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**PRESENT A CONTINUING MEDICAL EDUCATION CONFERENCE**

# **PERSPECTIVES IN RHEUMATIC DISEASES 2010™**

## **CHAIR**

**Daniel E. Furst, MD**

Carl M. Pearson Professor of Medicine  
Department of Medicine, Division of Rheumatology  
David Geffen School of Medicine  
University of California, Los Angeles (UCLA)

## **CO-CHAIR**

**Kenneth B. Gordon, MD**

Clinical Associate Professor of Dermatology  
University of Chicago  
Pritzker School of Medicine  
Head, Division of Dermatology  
NorthShore University HealthSystems  
Skokie, Illinois

**OCTOBER 22-23, 2010**  
**Loews Santa Monica Beach Hotel**  
**Santa Monica, California**

**Jointly sponsored by**



**Supported, in part, with educational grants from ABBOTT, ACTELION, CENTOCOR, GENENTECH, GILEAD, LILLY AND URL PHARMA.**

Dear Colleague:

Please join us in Santa Monica, California for RHEUMATOLOGY NEWS, FAMILY PRACTICE NEWS, & INTERNAL MEDICINE NEWS' **Perspectives in Rheumatic Diseases 2010™**. This conference is a great opportunity to catch up on recent advances in the field of rheumatic diseases and related conditions. Leading experts will present clinically relevant information that you will find immediately useful when caring for your patients.

We examine the latest treatments for rheumatoid arthritis (RA) and other rheumatic diseases, review cardiovascular risks associated with RA, explore links between psoriasis and psoriatic arthritis, discuss the lupus spectrum, pain and fibromyalgia, osteoarthritis and more.

By remaining current on the advances in the treatment of rheumatic diseases—particularly the newest evidence regarding the optimum use of the biologic agents—clinicians will be able to always provide state-of-the-art therapeutic options to their patients.

Interactive panel discussions will allow for a lively exchange of ideas between faculty and attendees. The audience will have the opportunity to participate in a “test yourself” case session designed to highlight patient care challenges.

We are looking forward to meeting you personally on October 22-23, 2010 in beautiful Santa Monica.

Sincerely,



**Daniel E. Furst, MD, CHAIR**

Carl M. Pearson Professor of Medicine  
Department of Medicine, Division of  
Rheumatology  
David Geffen School of Medicine  
University of California, Los Angeles (UCLA)



**Kenneth B. Gordon, MD, CO-CHAIR**

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Skokie, Illinois

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## TARGET AUDIENCE

This continuing medical education conference is designed for: rheumatologists, internists, family practice physicians and healthcare professionals involved in the treatment of patients with rheumatic diseases.

## LEARNING OBJECTIVES

At the conclusion of this conference, participants will be able to:

- Describe the long-term safety and efficacy of biologic and other systemic agents in the treatment of rheumatoid arthritis, psoriasis and psoriatic arthritis.
- Explain the connection between rheumatic diseases and cardiovascular risk.
- Outline the clinical course of SLE and cutaneous lupus; explain the importance and benefit of early treatment.
- Identify the aspects of care, treatment, and overall outcomes that are important in the management of pediatric patients with rheumatic diseases.
- Develop a strategy for a diagnostic workup to accurately establish (or rule out) fibromyalgia as a cause of a patient's symptoms.
- Apply the most current information regarding the risk factors for, the clinical manifestations of, and the cutting-edge treatments for hyperuricemia and gout.
- Compare and contrast the efficacy and safety profiles of pharmacologic therapeutic options for osteoarthritis and identify their limitations.
- Identify and describe the clinical manifestations and complications of systemic sclerosis and pulmonary hypertension.

