

The brochure for the 10th Annual 2012 Conference
is being developed as we speak.

The brochure found on the following pages **is from LAST YEAR's
Conference**. However, it should give you some insight as to the
quantity and caliber of the courses offered.

Please check back soon for the 2012 Brochure.

General Information

Courses: Sunday, September 25, 2011 – Wednesday, September 28, 2011

On-Site Registration: Sunday, starting at 7:30 am; Monday – Tuesday, starting at 6:30 am; Wednesday, starting at 8:00 am.

Location: Sheraton Atlantic City Convention Center Hotel
Two Convention Boulevard • Atlantic City, NJ 08401
(609) 344-3535 • www.sheraton.com/atlanticcity

Special Hotel Rates: A special room rate of \$144 has been secured for attendees of the 2011 Conference. Rooms at this special rate may be limited and should be booked no later than September 6, 2011. You may book your room on-line via www.bestemconference.com, or by calling (888) 627-7212.

All information, including Conference Registration and Hotel Room Registration, can be conveniently accessed on-line at: www.bestemconference.com.

Course Objectives

The practice of Emergency and Acute Care Medicine is a challenging and ever-changing specialty. This exciting conference covers the most up-to-date evidence-based medicine information on key disease states, clinical and operational best practices and ground breaking technology, which can make a significant impact on the practice of emergency and acute care medicine, both now and in the future.

All attendees will be able to discuss and apply the clinical and operational best practices presented by some of the country's top emergency & acute care medicine lecturers at this conference. Attendees will be able to explain and apply the latest evidence-based medicine information on: ED ultrasound for vascular access; infections in non-HIV immunocompromised hosts; antibiotic use in the ED; geriatric trauma; telehealth; stroke; ACS; update on street drugs; treatment of the agitated patient; sepsis; risk management; pediatric poisonings; procedural sedation; coding review; radiology review; airway management; and procedure labs to improve clinical quality in response to identified provider practice gaps.

Target Audience

This conference is designed for: Emergency, Acute Care, Internal Medicine and Family Practice Physicians. Additional audiences include Mid-Level Providers (PAs and NPs), Nurses, Nurse Managers, Healthcare Executives, Healthcare Marketing, Community Outreach and EMS Professionals.

Credit Designation Statement

This activity has been planned and implemented in accordance with the Essential Areas, Standards and Policies of the Medical Society of New Jersey through the joint sponsorship of Monmouth Medical Center and Emergency Medical Associates.

Accreditation

The Monmouth Medical Center is accredited by the Medical Society of New Jersey to provide continuing medical education for physicians.

Designation

The Monmouth Medical Center designates this live activity for a maximum of **27 AMA PRA Category 1 Credits™**. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Commercial Support Disclosure Policy

Monmouth Medical Center relies upon faculty in its CME program to provide educational information that is objective and as unbiased as possible. In accordance with the nationally accepted guidelines, faculty is asked to indicate any commercial relationship that might be perceived as real or apparent conflict of interest.

† Supported by: An unrestricted educational grant from Akrimax Pharmaceuticals, LLC and Triax Pharmaceuticals, LLC.

‡ Supported by: An unrestricted educational grant from Hutchinson Technology Inc.

* This program has been developed and is presented locally by ACHE-NJ. The American College of Healthcare Executives has awarded **6.0 Category 1 (ACHE Education) credit hours** to this program. To receive credit, your name **MUST** appear on the Sign-In Sheet. For questions, please contact Scott Serbin, ACHE-NJ Secretary, at (973) 251-1075 or via email at serbins@alpha-apr.com.

** This continuing nursing education activity has been approved by the Emergency Nurses Association, an accredited approver of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

§ This 45-minute program does not provide education credit.

Needs Statement

This conference has been planned in accordance with the need to provide emergency physicians, acute care physicians, residents, nurse practitioners, physician assistants and nurses with the latest information on the treatment of key disease states in the emergency and acute care setting.

