CHALLENGES in Obstetrics, Gynecology, & Women’s Health

New Ideas and New Technologies

THURSDAY, MAY 16, 2013

The New York Academy of Medicine
1216 Fifth Avenue (at 103rd Street)
New York, NY

Sponsored by

www.mssm.edu/cme/courses/obgyn2013
Follow us on Twitter #NewOB
COURSE DESCRIPTION

Our course is designed to provide practitioners with updates in the field of obstetrics, gynecology, and women’s health. The diversity of topics presented reflects the scientific breadth of our discipline. This year our focus is New Ideas and New Technologies. The goals of our program is to address three important areas (i) technologic advances in prenatal genetic testing, (ii) new initiatives to improve prenatal outcomes, and, (iii) the challenges and opportunities of incorporating social media and computing apps into clinical practice.

We recognize that there are numerous CME activities that offer updates in obstetrics and gynecology. Our course provides a unique, interactive format which highlights both scientific advances and practical experiences.

WHO SHOULD ATTEND?

Attending physicians, physicians in training (residents and fellows), medical students, physician assistants, and nurse midwives in the specialties of obstetrics, gynecology, internal medicine, family practice, and general practice.

LEARNING OBJECTIVES

At the conclusion of this CME program participants should be able to:

> ADVANCES IN OBSTETRICS & GENETICS

• Compare and contrast chromosomal microarray verses karyotyping for prenatal diagnosis including an in depth discussion of limitations of microarray technology
• Critically assess current diagnostic guidelines and effectively apply evidence-based criteria for the management of thrombophilias and immune disorders during pregnancy
• Discuss indications, contra-indications, and complications of elective cesarean delivery including ethical and legal considerations
• Examine the current and future status of obs-gyn health care delivery
• Compare and contrast new non-invasive prenatal genetic tests and assess how to incorporate them into current screening paradigms
• Examine the indications for induction for macrosomia, intra-uterine growth restriction, pre-eclampsia and gestational hypertension
• Apply new guidelines to reduce the risk of primary cesarean delivery

> OBSTETRICS & GYNECOLOGY DIGITAL DOCTORS

• Examine how digital and social media can be used to increase awareness and connect to ob/gyn patients
• Assess best practices and apply “DOs” and “DON'Ts” for physicians using social media
• Recognize the professional opportunities afforded by Twitter and discuss how to incorporate Twitter into a professional communication strategy
• Describe public-private partnership models to develop and deploy innovative digital services at scale in the US health system
• Recognize opportunities to use digital tools in general and text messaging in particular to inform and engage with ob/gyn patients
• Examine the role of the tablets and wireless/handheld devices in enhancing provider workflow
• Utilize specific apps to improve patient care

Learn more on Twitter at www.twitter.com/#NewOB

REGISTRATION INFORMATION

Practicing Physicians $150.00
Nurses, Physician Assistants, Residents, Fellows, and other Allied Health Professionals $ 95.00

COURSE LOCATION

The New York Academy of Medicine  www.nyam.org
1216 Fifth Avenue (at 103rd Street), New York, NY, 10029
Parking: Merit Parking-107th Street between Fifth & Madison Avenue
Icahn School of Medicine at Mount Sinai-99th Street between Madison & Park Avenues

CONFERENCE INFORMATION

Online Registration www.mssm.edu/cme/courses/obgyn2013
or call the Office of CME at 212.731.7950
THURSDAY, MAY 16, 2013

7:00 – 7:50  Registration
7:50 – 8:00  Opening Remarks
            Introduction and Welcome
            Michael L. Brodman, MD