## FRIDAY, OCTOBER 22, 2010

- 12:30 PM**      **Registration Desk Opens and Visit Exhibits**
- 12:55 PM**      **Welcome**  
Daniel E. Furst, MD & Kenneth B. Gordon, MD
- 1:00 PM**      **Psoriasis: What's New in Biologic Therapy**  
Kenneth B. Gordon, MD
- 1:30 PM**      **Psoriatic Arthritis: Managing the Complex Patient**  
Philip J. Mease, MD
- 2:00 PM**      **360 Degrees in Psoriasis and PsA: Multi-Specialty Approach -Case Discussion**  
Kenneth B. Gordon, MD & Philip J. Mease, MD
- 2:30 PM**      **Systemic Sclerosis and Pulmonary Hypertension**  
Ronald J. Oudiz, MD
- 3:00 PM**      **Break and Visit Exhibits**
- 3:15 PM**      **SLE: New Developments**  
Joan T. Merrill, MD
- 3:45 PM**      **The Spectrum of Skin Disease in Lupus**  
Jeffrey P. Callen, MD
- 4:15 PM**      **360 Degrees in Lupus: Multi-Specialty Approach-Case Discussion**  
Joan T. Merrill, MD & Jeffrey P. Callen, MD
- 4:45 PM**      **Managing Pain: Fibromyalgia**  
Philip J. Mease, MD
- 5:15 PM**      **Panel Discussion**
- 6:00 PM**      **Session ends**

## SATURDAY, OCTOBER 23, 2010

- 7:00 AM**      **Continental Breakfast and Visit Exhibits**
- 7:25 AM**      **Welcome**  
Daniel E. Furst, MD & Kenneth B. Gordon, MD
- 7:30 AM**      **Where do the "New Kids on the Block" Fit into the Biologic Treatment Paradigm for Rheumatoid Arthritis?**  
Daniel E. Furst, MD
- 8:00 AM**      **Cardiovascular Issues in the RA Patient**  
Sherine E. Gabriel, MD, MSc
- 8:30 AM**      **The Future of Biologic Therapy in RA: Targeting New Pathways**  
Daniel E. Furst, MD
- 9:00 AM**      **Panel Discussion**
- 9:30 AM**      **Break and Visit Exhibits**
- 10:00 AM**      **Vasculitis: A Clinical Review**  
Brian Mandell, MD, PhD



- 10:30 AM**      **Rheumatic Diseases in Children**  
Andrew H. Eichenfield, MD
- 11:00 AM**      **Crohn's Disease, IBD and the RA Patient**  
Russell D. Cohen, MD, FACG, AGAF
- 11:30 AM**      **Gout and Hyperuricemia**  
Brian Mandell, MD, PhD
- 12:00 PM**      **Panel Discussion**
- 12:30 PM**      **Lunch with the Faculty**
- 1:30 PM**      **Current Parameters and Future Paradigms for the Treatment of Osteoarthritis**  
Amanda E. Nelson, MD
- 2:00 PM**      **Build Your Practice with Social Media**  
Jeffrey Benabio, MD
- 2:45 PM**      **Panel Discussion**
- 3:15 PM**      **Test Yourself: Challenging Cases**  
Daniel E. Furst, MD & Kenneth B. Gordon MD  
Moderators
- 4:15 PM**      **Session ends**

Sessions/faculty subject to change. For program and faculty updates as well as complete learning objectives, visit [www.rheumatologynewsperspectives.com](http://www.rheumatologynewsperspectives.com)

**TO SUPPORT, CONTACT:**  
Terrie Rillo, SDEF  
240-221-4405, [terrie@sdefderm.com](mailto:terrie@sdefderm.com)

**TO EXHIBIT, CONTACT:**  
[sdef@sdefderm.com](mailto:sdef@sdefderm.com)

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## FACULTY

### Jeffrey Benabio, MD

*Voluntary Clinical Assistant Professor  
University of California, San Diego*

### Russell D. Cohen, MD, FAGC, AGAF

*Associate Professor of Medicine  
Co-Director, Inflammatory Bowel Disease Center  
The University of Chicago Medical Center*

### Andrew H. Eichenfield, MD

*Director, Clinical Services  
Division of Pediatric Rheumatology  
Morgan Stanley Children's Hospital of New York  
Presbyterian Columbia University Medical Center  
New York, NY*

### Jeffrey P. Callen, MD

*Professor of Medicine, Chief, Division of Dermatology  
University of Louisville School of Medicine  
Louisville, KY*

### Daniel E. Furst, MD

*Carl M. Pearson Professor of Medicine  
Department of Medicine, Division of Rheumatology  
David Geffen School of Medicine at the University of California,  
Los Angeles (UCLA)*

### Sherine E. Gabriel, MD, MSc

*Medical Director, Office for Strategic Alliances  
William J. and Charles H. Mayo Professor  
Professor of Medicine and Epidemiology  
Mayo Clinic  
Rochester, MN*