ADA Statement

Emergency Medical Associates fully complies with the legal requirements of the Americans with Disabilities Act and the rules and regulations thereof. If any participant of this conference is in need of accommodation, please submit written requests to Emergency Medical Associates at least 1 month prior to the activity to receive services.

Faculty Disclosure Statement

It is the policy of the sponsor to ensure balance, independence, objectivity, and scientific rigor in all of its educational activities. All speakers are required to disclose to the participants any real or apparent conflict of interest related to the content of his/her presentation. This includes any relevant financial interest or relationship (1) with the manufacturer(s) of any commercial producer(s) and/or provider(s) of commercial services to be discussed in an educational presentation and (2) with any potential commercial supporters of the activity. Relevant financial interest or relationships can include such things as grants or research support, employee, consultant, major stockholder, member of speaker's bureau, etc. within the last 12 months. Faculty disclosure will be provided in each course syllabus.

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Emergency Medical Associates



TRIAx PHARMACEUTICALS

Associate Sponsor:
FERNE

9th Annual 2011 Advanced Emergency and Acute Care Medicine Conference

September 25, 2011 — September 28, 2011
Sheraton Atlantic City Convention Center Hotel
Atlantic City, NJ



“Best CME Value in the Northeast”

Presenting Evidence-Based Medicine Best Practices on Key Disease States and Medical Technologies for ED, Acute Care, IM/FP and Hospitalist Providers

Delivering Evidence-Based Medicine Best Practices Designed to Improve Clinical Outcomes, ED Operations, Reduce Risk and Enhance Patient Satisfaction

Featuring Educational Tracks for Physicians, Mid-Level Providers, Nurses and ACHE Healthcare Executives

Exceptional Variety of Courses

Complimentary Exhibit Hall on 9/26/11 and 9/27/11
Registration Includes Daily Breakfast and Lunch

Featuring National Lecturers

- Fredrick M. Abrahamian, DO, FACEP
- Richard Cantor, MD, FAAP, FACEP
- William Dalsey, MD, FACEP
- Michael Gerardi, MD, FAAP, FACEP
- Brian Levine, MD, FACEP, FAAEM
- Douglas McGee, DO, FACEP
- Frank Peacock, MD, FACEP
- Sandra M. Schneider, MD, FACEP
- Richard Shih, MD, FACEP
- Edward Sloan, MD, MPH, FACEP

Distinguished Faculty

Fredrick M. Abrahamian, DO, FACEP

Associate Professor of Medicine, David Geffen School of Medicine at UCLA, Los Angeles, CA; Director of Education, Department of Emergency Medicine, Olive View, UCLA Medical Center, Sylmar, CA

Christopher Amato, MD, FAAP, FACEP

Director, Pediatric Emergency Medicine Fellowship and Attending ED Physician, Morristown Memorial Hospital, Morristown, NJ

Eric Bachenheimer, MHSA, MBA, FACHE

Director, ED Solutions, Emergency Medical Associates, Livingston, NJ

Andrew Barbash, MD

Medical Director, Neurosciences and Virtual Care Services, Holy Cross Hospital, Silver Spring, MD

Elaine Barry, RN, MSN, APN-C, CCRN, CEN, CPC, CPC-H

Vice President of Clinical Client Relations, EDIMS, LLC, Livingston, NJ

China Battista, PA-C

Kimball Medical Center, Lakewood, NJ

John Bertolini, MD, FACEP

Regional Vice President, Emergency Medical Associates, Livingston, NJ

Lisa Campanella, MD, FACEP

Attending ED Physician, Monmouth Medical Center, West Long Branch, NJ

Richard Cantor, MD, FAAP, FACEP

Professor, SUNY Upstate Medical University, Syracuse, NY

William Dalsey, MD, FACEP

Chairman, Emergency Department, Kimball Medical Center, Lakewood, NJ

Louis Faraone, BSN, RN, CEN, NREMT-P

Clinical Coordinator of Emergency Services at Overlook Hospital, Summit, NJ and Union, NJ Campuses

John Fontanetta, MD, FACEP

Chairman, Emergency Department, Clara Maass Medical Center, Belleville, NJ

David Freed, FACHE

President and CEO, Nyack Hospital, Nyack, NY

Christopher Freer, DO, FAAEM, FACEP

Chairman, Emergency Department, Saint Barnabas Medical Center, Livingston, NJ

Barbara Gallea, RN, BSN

Clinical Education Specialist, Hutchinson Technology, Inc.

