

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

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.



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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 in the Department of Pediatrics at
Columbia University Medical Center and is the
Associate Division Director of Pediatric
Emergency Medicine

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
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Co-Chair, Subcommittee on Pediatric Urgent Care, AAP
Board Member, SPUC

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PM Pediatrics

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PM Pediatrics

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Steven Katz, MBA
Founder and Managing Member
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Mordechai Raskas, MD
Director of Telemedicine and 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

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	Lecture
9:00am-9:50am	Writing Your Pediatric Urgent Care Business Plan – Jeffrey Schor, MD, MPH, MBA, FAAP
9:55am-10:45am	Site Selection and Build Out – Jeffrey Schor, MD, MPH, MBA, FAAP
10:45am-11:05am	Break
11:05am-11:55am	Financing Your Venture – Steven Katz, MBA
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	Break
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	Lecture
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	Break
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	Break
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 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	Emerging Concepts and Controversies	Practice Management (No CME)
9:00am-10:00am	PLENARY – The Future of Healthcare: Reading the Tea Leaves - Michael M.E. Johns, MD		
10:00am-10:30am	Break / Poster Session		
10:30am-11:30am	The ABCs of Pediatric Chest X-Ray Interpretation Nikhil Shah, MD	Hot off the Press! 10 Articles That Will Change Your Practice David Mathison, MD, MBA, FAAP & Toni Clare Hogencamp, MD, 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	Update on Urgent Care Jeffrey Schor, MD, MPH, MBA, FAAP	Telemedicine: The Future is Now! Mordechai Raskas, MD
12:30pm-1:30pm	Lunch		
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	Break / Poster Session		
3:00pm-5:00pm	WORKSHOP "A Stitch in Time Saves Nine" Basic Wound and Suturing Marisa Rodriguez, PA-C and others	WORKSHOP Mock Codes Eric Weinberg, MD & Nikhil Shah, MD	BREAKOUT SESSION Successes and Pitfalls When Setting Up Your Practice: Ask the Experts Jeffrey Schor, Steven Katz, Dawn Richy, Karin Sadow & Rachel Friedman

Conference Reception at BB Kings Blues Club. March 30, 7pm -10pm.

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

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	Emerging Concepts and Controversies	Practice Management (No CME)
9:00am-10:00am	PLENARY - From the Board Room to the Exam Room: Applying Business Principles to Improve Your Medical Practice - Steven Katz, MBA		
10:00am-10:30am	Break		
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		
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	Break		
3:00pm-5:00pm	WORKSHOP 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, 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

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.