SESSION I > Advances in Obstetrics & Genetics
            Moderator: Joanne Stone, MD
8:00 – 8:30  Chromosomal Microarray for Prenatal Diagnosis
            – Who to Test, When and How?
            Ronald J. Wapner, MD
8:30 – 8:40  Questions & Answers
8:40 – 9:10  Is Private Practice in OBGYN Dead?
            Eva Chalas, MD
9:10 – 9:20  Questions & Answers
9:20 – 9:50  Elective Cesarean Delivery – Pros & Cons
            Iffath Abbasi Hoskins, MD
9:50 – 10:00 Questions & Answers
10:00 – 10:15 Refreshment Break
10:15 – 11:15 MFM PANEL: Moderators - Jane Goldman, MD,
            Joanne Stone, MD
            When to Deliver for Non-Traditional Indications
            and New Guidelines for Preventing First
            Cesarean Section
            Angela Bianco, MD; Lauren Ferrara, MD;
            Garfield A. D. Clunie, MD; Brian Wagner, MD
11:15 – 11:25 Questions & Answers
11:25 – 11:55 Thrombophilias: Are We Over Diagnosing and
            Over Treating Our Patients?
            Neil Silverman, MD
11:55 – 12:05 Questions & Answers
12:05 – 12:35 New Genetic Tests: Technologic Miracles or
            Nightmares?
            Keith A. Eddleman, MD
12:35 – 12:45 Questions & Answers
12:45 – 1:45 Lunch

SESSION II > The OBS-GYN Digital Doctor
            Moderator: Michael L. Brodman, MD
1:45 – 2:05  Social Media & Mount Sinai
            Leonard Achan
2:05 – 2:25  Twitter
            Kaylan Baban, MD
2:25 – 2:35  Questions & Answers
2:35 – 3:05  Text4baby and Mobile Health Services in Practice
            Paul Meyer
3:05 – 3:15  Questions & Answers
3:15 – 4:00  Computing Solutions and Apps for
            Ob-Gyn Physicians
            Brian A. Levine, MD, MS
4:00 – 4:15  Questions & Answers
4:15  Conclusion

Please bring your laptop, tablet or smartphone to participate during this CME activity.
Join the conversation on Twitter at www.twitter.com/#NewOB and on Facebook at www.facebook.com/mountsinainytc

ACCREDITATION
The Icahn School of Medicine at Mount Sinai is accredited by the Accreditation Council for Continuing Medical Educa-
tion to provide continuing medical education for physicians.

CREDIT DESIGNATION
The Icahn School of Medicine at Mount Sinai designates this live activity for a maximum of 7.25 AMA PRA Category 1
Credit(s)™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

VERIFICATION OF ATTENDANCE
Will be provided to all professionals.
Faculty Disclosure

It is the policy of Icahn School of Medicine at Mount Sinai to ensure objectivity, balance, independence, transparency, and scientific rigor in all CME-sponsored educational activities. All faculty participating in the planning or implementation of a sponsored activity are expected to disclose to the audience any relevant financial relationships and to assist in resolving any conflict of interest that may arise from the relationship. Presenters must also make a meaningful disclosure to the audience of their discussions of unlabeled or unapproved drugs or devices. This information will be available as part of the course material.

Special Needs

The Icahn School of Medicine at Mount Sinai is in full compliance with provisions of the Americans with Disabilities Act (ADA) and is accessible for individuals with special needs. If you would like to attend this conference and require any special needs or accommodations, please contact the Page and William Black Post-Graduate School at 212.731.7950.

Icahn School of Medicine at Mount Sinai Faculty

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GUEST FACULTY

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ICAHN SCHOOL OF MEDICINE AT MOUNT SINAI FACULTY

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The Ellen & Howard C. Katz Chairman’s Chair
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ACOG District II, Section I Chair

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COURSE DIRECTORS/PLANNING COMMITTEE

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REGISTRATION FEES
☐ Practicing Physicians $150.00
☐ Nurses, Physician Assistants, Residents, Fellows,
and other Allied Health Professionals $95.00

LAST NAME FIRST NAME (MD, RN, etc.)

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EMAIL SPECIALTY

Please indicate special dietary needs: ☐ Kosher ☐ Vegetarian

TWO WAYS TO REGISTER
☐ Online at www.mssm.edu/cme/courses(obgyn2013

☐ Mail this form with your check to:
Icahn School of Medicine at Mount Sinai
The Page and William Black Post-Graduate School
One Gustave L. Levy Place, Box 1193
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REFUND POLICY
All cancellations must be confirmed in writing to The Page and William Black Post-Graduate School of Medicine by May 3, 2013 for tuition refund. An administrative fee of $50.00 will be retained. No refunds will be made on cancellations after this date or for “no shows.”
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