Michael Gerardi, MD, FAAP, FACEP

Vice President, EMA; Department of Emergency Medicine, Morristown Memorial Hospital, Morristown, NJ; President, Superior Insurance Co., RRG

Dale Geyer, RN

Client Account Manager, Emergency Medical Associates, Livingston, NJ

Steven Gohsler, MD

Attending ED Physician, Morristown Memorial Hospital, Morristown, NJ

Judith Greenfield, PhD, RN

President, Healthcare Communication Project, Inc., Stone Ridge, NY

Mary Anne Healy-Rodriguez, MSN, PhD (c), RN

Assistant Vice President, Logistics, Hospital & Emergency Services, Saint Barnabas Medical Center, Livingston, NJ

Stuart D. Hirsch, RN, CFII, COM

Administrative Director, Emergency Services, The Kingston Hospital, Kingston, NY

C. James Holliman, MD, FACEP

Uniformed Services University of the Health Sciences, National Naval Medical Center, Bethesda, MD

Costas Kaiafas, MD

Co-Director, ED Ultrasound Program and Attending ED Physician, Morristown Memorial Hospital, Morristown, NJ

Sharon Kelly, RN, MSN, NEA-BC

Manager of Emergency Services at Overlook Hospital, Summit, NJ and Union, NJ Campuses

Jason Kreitner, FACHE

President, ACHE-NJ

Ian Leber, MD, FACEP

Chairman, Department of Emergency Medicine, Bayshore Community Hospital, Holmdel, NJ

James Y. Lee, FACHE

Vice President and COO, Lawrence Hospital Center, Bronxville, NY

Brian Levine, MD, FACEP, FAAEM

Associate Director – EM Residency Program, Christiana Care Health System, Newark, DE and Assistant Professor of Emergency Medicine, Jefferson Medical College, Philadelphia, PA

Alan Lieber

President, Overlook Medical Center, Summit, NJ

Douglas L. McGee, DO, FACEP

Director, EM Residency Program, Associate Chair, Education, Department of EM, Albert Einstein Medical Center, Philadelphia, PA

James Martin, MD, FACEP

Attending ED Physician, Monmouth Medical Center, West Long Branch, NJ

Daniel Messina, PhD, FACHE, LNHA

Senior Vice President and Chief Operating Officer, CentraState Healthcare System, Freehold, NJ

James Miner, MD, FACEP

Associate Professor of Emergency Medicine, University of Minnesota, Minneapolis, MN

Mollie O'Brien, Esq.

Senior Vice President, Legal Affairs, Emergency Medical Associates and Superior Insurance Company, RRG, Livingston, NJ

Hetal Patel, MD

Co-Director ED Ultrasound Program and Attending ED Physician, Morristown Memorial Hospital, Morristown, NJ

Frank Peacock, MD, FACEP

Vice Chief, Emergency Medicine, Medical Director, Event Medicine, The Cleveland Clinic, Cleveland, OH

Sandra Santangelo, BSN, RN

Director of Quality and Product Development, Proven Healthcare Solutions, Livingston, NJ

Sandra M. Schneider, MD, FACEP

President of the American College of Emergency Physicians

Heidi Schulz, PA-C

Morristown Memorial Hospital, Morristown, NJ

Richard Shih, MD, FACEP

Director, Emergency Medicine Residency Program, Morristown Memorial Hospital, Morristown, NJ

Michael Silverman, MD, FACEP

Assistant Residency Director & Attending ED Physician, Morristown Memorial Hospital, Morristown, NJ

Daniel J. Sinnott, MBA

CEO, Sinnott Executive Consulting, Wilmington, DE

Edward P. Sloan, MD, MPH, FACEP

Executive Director-FERNE, Research Development Director & Committee Chairman, University of Illinois Hospital, Chicago, IL

