

# The Pediatric Urgent Care Conference



presented by



**March 29 - March 31, 2017**

**Astor Crowne Plaza  
New Orleans French Quarter  
739 Canal St. @ Bourbon St.**

**[www.pucconference.com](http://www.pucconference.com)**

## CONFERENCE DESCRIPTION

**PM Pediatrics, in conjunction with the Society for Pediatric Urgent Care, is proud to present the 3rd annual conference dedicated exclusively to the care of pediatric patients in an Urgent Care setting.**

The 2017 Pediatric Urgent Care Conference is designed to improve the clinical and procedural skills of caregivers of all levels, as well as provide a foundation of the necessary tools for running a successful pediatric urgent care practice. There will be three concurrent tracks: Core Concepts, Emerging Concepts & Controversies, and Practice Management. In addition, a one-day preconference will offer two concurrent tracks: How to Open Your Own Urgent Care, and The Basics: Pediatric Urgent Care for the Non-Pediatric Provider.

PUCC 2017 will be led by nationally recognized experts in Pediatric Urgent Care, general healthcare, and business practice. Lectures will be supplemented with time for small group discussions, and workshops will allow for hands-on training of various clinical and procedural skills.

PM Pediatrics is the largest provider of pediatric urgent care in the U.S., with multiple locations throughout New York, New Jersey and Maryland. The company provides specialized urgent care to patients from birth through college, utilizing pediatric emergency physicians, pediatricians, nurse practitioners, and physician assistants. In addition, we offer three fellowship programs which are the first of their kind in Pediatric Urgent Care Medicine for physicians, nurse practitioners and physician assistants. The Society for Pediatric Urgent Care was formed to provide a forum for those who practice in an urgent care environment as well as to advocate for and promote the unique needs of this specialty.

### 2017 Pediatric Urgent Care Conference

**Preconference: March 29 (9:00am – 6:45pm)**

**Conference Day 1: March 30 (9:00am - 5:00pm)**

**Conference Day 2: March 31 (9:00am - 5:00pm)**

**CME: 20 hours for PUCC 2017.**

#### Accreditation Statement

This activity has been planned and implemented in accordance with the Accreditation Requirements and Policies of the Medical Society of the State of New York (MSSNY) through the joint providership of the Westchester Academy of Medicine (WAM) and PM Pediatrics Management Group. WAM is accredited by MSSNY to provide Continuing Medical Education for physicians.

WAM designates this live activity for a maximum of 20 **AMA PRA Category I Credits™**. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

#### Disclosure Statement

The Westchester Academy of Medicine (WAM) and the Medical Society of the State of New York (MSSNY) relies upon planners and faculty participants in its CME activities to provide educational information that is objective and free of bias. In this spirit and in accordance with the guidelines of MSSNY and the ACCME, anyone with the potential to control the content of a CME activity are expected to disclose the existence of any relevant financial interest or other relationship the faculty member (spouse or partner) or provider has with the manufacturer of any commercial product discussed in an educational presentation.



# The Pediatric Urgent Care Conference

March 29 - 31, New Orleans, LA



## CONFERENCE FACULTY

**Michael Bachman, MD, MBA, FAAP**  
Regional Medical Director, New Jersey  
PM Pediatrics

**John T. Daly, MD**  
Chief Medical Officer  
COLA

**Elliott Friedman, MD, FAAP**  
Medical Director  
PM Pediatrics

**Christina Johns, MD, MEd, FAAP**  
Senior Medical Advisor  
Senior Director, Marketing Strategy  
PM Pediatrics

**David Mathison, MD, MBA, FAAP**  
Regional Medical Director, Mid-Atlantic Region  
PM Pediatrics

**Dawn Richy, RN**  
Director of Clinical Operations  
PM Pediatrics

**Usha Sankrithi, MBBS, MPH, FAAP**  
Medical Director, Urgent Care Systems  
Medical Advisor, Children's Consulting Nurses,  
Division of Emergency Medicine,  
Dept. of Pediatrics, Seattle Children's Hospital  
Co-Chair, Subcommittee on Pediatric Urgent Care, AAP  
Board Member, SPUC

**Alla Shenkman, MD, FAAP**  
Medical Director  
PM Pediatrics

**Eric Weinberg, MD, FAAP**  
Fellowship Director, Pediatric Urgent Care  
Director of Education  
PM Pediatrics

**Sheryl Cohen, MD, FAAP**  
Assistant Regional Medical Director  
New York-Southern Region  
PM Pediatrics

**Peter Dayan, MD, MSc**  
Associate Professor of Pediatrics  
Associate Division Director, Pediatric Emergency Medicine  
Columbia University Medical Center

