

From Asthma to Zika

April 5 & 6, 2019
Monona Terrace • Madison, WI

A physician's guide to summer



Agenda

FRIDAY, APRIL 5

Registration | 8:30 a.m. – Noon Continental

Breakfast | 8:30 – 9 a.m.

Pre-conference | 9:00 - 11 a.m.

Alternatives to Opioids in Treating Acute and Chronic Pain

Michael McNett, MD, Aurora Pain Management Leader: Medical

Many providers ask, “Now that I know I should avoid opioids as much as possible, what am I supposed to do about patients’ pain?” This program was developed to help meet that need. Optimizing non-opioid treatment for pain provides patients the safest and most effective pain treatment possible, promoting patient satisfaction and outcomes.

At the completion of this activity learners will be able to: demonstrate an understanding of: why opioids should be used only as a last resort in treating acute and chronic pain; non-opioid medications and techniques for treating acute pain; non-opioid medications and techniques for treating chronic pain.

This course has been approved by the Wisconsin Medical Examining Board as meeting the requirements for the two-hour continuing education course on responsible opioid prescribing per Med 13.03(3) of the Wisconsin Administrative Code.

Presented by the Wisconsin Medical Society Foundation through the PIC Wisconsin Fund

Box Lunch & Networking | 11 – 11:50 a.m.

Welcome | Noon – 12:10 p.m.

Keynote | 12:10 – 12:40 p.m.

Summer Health: An Evidence-Based Medicine and Public Health Perspective

Patrick L. Remington, MD, MPH, Professor and Associate Dean for Public Health, Director, Preventive Medicine Residency Pro-

gram, Department of Population Health Sciences, University of Wisconsin (UW) School of Medicine and Public Health
Doctor Remington will describe the evolution of evidence-based public health and compare and contrast it to evidence-based medicine. He will describe the four basic steps of defining problems, finding causes, finding solutions, and closing the gap between knowledge and public health practice. These concepts will be related to the other topics addressed at the conference.

AFTERNOON SESSION | 12:45 – 4:05 p.m.

FOCUS ON INFECTIOUS DISEASE

Mosquitos & Ticks | 12:45 – 1:15 p.m.

Joyce L. Sanchez, MD, FACP, Assistant Professor, Infectious Disease Clinic, Froedtert, Medical College of Wisconsin

During this session the presenter will discuss updates in the epidemiology, clinical presentation, diagnosis, treatment and management of vector borne illnesses.

Food & Water Borne Illnesses | 1:20 – 1:50 p.m.

Nathan D. Gundacker, MD, Assistant Professor, Division of Infectious Diseases, Department of Medicine, Medical College of Wisconsin

In this session the presenter will describe common viral, bacterial and parasitic infections transmitted by food and water.

Break | 1:50 – 2 p.m.

Summertime Viruses in Wisconsin & Beyond | 2:05 – 2:35 p.m.

Gregory M. Gauthier, MD, Associate Professor, Department of Medicine, Division of Infectious Disease, UW School of Medicine & Public Health

This session will provide an update on common and emerging summertime viruses that are important for clinicians to understand and know how to treat.

Adult Immunizations: From Acellular Pertussis to Zoster | 2:40 – 3:10 p.m.

Jonathan L. Temte, MD, PhD, Chair, Wisconsin Council on Immunization Practices, Professor, Department of Family

Agenda Continued

Medicine & Community Health, UW School of Medicine and Public Health

Vaccines are an important part of adult preventive care, and they are safe and effective. This presentation will provide a brief overview of adult immunizations and participants will gain a better understanding of the current ACIP recommendations for adults; be able to appreciate the gaps between existing vaccine recommendations and vaccine coverage; recognize and implement the Standards for Adult Immunization Practice; and utilize evidence-based methods to improve vaccine coverage rates.

Q & A With Subject Matter Experts | 3:15 – 3:30 p.m.

Curbside Consultations | 3:35 – 4:05 p.m.

Meet with Infectious Disease Subject Matter Experts

SATURDAY, APRIL 6

Registration & Breakfast | 7 - 8 a.m.

Welcome & Keynote | 8 - 9 a.m.

Inventing & Predicting a New Era of Health with A.I.

Kyu Rhee, MD, MPP, Vice President & Chief Health Officer, IBM Corporation & IBM Watson Health

IBM's Watson technology has come a long way since its debut on Jeopardy! in 2011. It has continued to invest in its moon-shot mission to transform healthcare through technology with IBM Watson Health. Through data, analytics, consulting and artificial intelligence (AI), Watson Health is working with key stakeholders across the healthcare ecosystem to advance to a healthier future by overcoming today's most pressing health challenges. Dr. Rhee will share the IBM Watson Health story, discuss some of the most impactful solutions clients are using today and highlight some of the scientific evidence demonstrating the impact our technology has on healthcare management, providers and, most importantly, patients.

MORNING SESSION: 9:10 a.m. – 12:40 p.m.

FOCUS ON ENVIRONMENTAL HEALTH

Personalized Approaches to Asthma Management

9:10 – 9:40 a.m.

Daniel J. Jackson, MD, Associate Professor of Pediatrics, Allergy & Immunology, UW School of Medicine and Public Health

During this session the presenter will review recent ev-

idence that can guide personalized approaches managing asthma and can be implemented in the primary care setting. The presenter also will discuss the role of emerging therapies, particularly for those patients with more severe disease.

Burn Injury: Assessment, Triage & Treatment | 9:45 – 10:15 a.m.