John “Doug” Smith, MBA, MHA

President and CEO, B. E. Smith, Lenexa, KS

Rita Smith, DNP, RN, NEA-BC

Senior Vice President of Nursing and Patient Care Services, Jersey City Medical Center, Jersey City, NJ

Dawn Specht, MSN, PhD, RN, CCNS, CCRN, PCCN, CEN, CPEN

Clinical Nurse Specialist, AtlantiCare Regional Medical Center, Atlantic City, NJ

Dawn Sugrue, RN, BSN

Assistant Nurse Manager, Nyack Hospital, Nyack, NY

Brian Walsh, MD, FACEP

EMS Fellowship Director and Attending ED Physician, Morristown Memorial Hospital, Morristown, NJ

Bradford Walters, MD, FACEP

Core Faculty – Department of Emergency Medicine, William Beaumont Hospital, Royal Oak, MI

Ethan Wiener, MD

Attending ED Physician, Morristown Memorial Hospital, Morristown, NJ

(Continued...)

2011 Advanced Emergency and Acute Care Medicine Conference

PROGRAM HIGHLIGHTS

All information, including Conference Registration and Hotel Room Registration, can be conveniently accessed on-line at: www.bestemconference.com.

Sunday, September 25, 2011

Time: 9:00 am-12:00 pm
Title: Vascular Access and FAST Ultrasound Exams
Lecturers: Steven Gohsler, MD; Costas Kaiafas, MD; Hetal Patel, MD

LUNCH 12:00 pm–1:30 pm

Time: 1:30 pm-4:30 pm
Title: A Best Practices Approach to Wound Care
Lecturers: China Battista, PA-C

Monday, September 26, 2011

We will run three separate tracks on Monday.

Physician and Mid-Level Provider Track

Time: 8:00 am-9:00 am
Title: Infections in Non-HIV Immunocompromised Hosts
Lecturer: Frederick Abrahamian, DO, FACEP

Time: 9:00 am-10:00 am
Title: Antibiotic Use in the Emergency Department †
Lecturer: Frederick Abrahamian, DO, FACEP

BREAK with Vendors 10:00 am–10:30 am

Time: 10:30 am-11:30 am **Keynote Lecture**
Title: Emergency Medicine in an Era of Healthcare Reform
Lecturer: Sandra M. Schneider, MD, FACEP

LUNCH 11:30 am–12:30 pm

Time: 12:30 pm-1:30 pm
Title: Geriatric Trauma
Lecturer: C. James Holliman, MD, FACEP

Time: 1:30 pm-2:30 pm
Title: A Best Practices Approach to Identifying and Treating Acute Coronary Syndrome
Lecturer: Frank Peacock, MD, FACEP

BREAK with Vendors 2:30 pm–3:00 pm

Time: 3:00 pm-4:00 pm
Title: Breaking Down the Silos with Virtual Care
Lecturer: Andrew Barbash, MD

Time: 4:00 pm-5:00 pm
Title: StO₂ Monitoring in the Treatment of Undifferentiated Shock ‡
Lecturer: James Miner, MD, FACEP

Time: 5:00 pm-5:45 pm
Title: Emergency Medicine in Haiti: Getting Involved in Medical Missions §
Lecturer: John Bertolini, MD, FACEP; Stuart D. Hirsch, RN, CFII, COM

- Nationally Recognized Lecturers
- Learn the Latest Treatment Options on Key Disease States
- Separate Mid-Level Provider Track
- Full day Nursing Track on 9/26/11
- Full day ACHE Healthcare Executive Track on 9/26/11

** Nursing Track

Time: 8:00 am-9:00 am
Title: Ethical Considerations When Clinician and Patient Disagree
Lecturer: Judith Greenfield, PhD, RN

Time: 9:00 am-10:00 am
Title: Assess Tissue Perfusion Rapidly and Non-invasively
Lecturer: Barbara Gallea, RN, BSN