**Rachel Friedman, JD**  
Director of Human Resources  
PM Pediatrics

**Michael M.E. Johns, MD**  
Professor, Schools of Medicine and Public Health  
Executive Vice President for Health Affairs Emeritus  
Emory University  
President & CEO, and Chairman of the Board Emeritus,  
Emory Healthcare

**Andre Persaud, MD, FAAP**  
Assistant Regional Medical Director  
New York-Northern Region  
PM Pediatrics

**Marisa Rodriguez, PA-C**  
PA Fellowship Director  
PM Pediatrics

**Jeffrey Schor, MD, MPH, MBA, FAAP**  
Founder and Managing Member  
PM Pediatrics  
Co-Chair, Subcommittee on Pediatric Urgent Care, AAP  
Board Member, SPUC

**Sharyn Traub**  
Director of Marketing and Communications  
PM Pediatrics

**Jill Cysner**  
Controller  
PM Pediatrics

**Jason Dupuis**  
Patient Experience Officer  
Administrative Director, New England Regional Operations  
PM Pediatrics

**Toni Clare Hogencamp, MD, FAAP**  
Regional Medical Director, New England  
PM Pediatrics  
Pediatric Medical Advisor, CVS Health, Minute Clinic  
Board Member, SPUC

**Steven Katz, MBA**  
Founder and Managing Member  
PM Pediatrics

**Mordechai Raskas, MD, EdM, FAAP**  
Director of Telemedicine and Clinical Informatics  
PM Pediatrics

**Karin Sadow, MD, FAAP**  
Regional Medical Director, New York  
PM Pediatrics

**Nikhil Shah, MD**  
Medical Director  
PM Pediatrics

**Alex Trinkoff, Esq.**  
Vice President, Legal Affairs  
Northwell Health



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## CONFERENCE SCHEDULE

**Preconference - Wednesday, March 29 (Choose 1 of the following 2 tracks):**

**Track 1: How to Start Your Own Urgent Care** – This track is not eligible for CME

Date and Time	Lectures - Iberville Room
8:00am-9:00am	Continental Breakfast - Astor Ballroom Gallery
9:00am-9:50am	Writing Your Pediatric Urgent Care Business Plan – Jeffrey Schor, MD, MPH, MBA, FAAP
9:55am-10:45am	Financing Your Venture – Steven Katz, MBA
10:45am-11:05am	Coffee Break - Astor Ballroom Gallery
11:05am-11:55am	Site Selection and Build Out – Jeffrey Schor, MD, MPH, MBA, FAAP
12:00-12:50pm	Legal/Regulatory – Alex Trinkoff, Esq.
12:50pm-1:50pm	Lunch
1:50pm-2:40pm	Setting up Your Office – Dawn Richy, RN
2:45pm-3:35pm	Recruiting, Staffing, and other HR Considerations – Rachel Friedman, JD
3:35pm-3:55pm	Coffee Break - Astor Ballroom Gallery
3:55pm-4:45pm	Marketing Your Startup – Sharyn Traub

**Track 2: The Basics – Pediatric Urgent Care for the Non-Pediatric Provider** – 6 hrs CME

Date and Time	Lectures - Astor Ballroom 1 & 2
8:00am-9:00am	Continental Breakfast - Astor Ballroom Gallery
9:00am-10:00am	Pediatric Assessment: How to Examine the Screaming Infant (and other tips) Karin Sadow, MD, FAAP
10:00am-11:00am	The Febrile Infant: Who Needs a Workup? – Elliott Friedman, MD, FAAP
11:00am-11:20am	Coffee Break - Astor Ballroom Gallery
11:20am-12:20pm	Pediatric Respiratory Review – Sheryl Cohen, MD, FAAP
12:20pm-1:20pm	Lunch
1:20pm-2:20pm	Pediatric Orthopedic Review: Chances Are It's a Fracture – Alla Shenkman, MD, FAAP
2:20pm-3:20pm	Pediatric GI Review – Sheryl Cohen, MD, FAAP
3:20pm-3:40pm	Coffee Break - Astor Ballroom Gallery
3:40pm-4:40pm	Pediatric Red Flags: How to Recognize a Sick Child – Christina Johns, MD, MEd, FAAP
4:40pm-6:40pm (Workshop)	Splinting Workshop

## CONFERENCE SCHEDULE

### Conference Day 1 – Thursday, March 30 (Choose 1 of the following 3 tracks):

CME = 6 hours per clinical track (each track has one plenary, three lectures, one 2-hour workshop)

