 3625 Del Amo Boulevard Suite 260 Torrance, CA 90503 T: (310) 542-7065 • (310) 542-7045 www.yakultusa.com</p>	<p>The Yakult Company produces the daily probiotic drink Yakult®, which contains around 8 billion of our exclusive strain, Lactobacillus casei Shirota. In our commitment to researching the endless applications for probiotics and the use of beneficial microorganisms in human health, we have established two science institutes; one in Japan (Yakult Central Institute for Microbiological Research) and one in Europe (Yakult Honsha European Research Center for Microbiology ESV). For more information, please visit www.yakultusa.com</p>	<p>Booth #29</p>

# Exhibitor Directory

# Notes





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