BREAK with Vendors 10:00 am–10:30 am

Time: 10:30 am-11:30 am
Title: Breaking all Barriers of Expectation: Combining a Catholic and Secular Hospital to Create a Transformative, High-performance Emergency Center
Lecturer: Stuart Hirsch, RN, CFII, COM

LUNCH 11:30 am–12:30 pm

Time: 12:30 pm-1:30 pm
Title: Patient Safety
Lecturer: Elaine Barry, RN, MSN, APN-C, CCRN, CEN, CPC, CPC-H

Time: 1:30 pm-2:30 pm
Title: Geriatric Trauma
Lecturers: Dawn Specht, MSN, PhD, RN, CCNS, CCRN, PCCN, CEN, CPEN

BREAK with Vendors 2:30 pm–3:00 pm

Time: 3:00 pm-4:00 pm
Title: Improving the ED Experience: Focused on Teamwork and Accountability
Lecturers: Sharon Kelly, RN, MSN, NEA-BC
Louis Faraone, BSN, RN, CEN, NREMT-P

Time: 4:00 pm-5:00 pm
Title: Collaboration and Building Teams
Lecturer: William Dalsey, MD, FACEP; Dale Geyer, RN

* ACHE Track

Time: 8:30 am-10:00 am
Title: Reinventing Customer Service in Healthcare: Lessons Learned from the Best
Panel Discussion: *Speakers* –
Eric Bachenheimer, MHSA, MBA, FACHE; David Freed, FACHE; James Y. Lee, FACHE
Moderator: Jason Kreitner, FACHE

Time: 10:00 am-11:30 am
Title: Emergency Department Patient Satisfaction: An Integrated Approach to Success
Panel Discussion: *Speakers* –
Louis Faraone, BSN, RN, CEN, NREMT-P
David Freed, FACHE; Sharon Kelly, RN, MSN, NEA-BC; Alan Lieber; Dawn Sugrue, RN, BSN
Moderator: Eric Bachenheimer, MHSA, MBA, FACHE

- 3-hour Advanced Difficult Airway Hands-On Lab Course
- 3-hour ED Ultrasound/Vascular Access Hands-On Lab Course
- 2011 LLSA Review Course
- Registration Includes Daily Breakfast and Lunch

LUNCH 11:30 am–1:00 pm

Time: 1:00 pm-2:30 pm
Title: Strategically Mapping Your Early Career Development
Panel Discussion: *Speakers* –
Daniel J. Sinnott, MBA; John “Doug” Smith, MBA, MHA; Rita Smith, DNP, RN, NEA-BC
Moderator: Daniel Messina, PhD, FACHE, LNHA

BREAK with Vendors 2:30 pm–3:00 pm

Time: 3:00 pm-4:30 pm
Title: Observation Medicine: The Game Changer to Achieving High-Quality Clinical, Financial, Operational and Patient Satisfaction Success
Panel Discussion: *Speakers* –
John Fontanetta, MD, FACEP; Christopher Freer, DO, FAAEM, FACEP; Mary Anne Healy-Rodriguez, MSN, PhD (c), RN
Sandra Santangelo, BSN, RN
Moderator: Eric Bachenheimer, MHSA, MBA, FACHE

Tuesday, September 27, 2011

We will run two separate tracks on Tuesday.

Physician Track

Time: 8:00 am-9:00 am
Title: A Best Practices Approach to Stroke for the ED Patient
Lecturer: Edward P. Sloan, MD, MPH, FACEP

Time: 9:00 am-10:00 am
Title: Journal Club: EBM Updates
Lecturer: Douglas L. McGee, DO, FACEP

BREAK with Vendors 10:00 am–10:30 am

Time: 10:30 am-11:30 am
Title: Current Drugs of Abuse: An Update on Street Drugs
Lecturer: Richard Cantor, MD, FAAP, FACEP

LUNCH 11:30 am–12:30 pm

Time: 12:30 pm-1:30 pm
Title: Treatment of the Agitated Patient
Lecturer: Brian Levine, MD, FACEP, FAAEM

Time: 1:30 pm-2:30 pm
Title: Sepsis/Goal Directed Therapy and its Treatment in the ED
Lecturer: Bradford Walters, MD, FACEP

BREAK 2:30 pm–3:00 pm

Time: 3:00 pm-4:00 pm
Title: Incident Management: Avoid Making Yourself A Defendant!
Lecturer: Mollie O’Brien, Esq.