### Kenneth B. Gordon, MD

*Clinical Associate Professor of Dermatology  
University of Chicago  
Pritzker School of Medicine  
Head, Division of Dermatology  
NorthShore University HealthSystems, Skokie*

### Brian Mandell, MD, PhD

*Professor and Chairman of Medicine  
Department of Rheumatic and Immunologic Diseases  
The Cleveland Clinic, Ohio*

### Philip J. Mease, MD

*Seattle Rheumatology Associates  
Director, Rheumatology Clinical Research,  
Swedish Medical Center  
Clinical Professor  
University of Washington School of Medicine, Seattle*

### Joan T. Merrill, MD

*OMRF Professor of Medicine  
University of Oklahoma Health Sciences Center  
Head, Clinical Pharmacology Research Program  
Oklahoma Medical Research Foundation  
Oklahoma City*

### Amanda E. Nelson, MD

*Clinical Assistant Professor  
Division of Rheumatology, Allergy and Immunology  
Thurston Arthritis Research Center  
University of North Carolina, Chapel Hill*

### Ronald J. Oudiz, MD

*Professor of Medicine  
David Geffen School of Medicine at UCLA  
Director, Liu Center for Pulmonary Hypertension  
Clinical Director, Wasserman Cardiopulmonary Exercise Laboratory  
Torrance, CA*

**ACCREDITATION STATEMENT:** 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 University of Louisville (CHSE) and Skin Disease Education Foundation (SDEF). CHSE is accredited by the ACCME to provide continuing medical education (CME) for physicians.

**AMA PRA CREDIT DESIGNATION STATEMENT:** The CHSE designates this educational activity for a maximum of **12 AMA PRA Category 1 Credit(s)**<sup>™</sup>. Physicians should only claim credit commensurate with the extent of their participation in the activity.

**AAFP CREDIT:** This activity has been reviewed and is acceptable for up to **11.75** Prescribed credits by the American Academy of Family Physicians.

**NURSING CREDIT:** This program has been approved by the Kentucky Board of Nursing for **14.4 contact hours** through the University of Louisville School of Nursing, provider number 3-0046-01-2013-141, expiration date January 31, 2013. The Kentucky Board of Nursing approval of an individual nursing education provider does not constitute endorsement of program content. Participants must complete entire session, provide license and social security number and complete the online evaluation to receive contact hours.

**FACULTY DISCLOSURE:** As a sponsor accredited by the ACCME, it is the policy of the CHSE to require the disclosure of the existence of any significant financial interest or any other relationship a faculty member or a sponsor has with either the commercial supporter(s) of this activity or the manufacturer(s) of any commercial product(s) discussed in an educational presentation. Disclosures will be made in writing prior to the beginning of the program.

**SPECIAL NEEDS:** We encourage participation by all individuals. If you have a disability, advance notification of any special needs will help us better serve you. Please contact SDEF at least 3 weeks in advance at 973.290.8225.

## REGISTRATION

Physicians	\$350
Physician Assistants	\$250
Nurse Practitioners	\$250
Residents	\$225
Industry (Non-exhibitor)	\$595

The registration fee covers attendance to the scientific meeting, continental breakfasts, coffee breaks and exhibits. To register, visit [www.rheumatologynewsperspectives.com](http://www.rheumatologynewsperspectives.com) or call 973-290-8200.

## HOTEL ACCOMMODATIONS

Loews Santa Monica Beach Hotel  
1700 Ocean Avenue  
Santa Monica, California 90401  
Phone: (310) 458-6700  
Fax: (310) 458-6761  
[www.santamonicaloewshotel.com](http://www.santamonicaloewshotel.com)

Hotel rates start at \$229 plus tax (single/double). Mention **Rheumatology Conference** for preferred rates.



**CANCELLATION POLICY:** Notification of cancellation must be received in writing. There is a cancellation fee of \$100 for registrants for cancellations received on or before August 22, 2010. All cancellations received after August 22, 2010 will be assessed a fifty-percent (50%) cancellation penalty. There are no refunds for cancellations after September 15, 2010. "No shows" are not eligible for refunds. Registration refunds will be processed within 60 days following the meeting.