Population Health At The Tipping Point:
Value-Driven Transformations
2009 Annual Meeting Planning Committee

Chair
Sharon Hull, MD, MPH
Northeastern Ohio Universities
College of Medicine
Division of Community Health Sciences

James R. Boex, PhD, MBA
University of Cincinnati Academic Health Center

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

APTR Executive Committee

President
J. Lloyd Michener, MD
Duke University Medical Center
Department of Family and Community Medicine

Secretary/Treasurer
Nancy M. Bennett MD, MS
University of Rochester School of Medicine
Department of Community and Preventive Medicine

Past-President
Lloyd Novick, MD, MPH
East Carolina University
Brody School of Medicine
Department of Family Medicine

Member-at-Large
Suzanne B. Cashman, ScD
University of Massachusetts Medical School, Department of Family Medicine and Community Health

APTR Board of Directors

Ruth Gaare Bernheim, JD, MPH
University of Virginia School of Medicine

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

Jim Cawley, MPH, PAC
George Washington University School of Public Health Services

Ellen M. Dawson, PhD, ANP
George Washington University School of Medicine and Health Sciences

Jack Dillenberg, DDS, MPH
Arizona School of Dentistry and Oral Health

David Gregorio, PhD
University of Connecticut School of Medicine

J. Lloyd Michener, MD
Duke University Medical Center
Department of Family and Community Medicine

Sharon K. Hull, PhD
Northeastern Ohio Universities Colleges of Medicine & Pharmacy

Ex Officio Members

N. Lynn Eckhert, MD, MPH
Harvard Medical International

S. Edwards Dismuke, MD, MSPH
University of Kansas Medical School

Amy F. Lee, MD, MPH
Northeastern Ohio Universities Colleges of Medicine and Pharmacy

Kevin Patrick, MD, MS
University of California, San Diego School of Medicine
Department of Family and Preventive Medicine

F. Douglas Scutchfield, MD
University of Kentucky School of Public Health Center for Health Services Management and Research

Allison L. Lewis
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 21st-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 12th through Saturday, February 14th. Come and get the latest information on industry products, government programs and more!

Conference Highlights
**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

---

**Teachings and Events**

- **Interprofessional Learning Education: The Role of California**  
  Show Room-California Level  
  Presentation  
  6:15 p.m. to 7:30 p.m.

- **Healthy Responses and Expectations and the National**  
  Governance Room-Mezzanine Level  
  Presentation  
  2:45 p.m. to 4:15 p.m.

- **Update on the US Preventive Services Task Force**  
  Olympic II-Plaza Level  
  3:00 p.m. to 3:15 p.m.

- **Adolescent Health Session**  
  Constellation II-Plaza Level  
  1:00 p.m. to 1:15 p.m.

- **Community Partnerships Based Practice: Forming Strategic**  
  Transformation in Population  
  California Show Room-California Level  
  9:00 a.m. to 10:00 a.m.

- **Food Systems and the**  
  Transformation in Population  
  Olympic I-Plaza Level  
  2:00 p.m. to 2:15 p.m.

---

**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

**5:00 p.m. to 6:30 p.m.**  
US Preventive Services Task Force Update  
Olympic II-Plaza Level

**6:30 p.m. to 8:00 p.m.**  
APTR Reception & Awards Presentation  
Governors Room-Mezzanine 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 1:30 p.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 4:15 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

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
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-Piazza 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 (NEUCOM)

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 undisciplinary, 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

Association for Prevention Teaching and Research 5
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:
Perrianne 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

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

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
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
* 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, MSEd, 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, MPH, 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

Coffee Break
California Show Room-California Level

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

APTR Reception and Awards Presentation
Governors Room-South Mezzanine Level
Join your colleagues to recognize the best in prevention education while enjoying good food.

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.

Coffee Break
California Show Room-California Level

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 Schnabel, 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-added 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
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:
★ 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
**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 Offi cer, 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 infl uence 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 eff ective personal health records to promote preventive care  
* Discuss potential user (e.g., clinician, practice, patient) strategies to overcome the barriers to implementing more eff ective 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
Sex in the City: STD/HIV Prevention in the Adult Film Industry
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
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
Moderator:
- George Sarka, MD, MPH, FACP, FACP, 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 populations
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. Humes, 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
* 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
Learning Objectives

★ 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,
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.
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.

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.

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.

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
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. You can also request an application by calling toll-free (866) 520-APTR.

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

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: _________________________________________________________________________________________________________
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.

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

15% Off Membership Dues While At Teaching Prevention 2009

CONTACT MEMBER SERVICES
membership@aptrweb.org • (866) 520- APTR
www.aptrweb.org
Exhibitor Directory

**Agency for Healthcare Research and Quality**
540 Gaither Road
Rockville, MD 20850
T: (301) 427-1254 • F: (301) 427-1873
www.ahrq.gov

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.

Booth #14

**Association for Prevention Teaching and Research**
1001 Connecticut Avenue, NW, Suite 610
Washington, DC 20036
T: (202) 463-0550 • F: (202) 463-0555
www.aptrweb.org

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.