Time: 4:00 pm-5:00 pm
Title: Critical Pediatric Poisonings: What to Do When ACLS Isn’t Enough
Lecturer: Richard Cantor, MD, FAAP, FACEP

Alternate Physician and Mid-Level Provider Track

Time: 8:00 am-10:00 am
Title: This is Jeopardy: General EM Knowledge. Watson?
Lecturers: Christopher S. Amato, MD, FAAP, FACEP; Heidi Schulz, PA-C

BREAK with Vendors 10:00 am–10:30 am

Time: 10:30 am-11:30 am
Title: Current Drugs of Abuse: An Update on Street Drugs
Lecturer: Richard Cantor, MD, FAAP, FACEP

LUNCH 11:30 am–12:30 pm

Time: 12:30 pm-1:30 pm
Title: Procedural Sedation
Lecturer: Bradford Walters, MD, FACEP

Time: 1:30 pm-2:30 pm
Title: Military Medicine — Combat Trauma
Lecturer: James Martin, MD, FACEP

BREAK 2:30 pm–3:00 pm

Time: 3:00 pm-4:00 pm
Title: Incident Management: Avoid Making Yourself a Defendant!
Lecturer: Mollie O’Brien, Esq.

Time: 4:00 pm-5:00 pm
Title: Critical Pediatric Poisonings: What to Do When ACLS Isn’t Enough
Lecturer: Richard Cantor, MD, FAAP, FACEP

Wednesday, September 28, 2011

Time: 9:00 am-12:00 pm
Title: Advanced Difficult Airway Course
Lecturers: Christopher Amato, MD, FAAP, FACEP; Lisa Campanella, MD, FACEP; Ian Leber, MD, FACEP; Brian Walsh, MD, FACEP; Ethan Wiener, MD

LUNCH 12:00 pm–1:00 pm

Time: 1:00 pm-5:00 pm
Title: 2011 LLSA Review Course
Lecturers: Richard Shih, MD, FACEP; Michael Silverman, MD, FACEP

NOTE: Course times, titles and lecturers are subject to change with or without notice.

Registration Form

2011 Advanced Emergency and Acute Care Medicine Conference

Refund Policy: A handling fee of \$50 is deducted for any cancellation. Refund requests must be received, in writing, no later than September 6, 2011. No refunds will be made thereafter.

Registration Fees: Special rates may apply for the partners, employees and clients of conference sponsors. For questions on rates, please contact Ed Kocher via email at kochehere@alpha-apr.com or at (973) 251-1124.

Please circle all that apply:

Physician \$450
Physician Assistant \$250
Nurse Practitioner \$250
Nurse \$150
ED/IM/FP Resident Complimentary
MICU and EMS Personnel \$50
American College of Healthcare Executives Members Complimentary
(Applies only to ACHE Track courses on 9/26/11)

Healthcare Planning, Marketing, and
Community Outreach Professionals Complimentary
(Applies only to ACHE Track courses on 9/26/11)

Course Fees:

Vascular Access/ED Ultrasound 3-hour Course \$25 lab fee
Difficult Airway Techniques & Technology Course \$25 lab fee
Wound Care/Suturing Course \$25 lab fee
2011 LLSA Review Course \$250

Total Payment: \$ _____

First Name: _____

Last Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Day Phone: (_____) _____ Fax: (_____) _____

E-Mail: _____

Hospital Affiliation: _____

Department: _____

For members of the American College of Healthcare Executives (ACHE), please indicate which Chapter you are a member of: _____.

Please make all checks payable to Emergency Medical Associates.

You may register online at www.bestemconference.com or by tearing off this portion and sending with payment to:

Scott Serbin, Director of Education and Research

Emergency Medical Associates

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