Date and Time	Core Concepts Astor Ballroom 1 & 2	Emerging Concepts and Controversies Astor Ballroom 3	Practice Management (No CME) Iberville Room
8:00am-9:00am	Continental Breakfast - Exhibitor Hall		
9:00am-10:00am	<b>PLENARY</b> – The Future of Healthcare: Reading the Tea Leaves - Michael M.E. Johns, MD (Astor Ballroom 1 & 2 )		
10:00am-10:30am	Coffee Break / Poster Session - Exhibitor Hall		
10:30am-11:30am	The ABCs of Pediatric Chest X-Ray Interpretation Nikhil Shah, MD	Update on Urgent Care Jeffrey Schor, MD, MPH, MBA, FAAP	Marketing Your Practice in the Digital Age Christina Johns, MD, MEd, FAAP
11:30am-12:30pm	Beyond Amoxicillin: An Evidence-Based Approach to Otitis and Strep Pharyngitis Eric Weinberg, MD, FAAP	Hot off the Press! 10 Articles That Will Change Your Practice David Mathison, MD, MBA, FAAP & Toni Clare Hogencamp, MD, FAAP	Telemedicine: The Future is Now! Mordechai Raskas, MD
12:30pm-1:30pm	Lunch & Learn - Astor Ballroom Gallery		
1:30pm-2:30pm	That's the Breaks Kid! A Review of Pediatric Musculoskeletal Radiology Nikhil Shah, MD	UTI – To Cath or not to Cath... That is the Question Mordechai Raskas, MD	Lab Pitfalls in the Urgent Care Setting John Daly, MD
2:30pm-3:00pm	Coffee Break / Poster Session - Exhibitor Hall		
3:00pm-5:00pm	<b>WORKSHOP</b> "A Stitch in Time Saves Nine" Basic Wound and Suturing Marisa Rodriguez, PA-C and others	<b>WORKSHOP (Bienville Room)</b> Mock Codes Eric Weinberg, MD & Nikhil Shah, MD	<b>BREAKOUT SESSION</b> Successes and Pitfalls When Setting Up Your Practice: Ask the Experts Jeffrey Schor, Steven Katz, Dawn Richy, Karin Sadow & Rachel Friedman

### Conference Reception

**March 30, 7:00pm - 10:00pm - BB Kings Blues Club**

Join us for drinks, food and live music! No additional cost for paid conference participants. Participant's guests welcomed at \$75 each.



## CONFERENCE SCHEDULE

### Conference Day 2 – Friday, March 31 (Choose 1 of the following 3 tracks):

CME = 6 hours per clinical track (each track has one plenary, three lectures, one 2-hour workshop)

Date and Time	Core Concepts Astor Ballroom 1 & 2	Emerging Concepts and Controversies Astor Ballroom 3	Practice Management (No CME) Iberville Room
	<b>PLENARY</b> - From the Board Room to the Exam Room: Applying Business Principles to Improve Your Medical Practice - Steven Katz, MBA (Astor Ballroom 1 & 2)		
10:00am-10:30am	Coffee Break / Poster Session - Exhibitor Hall		
10:30am-11:30am	When Hydrocortisone Just Won't Cover It: Pediatric Dermatology Puzzlers David Mathison, MD, MBA, FAAP	How to Protect Yourself and Your Practice in a Litigious Environment Michael Bachman, MD, MBA, FAAP	Feedback: No Pain, All Gain Toni Clare Hogencamp, MD, FAAP & Sharyn Traub
11:30am-12:30pm	Anaphylaxis: Step 1, Give Epi Step 2, Make Sure You Give Epi Karin Sadow, MD, FAAP	Visual Diagnosis Usha Sankrithi, MBBS, MPH, FAAP	How to Balance the Books, Maximize Billing, and Increase Revenue Jill Cysner
12:30pm-1:30pm	Lunch & Learn - Astor Ballroom		
1:30pm-2:30pm	When Can She Play Again? Head Injury and Concussion Management Michael Bachman, MD, MBA, FAAP	When It's Not Just a Virus: Preparing for the Critically Ill Patient in the Urgent Care Setting Peter Dayan, MD	Tech Talk 2017 – Using Technology to Help Your Practice and Your Patients David Mathison, MD, MBA, FAAP
2:30pm-3:00pm	Coffee Break / Poster Session - Exhibitor Hall		
3:00pm-5:00pm	WORKSHOP (Bienville Room) Splinting Andre Persaud, MD, FAAP	WORKSHOP Advanced Wound & Suturing: Mattress, Flaps, and Multi-Layered Suture Techniques Marisa Rodriguez, PA-C	BREAKOUT SESSION Service Excellence Workshop: Moving the Focus from Transactions to Interactions - Rachel Friedman, JD, Elliott Friedman, MD, FAAP & Jason Dupuis



# CONFERENCE REGISTRATION AND LODGING

## Registration

Email [pucc@pmpediatrics.com](mailto:pucc@pmpediatrics.com), call 516-869-0650 x282 or mail in below form to:  
PM Pediatrics, ATTN: Pediatric UC Coordinator, One Hollow Lane, Suite 301, Lake Success, NY 11042.