Angela Gibson, MD, PhD, FACS, Assistant Professor, Department of Surgery, University of Wisconsin Madison, Burn, Trauma, Emergency General Surgery & Surgical Critical Care, Medical Director of Wound Healing Services, UW Health

In this session the presenter will discuss the basics of burn injury. Also discussed will be common causes of burn injury in Wisconsin, pre-hospital care of burn injury, criteria for referral to a burn center and current treatment of burn injuries.

Break | 10:20 – 10:35 a.m.

Banned: Update & Controversies Surrounding Sun Protection | 10:40 – 11:10 a.m.

Edit B. Olasz Harken, MD, PhD, Assistant Professor, Department of Dermatology, Medical College of Wisconsin

This session will discuss recent updates and controversies surrounding sun protection, including benefits and potential adverse effects of sunscreens on human health and the environment. Amassed evidence from epidemiologic and, more recently, genomic studies provides definitive proof that solar ultraviolet (UV) radiation is the principal causal factor for melanoma and keratinocyte cancers. Of the three approaches to control skin cancer — primary prevention, early detection and better treatment — primary prevention, which includes sunscreens, is the most cost-effective and the only strategy that can lower the rate at which new cancers arise. This session will provide attendees with an understanding of the key features of sunscreens, new literature on its safety and its environmental impact.

Fun—Excess—Addiction | 11:15 – 11:45 a.m.

Mary-Anne Kowol, MD, Addiction Fellowship Director, Assistant Professor, Department of Psychiatry and Behavioral Health, Medical College of Wisconsin

During this session the presenter will discuss how to differentiate substance use from addiction, patient-centered advice on substance use and resources for referral and treatment.

Q & A With Subject Matter Experts | 11:50 a.m. – 12:05 p.m.

Agenda Continued

Curbside Consultations | 12:10 - 12:40 p.m.
Meet with Infectious Disease Subject Matter Experts

Lunch & Networking | 12:40 – 1:40 p.m.

AFTERNOON SESSION: 1:45 p.m. – 4:55 p.m.

FOCUS ON TRAUMA

The Dark Side of Summer: Agricultural & Farm Trauma | 1:45 – 2:15 p.m.

Ryan J. Wubben, MD, Clinical Professor, Division Chief Pre-hospital Medicine, Medical Director, UW Athletic Department, UW School of Medicine and Public Health

The rural and agricultural nature of the state of Wisconsin and the practice of pre-hospital Emergency Medicine often collide in rather dramatic fashion, resulting in frequently challenging cases that have high potential for morbidity and mortality for the patients involved. Using a series of cases from the archives of the University of Wisconsin Med Flight program, this session will review some of those challenges, hazards and special circumstances when dealing with patients who have been injured in farm trauma.

Common Summer Sports Injuries in Adults | 2:20 – 2:50 p.m.

Erin M. Hammer, MD, Faculty, Associate Professor, Department of Family Medicine and Community Health, Department of Medicine, UW School of Medicine and Public Health

Summer is the time for Ironman training, softball leagues, water skiing...and injuries related to these activities. This presentation will explore the epidemiology, prevention, diagnosis and treatment of common summer sports injuries in adults.

Break | 2:55 – 3:05 p.m.

Gun Violence: A Biopsychosocial Disease | 3:10 – 3:40 p.m.

Stephen W. Hargarten, MD, MPH, Director – Comprehensive Injury Center, Associate Dean - Office of Global Health, Professor of Emergency Medicine, Medical College of Wisconsin

Gun violence is a significant public health burden in Wisconsin and in the United States. This presentation will frame gun violence as a complex biopsychosocial disease, consistent with our scientific understanding of disease definitions, which provides a framework for primary, secondary, and tertiary prevention strategies. It also will highlight ways physicians and other health care leaders can improve patient care and will look at the ways identified by the National Academy of Science

that health care systems can play an effective role in addressing and preventing gun violence.

Motor Vehicle Crash Deaths and Injury - Moving to Zero | 3:45 – 4:15 p.m.

Stephen W. Hargarten, MD, MPH, Director – Comprehensive Injury Center, Associate Dean - Office of Global Health, Professor of Emergency Medicine, Medical College of Wisconsin

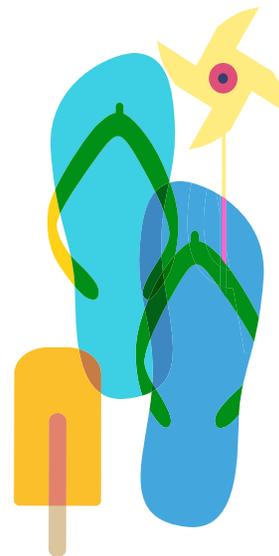
After this session participants will understand car crash deaths and injuries as a solvable public health burden. They also will have increased knowledge of programs and policies that reduce deaths and injury, such as the Moving to Zero in Wisconsin initiative.

Q & A With Subject Matter Experts | 4:20 – 4:35 p.m.

Curbside Consultations | 4:40 – 4:55 p.m.
Meet with Trauma Subject Matter Experts

Networking and Exhibit Reception | 5 – 6:30 p.m

All conference participants are invited to explore our Exhibit Hall, featuring a wide variety of vendors showcasing the latest technology, tools and information in health care. During the Networking Reception, you can also enjoy a variety of hot and cold hors d'oeuvres, cocktails and conversation with your peers. It's the perfect opportunity to add value to your conference experience. And each participant will have the opportunity to be entered in prize drawings.



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