Booth #30

**American Academy of Physician Assistants (AAPA)**
980 N. Washington Street
Alexandria, VA 22314
T: (703) 836-2272 • F: (703) 684-1924
www.aapa.org

The American Academy of Physician Assistants is the only national organization to represent physician assistants.

Booth #19

**American Board of Preventive Medicine**
111 W. Jackson Boulevard, Suite 1110
Chicago, IL 60604
T: (312) 939-2276 • F: (312) 939-2218
www.theabpm.org

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

Booth #17

**American College of Lifestyle Medicine**
1475 Mt. Hood Avenue
Woodburn, OR 97071
T: (971) 983-5383 • (971) 983-5354
www.lifestylemedicine.org

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.

Booth #15

**Army Medical Recruiting**
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

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.

Booth #8

**Association of American Medical Colleges**
2450 N Street, NW
Washington, DC 20037
T: (202) 828-0436 • (202) 828-1145
www.aamc.org

Since 2003, 16 medical schools and 13 residency sites have become Regional Medicine-Public Health Centers (RMPHEC) and 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.

Booth #12

**Association of Schools of Public Health**
1101 15th Street, NW
Suite 910
Washington, DC 20005
T: (202) 296-1099
www.asph.org

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.

Booth #24
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 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.

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 & burns. It also temporarily relieves discomfort and itching. Calmoseptine Ointment is available without a prescription. Free samples at our booth.

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.

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.

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.

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. The BioMeasure System provides immediate BMI calculation, all shown on a printed ticket within 15 seconds. The printed 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.

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 Baggeiry, Director, carole@grassrootshealth.org for more information.

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 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.

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.

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.

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.

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.

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 Baggeiry, Director, carole@grassrootshealth.org for more information.

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 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.

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.

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.

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.

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.

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 Baggeiry, Director, carole@grassrootshealth.org for more information.
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Website</th>
<th>Phone</th>
<th>Booth</th>
</tr>
</thead>
<tbody>
<tr>
<td>National Quality Research Center</td>
<td>90 Church Street, 13th Floor</td>
<td><a href="http://www.nationalqualitycenter.org">www.nationalqualitycenter.org</a></td>
<td>(212) 417-4554</td>
<td>#7</td>
</tr>
<tr>
<td>Nutrition Quest</td>
<td>15 Shattuck Square Suite 288</td>
<td><a href="http://www.nutritionquest.com">www.nutritionquest.com</a></td>
<td>(510) 704-8514</td>
<td>#10</td>
</tr>
<tr>
<td>Physicians Committee for Responsible Medicine</td>
<td>1333 Baubo, CA 94118</td>
<td><a href="http://www.nutritionmd.org">www.nutritionmd.org</a></td>
<td>(415) 750-4799</td>
<td>#21</td>
</tr>
<tr>
<td>U.S. Army Center for Health Promotion and Preventive Medicine</td>
<td>5158 Blackhawk Road Aberdeen Proving Ground, MD 21010</td>
<td><a href="http://www.usahppm.mil">www.usahppm.mil</a></td>
<td>(410) 436-3456</td>
<td>#23</td>
</tr>
<tr>
<td>U.S. Navy Recruiting</td>
<td>6610 19 1/2 Mile Rd Sterling Heights, MI 48314</td>
<td><a href="http://www.navy.com">www.navy.com</a></td>
<td>(856) 576-8243</td>
<td>#6</td>
</tr>
<tr>
<td>U.S. Preventive Medicine</td>
<td>2740 Gran Bay Parkway Suite 2400 Jacksonville, FL 32258</td>
<td><a href="http://www.uspreventivemedicine.com">www.uspreventivemedicine.com</a></td>
<td>(904) 281-0006</td>
<td>#20</td>
</tr>
<tr>
<td>U.S. Public Health Service Commissioned Corps</td>
<td>1101 Wootton Parkway Plaza Level, Suite 100 Rockville, MD 20852</td>
<td><a href="http://www.usphs.gov">www.usphs.gov</a></td>
<td>(240) 453-6057</td>
<td>#13</td>
</tr>
<tr>
<td>Weight-Control Information Network</td>
<td>7910 Woodmont Avenue Suite 600 Bethesda, MD 20814</td>
<td><a href="http://www.weightwatchers.com">www.weightwatchers.com</a></td>
<td>(301) 657-4254</td>
<td>#9</td>
</tr>
<tr>
<td>Yakult USA</td>
<td>3625 Del Amo Boulevard Suite 260 Torrance, CA 90503</td>
<td><a href="http://www.yakultusa.com">www.yakultusa.com</a></td>
<td>(310) 542-7065</td>
<td>#29</td>
</tr>
</tbody>
</table>

*For more information, please visit www.yakultusa.com*
The online repository for prevention and population health education materials

www.TeachPrevention.org

Visit the APTR exhibit booth for more information
Is your Student the next Paul Ambrose Scholar?

The Paul Ambrose Scholars Program introduces health professions students to influential health professionals and prepares them to be leaders in addressing public health challenges.

www.aptrweb.org/pasp