**You can also register online at [puconference.com](http://puconference.com)**

**Audience:** Physicians, nurses, physician assistants, emergency medical service providers, office managers, and administrators.

### Fees for Physicians & Administrators:

**Early Bird by Jan. 14:** Preconference \$300, Conference \$545, Combined rate \$750

**Registration after Jan. 14:** Preconference \$350, Conference \$645, Combined rate \$895

### Fees for NPs, PAs & all others:

**Early Bird by Jan. 14:** Preconference \$300, Conference \$445, Combined rate \$650

**Registration after Jan. 14:** Preconference \$350, Conference \$545, Combined rate \$795

### Workshops:

**Mock Code** (\$25), **Splinting** (\$35), **Basic Wound Closure** (\$75),

**Advanced Wound Closure** (\$50), **Basic & Advanced Wound Closure** (\$100),

**Customer Service** (no fee), **Successes & Pitfalls When Opening Your Practice** (no fee)

## Location/Hotel Reservations

Astor Crowne Plaza - New Orleans French Quarter, 739 Canal Street @ Bourbon, New Orleans, LA 70130. For reservations, call 1-877-408-9661 (reference *Pediatric Urgent Care Conference*) or visit <https://aws.passkey.com/event/15510255/owner/10756/home>

Room Rate is \$198/night. Book by March 8, 2017 to guarantee the discounted rate. Hotel amenities include:

- Room Service
- Internet Access
- Fitness Center/Health Club
- In-room Movies
- Meeting Rooms
- Outdoor Pool
- Restaurant
- Business Center
- Cable TV
- Hair Dryer/Iron
- Valet
- Public Transportation Nearby



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## CONFERENCE REGISTRATION FORM

Ms.  Mrs.  Mr.  Dr.

Registrant's Name: \_\_\_\_\_ Profession: \_\_\_\_\_

Street Address: \_\_\_\_\_ Affiliated Practice: \_\_\_\_\_

City, State, Zip, Country: \_\_\_\_\_

Telephone (Cell): \_\_\_\_\_ (Home): \_\_\_\_\_

E-mail Address: \_\_\_\_\_

### Preconference: Choose 1 Track

- How to Start Your Own Urgent Care Practice
- The Basics: Pediatric Urgent Care for the Non-Pediatric Provider

### Choose 1-3 Workshops (refer to schedule to avoid overlap)

- Mock Code \$25
- Splinting (3/29) \$35
- Splinting (3/31) \$35
- Basic Wound Closure \$75
- Advanced Wound Closure \$50
- Basic & Advanced Wound Closure \$100
- Customer Service (no fee)
- Successes & Pitfalls When Opening Your Practice (no fee)

### Conference Day 1 & 2: Choose 1 Track

- Core Concepts Track
- Emerging Concepts & Controversies Track
- Practice Management Track

Payment:  Cash  Check

Credit Card Information:  Visa  MasterCard  American Express  Discover

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Please make check payable to PM Pediatrics, and mail with registration form to:

**PM Pediatrics/ATTN: Pediatric UC Coordinator, One Hollow Lane, Suite 301, Lake Success, NY 11042**



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## CONFERENCE LOCATION

**Astor Crowne Plaza - New Orleans French Quarter  
739 Canal St. @ Bourbon St.**

Conveniently located at the corner of Bourbon and Canal Streets, the hotel's French Quarter location promises New Orleans visitors a grand experience in "The Big Easy." Guests are within walking distance of world-famous downtown attractions and just a short drive from the New Orleans Airport while staying at the full-service Crowne Plaza® Hotel New Orleans – French Quarter.

- Enjoy the night life on historic Bourbon Street.
- Grab a beignet & café au lait at the famous Café Du Monde.
- Experience the various live bands on Frenchmen Street.
- Get a glimpse behind the scenes of one of the world's top celebrations at Mardi Gras World.
- Spend an afternoon at picturesque New Orleans City Park.
- Catch Dueling Pianos at Pat O'Briens & sip on a Hurricane.
- Take in the stunning views of St. Louis Cathedral & Jackson Square.
- Stroll the French Quarter and bring home some unique souvenirs.